

The new ball game in prime-time access
The FCC in 1974, and how it got that way

Broadcasting Jul 15

The newsworthy of broadcasting and allied arts

Our 43d Year 1974

July 15, 1974

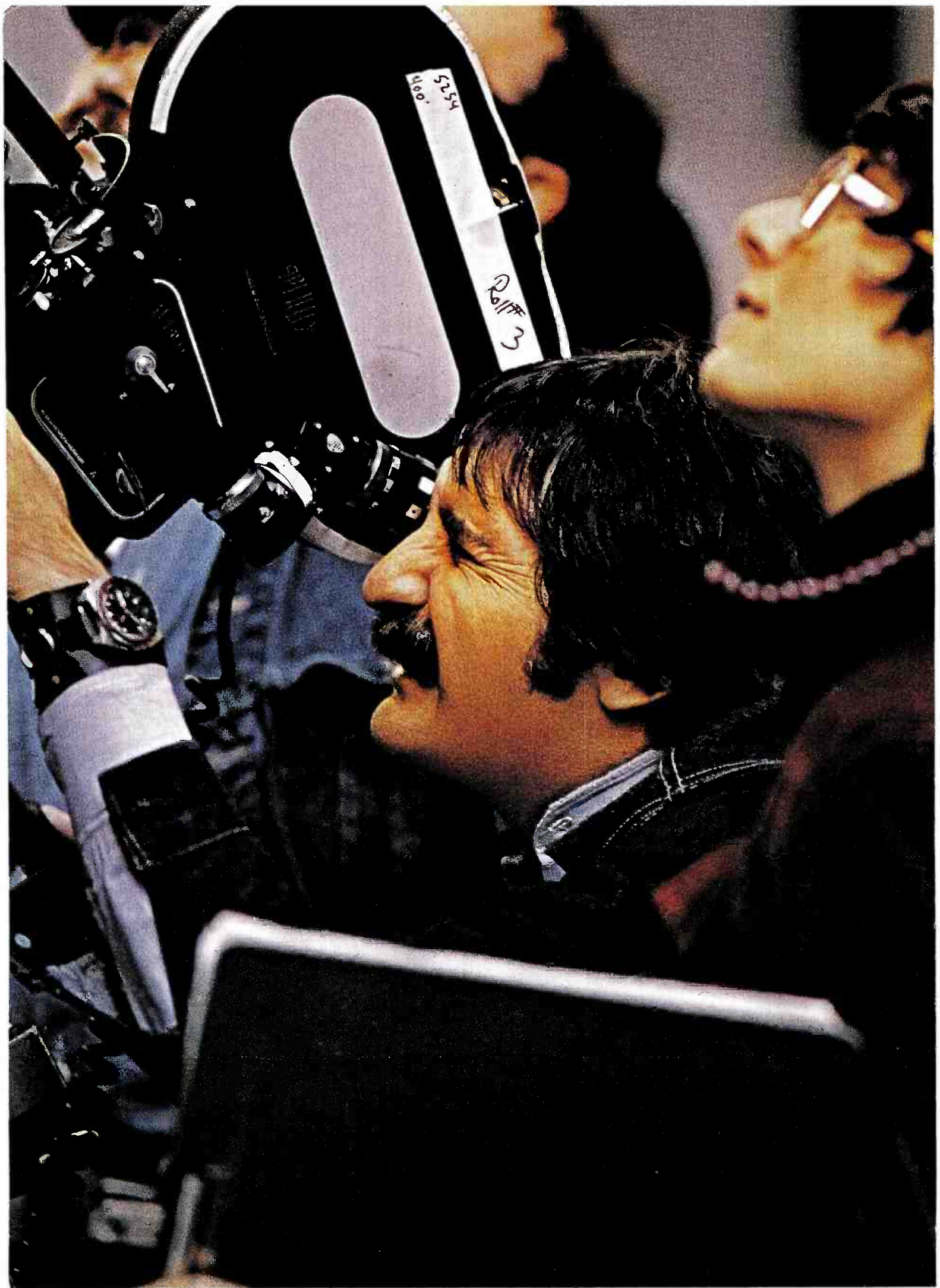
Journal of Broadcasting
1974

NEWSPAPER

The Raymond Burr Show. Right on target!
Locally this fall! Raymond Burr as
Chief Robert Ironside. MCA TV.



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Closed Circuit®

Good and better. Despite unsettled economy, spot TV business appears to be holding firm. Some stations and some markets are down from year ago, which is true almost any time, but on whole business seems to be, as one leading rep described it, "not spectacular, but steady." Another called it "much better than we have any right to expect," considering state of economy. By some reports, several of very top markets dropped below year-ago levels in first-half dollars while middle-sized markets as group were doing better than year ago. Several reps cited strength of regional advertising. While some of big multiproduct national advertisers have been running shorter and thinner schedules, reps say, regionals are strong and in some cases are beginning to move into fourth-quarter activity.

In network business, word is still gung-ho. Indications are that most shifting-around made necessary by reversion to old prime-access rules has been completed, and network sources say they still expect fourth-quarter sales to exceed last year's by substantial margin. As one put it, "There's just a lot of money out there."

Cast of thousands. List of witnesses still to appear before Senate Communications Subcommittee in its resumed hearing on license-renewal legislation has now stretched to more than 50. Subcommittee has scheduled four days to hear them — July 23, 24, 25 and July 31 — but is notifying each witness of Chairman John O. Pastore's request that testimony be limited to 10 minutes. Whether subcommittee will attempt to accommodate any more requests for permission to testify — it has already taken testimony from 52 witnesses — remains to be decided. Most of those still to be heard are from citizen groups.

Senator Howard Baker (R-Tenn.), ranking minority member, indicated at end of earlier batch of hearings, concluding June 27, that subcommittee would attempt to speed up hearing process by asking new witnesses simply to present statements for record (*Broadcasting*, July 1).

Offer unrefused? Reports persist that NBC-TV has bought Paramount's blockbuster, "The Godfather," for record price (possibly as high as \$10 million for one showing, in two parts). One top agency official even said last week that NBC has tentatively scheduled it for two nights in O November of 1975. NBC spokesman continues to deny network has leased "The Godfather," however, saying only that "we're negotiating for it." Agency man speculated that NBC and Paramount are keeping quiet because movie will be nationally re-released in theaters between now and late 1975. Word that picture was to be on TV could queer box office.

Dusted off. Almost forgotten report of FCC's since-disbanded Conglomerate Study Task Force popped to surface last week. Copies of report, completed in December 1972, were distributed to commissioners, and one of its authors, Louis Stephens, provided briefing. What commission will do with report — designed as pilot project involving 31 conglomerates — remains to be seen. But Broadcast Bureau

will consider some of report's recommendations in drafting rulemaking to revise reporting requirements of multiple owners (*Broadcasting*, July 1).

Recommendations included requirements that conglomerate licensee report advertising placed by any of its divisions on its own stations, keep FCC informed of non-broadcast activities and crossownerships with financial institutions. Another, coolly received last week, would make each conglomerate put member of public on board.

Final stages. Hunt for new president of Television Bureau of Advertising is narrowing. Search committee, headed by William B. Faber, WFLA-TV Tampa, Fla., will meet shortly to screen eight or nine surviving candidates, may be able to settle on single choice by end of this month. Committee will make its recommendation to TVB executive committee, which will pass decision on to board for final choice.

Troubled Voice. There may be eruption at U.S. Information Agency even before special 20-member panel headed by Frank Stanton completes report that may recommend reorganization ("Closed Circuit," July 1). There's talk that internal action may come in response to reports of slanted news in foreign-language broadcasts of Voice of America. Action could be based on continuing internal studies conducted for USIA director, James Keogh.

Dr. Stanton, retired vice chairman of CBS, and others on on special panel are considering proposals that include transfer of USIA to State Department and consolidation of Voice with Radio Free Europe and Radio Liberty as undisguised propaganda outlets. Kenneth R. Giddens, owner of WKRG-AM-FM-TV Mobile, Ala., directs Voice.

Dietary influence. Study of effects of television advertising on children's eating habits, filed with Federal Trade Commission last month, has attracted little outside attention but is being read "with a good deal of interest" by commissioners and Consumer Protection Bureau staff, according to FTC source. Study, part of graduate thesis by Wharton School MA candidate, Stephen L. Disson, is believed relevant to FTC's consideration of rule requiring nutrition information to be contained in commercials.

Among other conclusions reached by Mr. Disson from interviewing children: TV commercials have "negative" effect on eating patterns, affecting both amount and type of food children select. Commercials, he says, have "educated" youngsters to "want 'sweet' things and believe 'sweet' things are good for them." Study also asserts children play significant role in food purchase decisions.

Still in the can. FCC's intended issuance of notice of inquiry on network reruns has been postponed by developments in labor negotiations. FCC wants to study details of new Screen Actors Guild contract that imposes higher fees for reruns of television programs (*Broadcasting*, July 8). Commission also wants to avoid influencing ongoing negotiations with American Federation of Television and Radio Artists.

Meanwhile, FCC has been getting heavy mail critical of reruns. Some is traced to SAG President Dennis Weaver's call to members to write FCC, some to similar appeal published in *National Star*.

Top of the Week

Bouncing back. *With a little help from its friends (on New York Court of Appeals), syndication business has again filled its sails for third venture into prime time. Judicial stay of access rule, Broadcasting perspective notes, couldn't have come at more opportune time. Page 21. Meanwhile, disgruntled FCC takes only course left open to it after court decision; invites comments in new prime-time inquiry by Aug. 16. Page 26.*

After hours. *A look at networks' late night programing invites few surprises: Carson's still king, with CBS's movies remaining in front of ABC's new program line-up. What is surprising is that neither of the also-rans seems particularly distraught. Page 29.*

Bureaucracy building. *With swearing in at FCC last week of Glen Robinson, Abbott Washburn and incumbent Robert E. Lee, rebuilding of agency in Nixonian framework is finally complete. How it got that way is matter that was mystifying, frustrating and, ultimately, intriguing. Here's how it happened. Page 32.*

Celebration. *On eve of its 40th anniversary, FCC receives two newcomers into its fold and welcomes back an old friend. Occasion brings together assembly of commission alumni, nostalgic recollections of days gone by and optimistic visions of what lies ahead. Page 38.*

Insider's view. *As former antitrust lawyer for Justice Department, Arthur D. Austin is qualified observer of his old employer's present policies. What Mr. Austin sees in department's present onslaught against multimedia ownership, he doesn't like. Page 39.*

Summer home. *That long-evolving copyright bill has taken up new temporary place of residence — Senate Commerce Committee. Pastore's communications unit has it for 15 days, is expected to re-examine royalty provision, sports blackouts. Page 42.*

Situationer. *Another late-blooming piece of legislation — campaign reform bill — is slowly moving out of House Operations Committee. And it contains some welcome elements for broadcasters. Page 46.*

Fairness fighter. *Senator William Proxmire is taking to heart an old cliché — the fairness doctrine isn't fair. He said it on Senate floor last week, and he promises to say it again on numerous future occasions. His stated goal: equal protection under the First Amendment for all media, broadcasting included. Page 48.*

Out of a mold. *FCC's cable clarification proceeding is beginning to assume familiar pattern, with cablemen, municipalities lining up against citizen groups in comments to agency. Last week's target: the commission's proposals for duration of franchises. Page 54.*

Repetitive. *Here's another familiar pattern: CBS completes another financial quarter and sets another financial record. This one makes it 13 in a row. Page 56.*

Promotion. *Once upon a time, John Severino coached a football team called the Portland Sea Hawks. Now his stewardship involves a team of broadcasters called KABC-TV Los Angeles. Page 73.*

Proposed Knight, Ridder merger would put broadcast holdings on market

Knight Newspapers and Ridder Publications last week proposed to merge their 35 newspapers into country's fourth largest chain — spinning their broadcast holdings out to others. Disengagement of stations from newspaper merger was reportedly intended to avoid need of FCC approval of multimedia ownership transfers and delays that might entail.

Merger, to be achieved by stock exchange valued at some \$174 million, is subject to approval of companies' boards and stockholders.

Knight owns 16 newspapers and 45% interest in Group One Broadcasting Co., which owns KLZ-AM-FM Denver, WAKR-AM-TV and WAEZ(FM) Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio, and KBOX(AM)-KTLC(FM) Dallas. Other 55% is owned by Roger Berk and associates. Mr. Berk could not be reached for comment last week.

Ridder and MTC Properties Inc. own 50% each of Mid-Continent Radio-Television Inc., which owns 53% of WCCO-AM-FM-TV Minneapolis. Other 47% is owned by Minneapolis Star and Tribune Co. Justice Department has petitioned FCC to deny renewal of licenses of WCCO stations on grounds of concentration of media control. Ridder publishes St. Paul (Minn.) *Pioneer-Press* and *Dispatch*. Ridder owns 17 other newspapers and KSSS(AM) Colorado Springs, KSDN(AM) Aberdeen, S.D., WDSM(AM) Superior, Wis. (Duluth, Minn.), and some cable properties. It has sold WDSM-TV Superior-Duluth to group headed by Robert J. Rich, station manager, for \$1.5 million, subject to FCC approval (*Broadcasting*, June 17).

Schildhouse sees copyright bill as gift horse

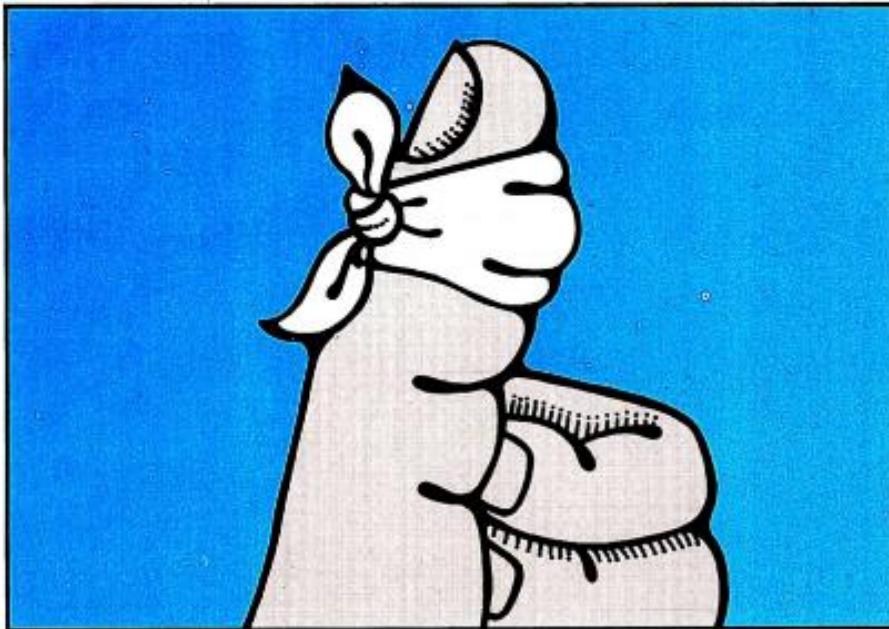
Former FCC Cable TV Bureau Chief Sol Schildhouse cautioned cable industry against pledging unilateral support for pending copyright revision bill (S. 1361) (also see page 42). "If there has to be copyright," Mr. Schildhouse, now Washington attorney, told New England Cable Association convention, "this is probably not the right bill — it is full of traps." Examination of bill, he noted, reveals that copyright tribunal is empowered to review CATV fees — and raise them if it so chooses — within six months after enactment of legislation. Further, Mr. Schildhouse warned, tribunal could also alter revenue base in present bill to make other cable services — including pay billings and advertising — part of sum on which cablemen would have to pay copyright. "I'm very uneasy over the opportunities built into [the bill] for bushwhacking and if I were a system owner I'd be asking 'who the hell got me into this,'" Mr. Schildhouse said.

Localism in broadcast ethics enforcement advocated by FCC's General Counsel Hardy

FCC General Counsel Ashton Hardy has suggested that broadcasters work through their state associations to establish codes of ethics or codes of conduct, as well as means for implementing them locally. Mr. Hardy, speaking at meeting of Colorado Broadcasters Association, in Steamboat Springs, on Friday, said that "local codes reflecting particular local interests, 'might be desirable complement' to 'national means of protecting your common business and public interests' that are provided by National Association of Broadcasters' codes for radio and television.

Mr. Hardy, who joined commission two months ago, said suggestion results from complaint he heard last month from broadcaster at Mississippi Broadcasters Convention that one of his competitors was "violating every rule in the FCC book." Mr. Hardy said that, as lawyer familiar with ethics and grievance committees of bar associations,

Good station marketing has a way of standing out

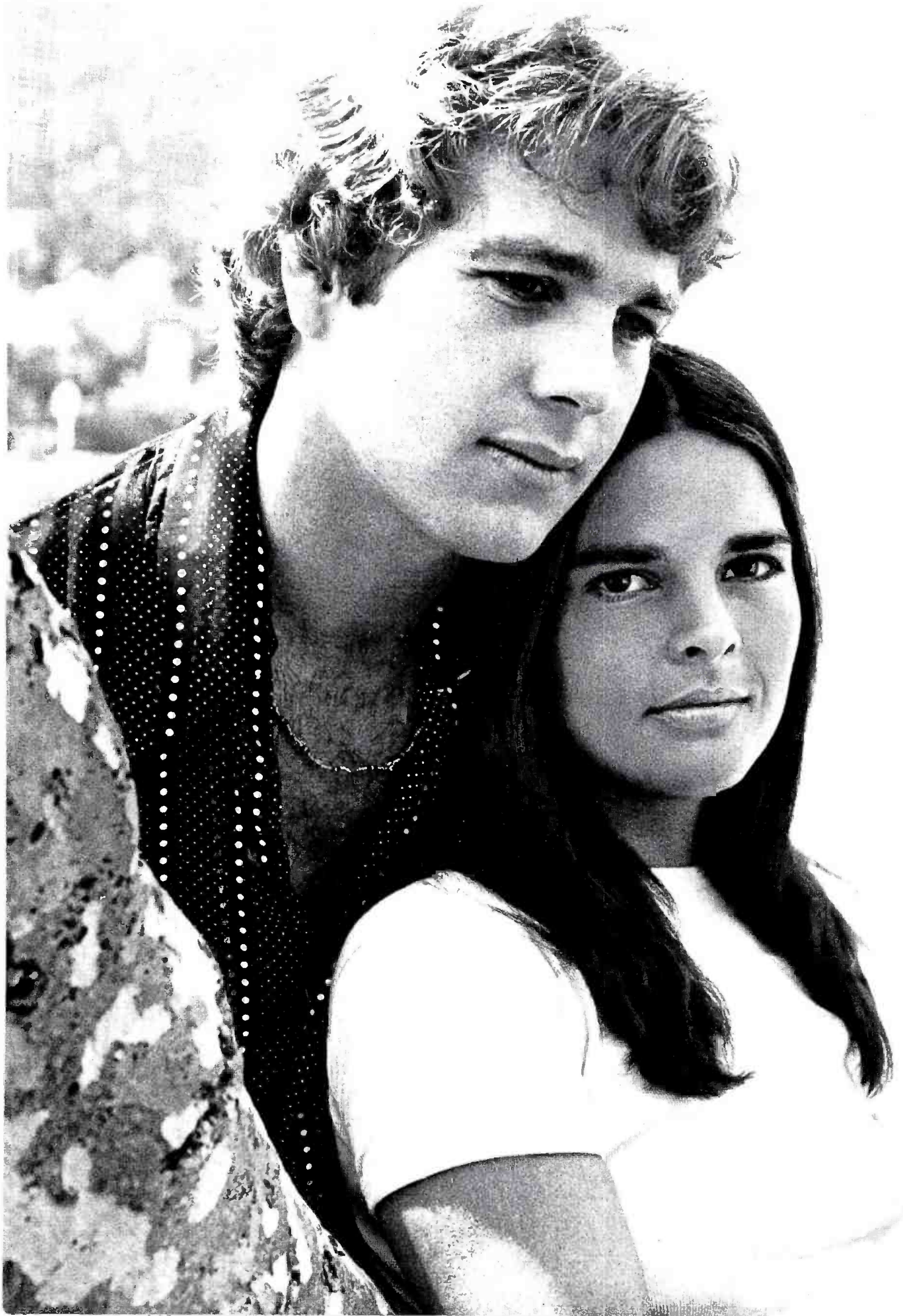


Revenue building programs are a dime a dozen. But full-service marketing companies are not. Concerned Marketing Company is a team of broadcast specialists with vast experience and innovative plans that can position your station among the leaders.



CONCERNED MARKETING COMPANY

Campbell Centre, 8350 North Central Expressway, Dallas, Texas 75206



Programming Portfolio VI means never having to say you're sorry

About a month ago Paramount first offered its latest group of thirty outstanding theatrical feature films including such blockbusters as "Love Story," "The Out-of-Towners" and "Plaza Suite" for syndication. The five CBS owned stations grabbed them. We promised ourselves we would do better the second day.

We did!

To date 30 stations, 21 of which are in the top 25 markets, have already fallen in love with Portfolio VI, and that's just the beginning. If you think this sounds like bragging, you're right! But we're not going to say we're sorry.

Atlanta-WXIA-TV, Buffalo-WGR-TV, Chicago-WBBM-TV, Cincinnati-WLWT, Cleveland-WUAB-TV, Dallas-Fort Worth-WFAA-TV, Denver-KBTX, Detroit-WJBK-TV, Fort Wayne-WPTA, Green Bay-WFRV-TV, Houston-KTRK-TV, Indianapolis-WTTV, Kansas City-WDAF-TV, Little Rock-KARK-TV, Los Angeles-KNXT, Louisville-WLKY-TV, Miami-WCKT, New Orleans-WVUE, New York-WCBS-TV, Oklahoma City-KOCO-TV, Philadelphia-WCAU-TV, Phoenix-KTAR-TV, Pittsburgh-WIIC-TV, Sacramento-Stockton-KTXL, San Francisco-KTVU, St. Louis-KMOX-TV, Seattle-Tacoma-KING-TV, Syracuse-WSYR-TV, Tampa-St. Petersburg-WTVT, Washington-WMAL-TV.



PARAMOUNT TELEVISION SALES

Paramount's Portfolio VI consists of such blockbuster films as "Love Story," "Barefoot in the Park," "Gunfight at the O.K. Corral," "In Harm's Way," "Goodbye, Columbus," "No Way to Treat a Lady," "Out-of-Towners," "Plaza Suite," "Sons of Katie Elder," and "Breakfast at Tiffany's," and such exciting stars as Ryan O'Neal, Ali MacGraw, Robert Redford, Jane Fonda, Burt Lancaster, Kirk Douglas, John Wayne, Richard Benjamin, Rod Steiger, George Segal, Jack Lemmon, Sandy Dennis, Walter Matthau, Maureen Stapleton, Dean Martin, Audrey Hepburn and George Peppard.

he was surprised to learn that most state associations have no vehicle for local resolution of such complaints.

Mr. Hardy offered several specifics that state associations might consider in assessing merits of his proposal. He said local code might be founded on more important subject matters of commission regulation and policies embodied in NAB codes, supplemented to reflect local concerns — among them, promotional practices, commercial policies and advertising standards. And he envisions code of conduct committee “democratically selected with authority to issue advisory opinions for voluntary compliance.”

Taylor elaborates CBS policy posture in refusing ads for controversial issues

Mobil Oil Co. “wants to sell its own point of view in the marketplace of its own choosing and on its own terms,” CBS Inc. President Arthur R. Taylor said in answering Mobil’s complaints that networks were restricting freedom of speech by rejecting its energy-crisis advertising (*Broadcasting*, June 10). “What is at stake,” he said, is not freedom of speech but “that other cardinal provision of the First Amendment: freedom of the press.” And, he noted, Supreme Court has ruled that broadcasters may not be forced to sell time for discussion of controversial public issues.

“Partisans generally feel that their particular views do not receive enough attention in normal journalistic channels, and that is the case here,” Mr. Taylor wrote in “open letter to editors” distributed last week “to put the record straight” on why CBS rejected Mobil ads regarding energy crisis. He said CBS News has gone to great lengths to insure that the public hears all sides of this complex situation, has also carried two interviews with top Mobil officials — and offered to feature Mobil in *60 Minutes* report on energy crisis but that Mobil rejected offer.

“Mobil has even offered to buy so-called ‘equal time’ for opposing views if ‘the request is legitimate,’” he continued. “This would, of course, allow the company to retain veto power over not only the choice of ‘opposition,’ but over the determination of what issues are discussed.”

Mr. Taylor said CBS adopted policy against selling time for controversial issues “many years ago” because otherwise, since broadcast time is limited, “those with the most money would get to talk the loudest.” It is better, he said, “to see that all facts the public needs are reported fairly and accurately on CBS News broadcasts...Far from restricting Mobil or the advocate of any other point of view, CBS will continue to present in the free forum of information those views that merit such coverage. That is the substance of independent journalism.”

Representative Mink objects to C of C program, is given response time by Mutual

Mutual Broadcasting System last Friday was scheduled to feed to affiliates 12-minute program featuring Representative Patsy T. Mink (D-Hawaii) in response to what she called “blatant propagandizing by lobbying organization like the U.S. Chamber of Commerce.”

At issue was 20-minute Chamber program, *What's the Issue*, that featured Representative Craig Hosmer (R-Calif.) and Arch Booth, Chamber president, in discussion critical of legislation (H.R. 11500) that would impose strict controls on strip mining. Mutual feeds Chamber’s *Issue* weekly to its affiliates as public affairs program for which Chamber does not pay.

Chamber also provides program in cassette form to more than 200 independent stations. And Representative Mink has written those stations, as well as Mutual’s affiliates, asking them to air her response. She said Chamber’s program raises “serious problem under the FCC’s fairness doctrine.”

In Brief

The beginning. World Football League’s national TV opener (New York Stars at Jacksonville Sharks) on Thursday (July 11, 9 p.m.-midnight, NYT, TVS Television Network) scored 10.8 rating and 21 share in Nielsen overnights for New York City, losing to regular series programming on NBC-TV and ABC-TV but beating CBS-TV’s movie, “The Chairman,” with Gregory Peck.

Star-crossed. Closed circuit test of Emergency Broadcast System involving radio only, on July 3, turned up several flaws, it was learned last week. Recorded five-minute countdown message, designed to alert receiving stations that alert is coming, was not broadcast because of failure of transistor in transmitting equipment in Executive Office Building, next to White House, according to Office of Telecommunications Policy, which has over-all responsibility for test. Reliability of EBS, designed for use by President in event of catastrophic emergency, was thrown into question on Feb. 19, 1971, when official warning message prepared for use in case of nuclear attack was mistakenly sent to radio and TV stations, but was largely ignored; stations were supposed to go off air.

Tax break for Disney. Federal court in Los Angeles has upheld claim by Walt Disney Productions for investment tax credits on theatrical and TV films used during company’s fiscal 1963-69 years. Disney gets refunds from Internal Revenue Service of over \$6.6 million plus almost \$2.9 million in interest. Disney firm won same claim against IRS for its 1962 year from federal courts last year, amounting to \$101,132 plus \$55,000 in interest (*Broadcasting*, June 11, 1973). Victory is considered significant for other major film and TV producers, and is believed possibly applicable also to three TV networks.

CBS wins court-sketching case. CBS has won appeal of federal district court’s ruling barring network from broadcasting sketches of courtroom scenes in case of eight Vietnam veterans accused of conspiring to disrupt 1972 Republican National Convention.

Back to the bar. Roy Gardner, former CBS News soundman based in Los Angeles, who testified in 1972 before investigations subcommittee of House Commerce Committee on news rigging, sued CBS for more than \$1.5 million in California superior court. Mr. Gardner claimed he was fired from \$20,000 job three years ago because he testified before committee. Suit, which asks for \$1.5 million punitive damages and \$50,000 in lost salary, also names Richard Salant, CBS News president, and Gordon Manning, CBS News director of news.

Opening bid. American Federation of Musicians is seeking requirement that music on all TV shows filmed by Hollywood producers be performed by live orchestra. In negotiations that begin today (July 15) with Association of Motion Picture and Television Producers, AFM says it wants musicians employed on 100% of all filmed TV shows, instead of 80% that present contract calls for. Some TV series are scored by using existing recordings from other shows. AFM contract expires end of this month.

Almost clear for KGO-TV. Dismissing discrimination charges filed by Community Coalition for Media Change, FCC last week granted license renewal for ABC’s KGO-TV San Francisco, subject to outcome of federal antitrust suit against network.

Central wins renewals. FCC last week renewed licenses of Central California Communications Corp.’s KSBW-TV Sa-

3 different SOLID GOLD packages!

186 HALF-HOURS • 15 HOURS • 9 FEATURE-LENGTHS

practically all are off CBS and in

C O L O R



SELECT your very own LASSIE package now for a Sept/1974 or Jan/1975 start! Stations in the Westinghouse, Cap Cities, Avco, Taft groups have already bought! Others are committing! Call us for network and your individual market ratings/shares, demographics and license fee details.

TURN your competition green with envy, programming the 17-year network winner with the 1964-71 CBS-TV stanzas never before in syndication. Ask about the various license option plans for maximum flexibility.

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linas, KSBY-TV San Luis Obispo, Calif., over objection of another station but required KSBY-TV to begin non-satellite operation. Gill Industries, whose KNTV(TV) competes with KSBW-TV, said licenses should be denied because Central had misrepresented programming on KSBY-TV so that, as satellite, its audience could be combined with KSBW-TV's for rating purposes. Commission dismissed Gill petition as unspecific but required KSBY-TV to operate as non-satellite with requisite programming and main studio.

Sales up, net down. RCA Corp. reported rise in second quarter and first half sales of 1974 but decline in net income for both periods, attributed to continuing cost-price squeeze in consumer-related business. RCA Chairman Robert W. Sarnoff commented it's "too early" to pinpoint results for second half, but said there will be "modest real growth, but probably not as rapid as many earlier forecasts had indicated." He noted net income for three months ended last June 30 fell by 15% to \$39.4 million (51 cents per share) from \$46.3 million (69 cents) in same quarter last year. Total revenues for six-month period ended June 30 was \$2.2 billion compared with \$1.9 billion year earlier. Net income dropped to \$74.2 million from \$84.5 million in 1973. Earnings per share for six months were down from \$1.14 to \$.96.

Carrying on. Clear Channel Broadcasting Service has elected Arch Madsen, Bonneville Broadcasting, Salt Lake City, president, succeeding Ward L. Quaal, who had resigned upon leaving presidency of WGN Continental, Chicago. Dan Calibraro, VP, WGN Continental, elected secretary of CCBS; Abe Herman, WBAP(AM) Fort Worth, re-elected treasurer; R. Russell Eagan of Kirkland, Ellis & Rowe, Washington, renamed counsel. At meeting last Thursday in Chicago, members voted to continue pressing for power above 50kw for unduplicated AM nighttime service. Members are WGN Chicago; WSM Nashville; KFI Los Angeles; WSB Atlanta; WJR Detroit; WHAS Louisville, Ky.; WHO Des Moines, Iowa; KSL Salt Lake City; WHAM Rochester, N.Y., and WBAP.

Change of venue. William O. Bittman, former attorney for Watergate figure E. Howard Hunt, has left firm of Hogan & Hartson to join Pierson, Ball & Dowd, Washington.

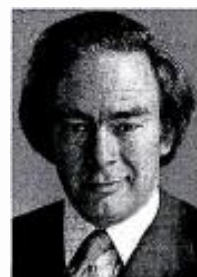
Late Fates. *Harvey B. Levin*, regional manager, McGavren-Guild Inc., San Francisco, named VP-general manager, KNEW(AM) San Francisco, effective Aug. 5. *Robert H. Biernacki*, sales manager, WABC(AM) New York, appointed general sales manager, replacing *Edward M. Milarsky*, who resigned. *Neil Atkinson*, director of retail sales, appointed sales manager. *Arthur Harrison*, for past 10 years sales VP of Sonderling Broadcasting Corp.'s WWRL(AM) New York, named to newly created post of national radio sales VP for Sonderling's five black-oriented radio stations, which in addition to WWRL are WOL(AM) Washington, WDIA(AM) Memphis, WBMX(FM) Oak Park, Ill., and KDIA(AM) Oakland, Calif. (San Francisco). *Welton C. Mansfield*, VP and management supervisor, Foote, Cone & Belding, named VP and account group supervisor on American Motors Corp. account, Cunningham & Walsh, New York. *Ronald E. Sappenfield*, VP in charge of corporate development, ABC Inc., New York, named to new post of VP, corporate development and planning, assuming responsibilities held by *Michael P. Mallardi* before latter's recent promotion to president, ABC Record and Tape Sales Corp. *Albert T. Primo*, VP, news, ABC Owned Television Stations, named executive producer of ABC News's *The Reasoner Report* (ABC-TV, Sat., 6:30-7 p.m. NYT), succeeding *Ernest Leiser*, who recently was named executive producer of *ABC News With Howard K. Smith and Harry Reasoner* (ABC-TV, Mon.-Fri., 6:30-7:30 p.m.). *Marion Baldy*, director of research for Metromedia Inc., New York, named director of research for TelCom Associates, New York, programming buying and consultancy firm to TV stations. *James R. Van de Velde*, formerly director of programming, CATV division, Triangle Publications Inc., joins Teleprompter Corp. in same capacity.

Michael P. Mallardi before latter's recent promotion to president, ABC Record and Tape Sales Corp. *Albert T. Primo*, VP, news, ABC Owned Television Stations, named executive producer of ABC News's *The Reasoner Report* (ABC-TV, Sat., 6:30-7 p.m. NYT), succeeding *Ernest Leiser*, who recently was named executive producer of *ABC News With Howard K. Smith and Harry Reasoner* (ABC-TV, Mon.-Fri., 6:30-7:30 p.m.). *Marion Baldy*, director of research for Metromedia Inc., New York, named director of research for TelCom Associates, New York, programming buying and consultancy firm to TV stations. *James R. Van de Velde*, formerly director of programming, CATV division, Triangle Publications Inc., joins Teleprompter Corp. in same capacity.

Headliners



Thayer



Peacock

Jack G. Thayer, 52, VP and general manager of Nationwide Communications Inc., Columbus, Ohio, named president of NBC Radio division, embracing NBC Radio network and eight NBC-owned radio stations, effective Aug. 1. He succeeds **Robert W. Lemon**, 55, who retires Sept. 1. Mr. Thayer, whose 32 years in radio encompass production, announcing, music, traffic and sales as well as management, has been in present post with Nationwide radio and TV station group since November 1972, before that was VP and manager of its WGAR(AM) Cleveland. He entered radio in 1942 at KOTA(AM) Rapid City, S.D., later was in Minneapolis-St. Paul for some 16 years with WLOL(AM), WTCN-AM-TV and WDG(AM), and after that was VP and general manager of KLAC(AM) and KMET(FM) Los Angeles and operated own consulting firm, Radio Consultants Inc.

David S. Allen, sales VP, Katz Television, New York, named president, succeeding **Michael T. Membrado**, resigned. **Frank J. McCann**, also sales VP, named to new post of senior VP and general manager. Mr. Allen, who will report to **James Greenwald**, executive VP of Katz Agency, has been with Katz for 15 years, Mr. McCann for 19. Mr. Membrado's plans not immediately announced. He has been with Katz 20 years, president for four.

Michael Peacock, managing director of Warner Bros. Television Ltd., London, named executive vice president-programs, new post in company, with headquarters in Los Angeles. Mr. Peacock, 44, was TV program chief for British Broadcasting Corp.'s Channel 1, then Channel 2, and later managing director of London Weekend Television Ltd., before joining Warner Bros. TV in 1972. He will continue to supervise activities of London office.

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THE WORLD AT WAR

**The proven rating getter
in prime access time periods!**

The World at War is already sold in 48 markets and is performing extremely well. For instance, in Cleveland, on WEWS, it was #1 at 7:30 P.M. Wednesdays (ARB/May '74). It was also #1 in Washington on WTOP Fridays at 7:30 P.M. (Nielsen/Oct. '73) and continues to be outstanding in New York, Los Angeles and many other markets.

The flexibility of its 26 one hour episodes or of its 52 specially re-edited half hours makes it an ideal choice for one of your prime access time slots.

The World at War is the momentous story of World War II. It's narrated by Laurence Olivier and produced by Thames Television. Market availabilities upon request.

NEW DRAMA AND SUSPENSE FROM
THAMES TELEVISION

SPECIAL BRANCH

26 NEW COLOR HOURS OF FAST MOVING
ADVENTURE BASED ON SCOTLAND YARD'S
MYSTERIOUS SECURITY FORCE

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M&H

SO WHAT'S NEWS?

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

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

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

In almost every case, we work directly with the total management, including the news director, in developing the research and the subsequent solutions to the problems the news director faces.

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EDITOR: BROADCASTING's July 8 editorial, "The right to be wrong," is an important and eloquent reminder that the First Amendment protects not only the ideas we favor but also those we may dislike. By reminding us that "freedom of the press is not divisible," BROADCASTING has recognized the very subtle and real issue in the current unfortunate dispute involving the *Liberty Lobby* programs and the Anti-Defamation League of B'nai B'rith.

The ADL is, to be sure, a splendid organization and one should examine his position very carefully should he find himself in disagreement with its leadership. This controversy is especially unsettling for WVOX because not only do we carry *Liberty Lobby* but many brave and courageous officers of the ADL reside in our coverage area.

For me it is a simple issue: If you believe as we do that a radio station achieves its highest calling when it resembles a platform or a community soapbox or a forum for the expression of many different viewpoints—then as fiduciaries and trustees and permittees of the public airwaves, do we not have a clear obligation to let diverse and even, at times, outrageous viewpoints share that platform?—*William F. O'Shaughnessy, president, WVOX(AM) New Rochelle, N.Y.*

Wolf in sheep's clothing

EDITOR: Again I say "bravo" to your first editorial July 1. I had already written the fellows at the National Association of Broadcasters about the very same concept—that there is no difference between "self regulation" under the threat of governmental regulation and the real regulation itself. Unfortunately, I have come to believe that our industry gets what it deserves, because enough people will not stand up to the board to make feelings known and when they do, they are so divided as to be ineffective as a national force. Such differences may be our strength but they may also be our downfall.—*David M. Baltimore, president, WBRE-TV Wilkes-Barre, Pa.*

Different school of thought

EDITOR: Regarding your June 24 editorial entitled "Inconsistency," may I add: "So what else is new?"

Most retailers and, yes, most advertising agencies are print-oriented. The problem *could* be the commissions involved, but I think it's more basic than that.

Our colleges and universities offer courses they label as "advertising," but they are concerned 99 9/10% with newspaper. Students are expected to learn to draw and lay out ads, etc. These same institutions of higher learning look to radio and television only as a jour-

nalistic or an educational tool. Students learning about the electronic media are taught to be announcers or "personalities."

Is it any wonder that advertisers shy away from radio? They don't understand the medium.—*Stanton C. Smart, station manager, WATT(AM) Cadillac, Mich.*

The Hauser 'Profile'

EDITOR: Thank you for publishing the fine July 1 "Profile" on myself and Warner Cable Corp. My thanks also to Assistant Editor Don Richard for a perceptive interview and the resultant product.

BROADCASTING is standard Monday reading in virtually every executive office here at Warner Cable. We admire its thoroughness and objectivity.—*Gustave M. Hauser, president, Warner Cable Corp., New York.*

Rocky mountain high

EDITOR: After 27 years with one company under four different ownerships I was fired. The details don't matter, but the results do. I am reborn, emancipated and happy.

I am closer to my wife and four kids than I've been for years—maybe ever.

I've been in libraries I've never been in, bookstores I've never been in.

I almost enjoy shopping with my wife.

I've found out that television, my former business, is not everything in life.

It truly is serendipitous. Be reborn. Try it. You may like it.—*Jack K. Tipton, Denver.*

Do it themselves

EDITOR: Thanks for giving me credit where credit wasn't due in your June 17 article on the Broadcast Promotion Association convention. Yes, promoting radio personalities isn't easy. But no, I did not conceive nor did I claim I conceived "far out" promotions for "a comedy team" on our station. "A comedy team" is Lohman and Barkley, who I continuously stressed are their own best promoters and the source of deranged but highly promotable nonsense.—*Gladys Christman, promotion manager, KFI(AM) Los Angeles.*

The Jacklin plan

EDITOR: Professor Jacklin's idea for an "access center" funded by area broadcasters (June 24) does seem to be one of the better ideas for the industry to get involved and to make broadcasting more relevant for minorities and other folk.

Here in Boston we had an example of the danger involved when broadcasters get too close to minority groups. Black workers in the media called a meeting to denounce the Boston Community Media Council and its executive director as not being relevant to black aspira-

tions and goals in the media. BCMC stands as a classic example of co-optation.

In funding a means of expression rather than the organization itself, one stands more assured of providing for group and individual freedom and independence. As to the broadcasters' objections: It would of course remain the right (duty) of the station to determine acceptability in production quality. And where free speech messages are tailored do well to examine the quality of talent to a station's format the stations would such an access center might attract in order to give them even more excitement and creativity in their production. —Jacob Bernstein, *Committee for Community Access, Boston.*

The wrong years

EDITOR: I know my memory is like a leaky sieve, but I am confused by the statement in your July 1 issue [about J. Walter Thompson's "how to cope with television journalists" seminar for executives] that Sig Mickelson was president of CBS News from 1961 to 1966. . .

What puzzles me is what I was doing from 1961 to 1964, and what was Fred Friendly doing from 1964 to 1966?—Richard S. Salant, *president, CBS News, New York.*

(Mr. Mickelson was CBS News president from 1959 to 1961.)

Datebook

■ Indicates new or revised listing.

This week

July 14-16—*The New York State Broadcasters Association* 13th annual executive conference. Otsego 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.

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, ICB, 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.

Also in July

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*

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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 Broadcasters chapter** convention. Lancaster Bible College, Lancaster, Pa.

September

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Major meeting dates in 1974-75

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

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

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

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

Nov. 13-16—**Society of Professional Journalists, Sigma Delta Chi** annual national convention. TowneHouse hotel, Phoenix.

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

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

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

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

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

April 23-27, 1975—**American Women in Radio and Television** 24th annual convention. Continental Plaza hotel, Chicago.

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

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

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

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

October

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

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

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

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

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

■ Oct. 6-8—**North Carolina Association of Broadcasters** annual convention. Great Smokies Hilton. Asheville, N.C.

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

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

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

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

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

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

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

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

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

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

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

Oct. 18-29—**MIFED** 30th biannual International Film, TV Film and Documentary Market for film buyers and sellers. Largo 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 Television** southwest area conference. Hilton Inn, Tulsa, Oklahoma.

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

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

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

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

November

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

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

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

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

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

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

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DEALER'S CHOICE

It's not a remake of an old network series. It's not a nighttime version of a daytime series.

It's "Dealer's Choice." And it's new and has, in just a few short months, established itself as a winner!

WNEW-TV New York 8:00 p.m., Monday, Tuesday, Thursday, Friday.

#1 Independent in rating, share, homes and women.

KTTV Los Angeles 8:00 p.m., Monday through Friday.

#1 Independent in rating, share, homes and women.

KPIX San Francisco 7:30 p.m., Mondays.

#1 in time period in rating, share, homes and women.

WRGB Albany/Schenectady/Troy 7:30 p.m., Monday through Friday.

#1 in time period in rating, share, homes and women.

WJZ-TV Baltimore 7:30 p.m., Tuesdays.

#1 in young women 18-34, women 18-49 and adults 18-49.

Fresh... original... and available as a 5-day-a-week strip.

"Dealer's Choice" is one of this year's winners from Columbia Pictures Television. Already sold to:

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WLVI-TV Boston
WITI-TV Milwaukee
KPIX San Francisco
KCST San Diego
WDHO-TV Toledo
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KTTV Los Angeles
WKBS-TV Philadelphia
WKBD-TV Detroit
WBEN-TV Buffalo
KCMO-TV Kansas City
WVUE New Orleans
KATU Portland, Oregon
KJVO-TV Fresno
WALB-TV Albany, Ga.

WGN-TV Chicago
WTTG Washington, D.C.
WPRI-TV Providence
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WJZ-TV Baltimore
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SOURCE: NEW YORK AND LOS ANGELES, NSI REPORTS MAY 1974; ELSEWHERE, ARB REPORTS MAY 1974. BASED ON ESTIMATES BY RATINGS SERVICES INDICATED AND SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.

Monday Memo®

A broadcast advertising commentary from Adelaide Peters, media director, Doubleday Advertising Co., New York

Banking on a multimedia approach for Manhattan Savings

Print is print and broadcast is broadcast to most advertising agencies. But not to us. Recognizing that both are channels to the market, we combined the two media in a double-barreled promotion for our client, the Manhattan Savings Bank. Our intent: to use TV to generate awareness of the bank's new branch in the Murray Hill area of midtown Manhattan as well as to introduce a direct-response print offer.

We kicked off our campaign with 30- and 60-second television spots to call attention to an upcoming newspaper preprint, a special free-standing supplement, that told the story in more detail and also contained a mail-in coupon for prompt, traceable results.

The buy itself was the result of considerable research and discussion with the major stations. Because the bank wanted somewhat older and wealthier demographics than average broadcast buys deliver, we selected WCBS-TV and WNBC-TV exclusively. News programs offered the best mix of demographics and cost per thousand. The remainder of the buy was early and late fringe, which we have found through prior testing to be most efficient. After the first round, we continued with another flight, this time without reference to the preprint, on WCBS. We also continued the basic theme in heavy radio coverage on WCBS, WINS-AM, WOR-AM, and WABC-AM.

The strategy of the TV-in-support-of-print campaign is one aspect of our basic approach to what we call "considered purchase" advertising. A considered purchase is one made after some deliberation. It is the exact opposite of packaged goods advertising which is designed to stimulate impulse buying. A considered purchase is usually a high ticket item such as a major appliance, financial services, travel, a leisure activity, sports or an automobile—in other words, the occasional purchases that cannot be sold by awareness advertising alone.

We at Doubleday have developed an unusual advertising strategy in motivating the potential buyers of this type of product. It is based on combining packaged goods awareness and brand preference advertising mixed with the old tried-and-true, mail-order or direct-response advertising. The former creates a brand image and awareness while the latter produces immediate, countable prospects.

In the case of the Manhattan Savings Bank, the purpose of the television commercial was to build awareness and interest—in both the bank and the advertising preprint—while the job of the preprint was to generate immediate action in



Adelaide Peters, media director of Doubleday Advertising Co. Inc., has been with the firm for two and a half years. Her media background includes experience in direct response techniques, having spent 10 years with Downe Communications and four years as head of a house agency for a major mail-order publisher. She makes her home in Plandome, Long Island, with her stockbroker husband and two teen-age sons.

the form of traffic and/or deposits.

The bank commercial seizes attention with roaring motorcycles and screaming sirens accompanying a bright red Wells Fargo armored truck as it pulls up to the bank. Uniformed guards leap to the pavement with drawn guns and begin unloading the truck. But instead of money they carry out toasters, blenders, radios and other premium gifts as an excited crowd applauds and the siren sounds give way to carnival music.

While the armored truck calls attention to the fact that several thousands of dollars worth of premium gifts are offered free to those opening new accounts, the real purpose of the first commercial was to spotlight a four-page, four-color newspaper preprint we inserted in the Sunday, June 16, *New York Times* and the June 23 *Sunday News*.

The preprint catalogues the gifts-for-deposit in various categories, points out that anyone coming into the bank during the promotion period will receive a free gift, and lists the free prizes that will be given away in four weekly drawings. It also contains a half-page coupon enabling depositors to handle the entire transaction by mail, including the reservation of prizes.

And, in addition to the Sunday newspaper insertions, we printed over two million preprints to be distributed as street handouts and mailed to all residents in the vicinity of the new branch. This use of a preprint "overrun" stretches the ad dollar, enabling the bank to give away a much more impressive handout than usual for the same budget.

Earlier this year, we used television in

a different way in a campaign for the bank designed to create interest in a giveaway premium, a "money managing kit" for youngsters. The commercial featured child TV personality Mason Reese who told parents that if their children received some extra money for Christmas, the new kit would show them how to hold on to it.

The kit featured a budget guide, a weekly financial record and a guide book to free attractions around New York City. About 35,000 people came into the bank as the result of a two-week flight of 30- and 60-second commercials on WCBS-TV in early January.

The combination of awareness and direct response advertising delivers a highly effective, one-two punch for the client. For years, direct response advertisers have scoffed at packaged goods advertising because its results could not be measured with the high degree of accuracy and precision that could be obtained by coupon counts. And the packaged goods advertisers sneered at what appeared to be heavy-handed copy and art direction in the mail order ads.

At Doubleday, we've found a way to combine the best of both of those media. The agency, a wholly owned subsidiary of Doubleday & Co., was set up five years ago as an independent full-service agency to serve not only certain Doubleday divisions but to market its direct response experience and expertise to other clients. About two years ago, the agency decided to try a completely new creative direction by combining its vast direct response skills with a creative approach based on packaged goods advertising. Our goal was to come up with new advertising viewpoints that would produce greater profits for clients.

Creative Director Bill Wolfe, who takes over the reins as president Aug. 1, brings to the mixture a strong background in packaged goods advertising that includes assignments from such companies as Best Foods, General Foods, Standard Oil, and National Distillers, together with direct response experience for Merrill Lynch.

Mr. Wolfe uses a creative strategy hammered out over many years for effective packaged goods advertising, a strategy that consists simply of a series of questions that probe the real benefits of the product, identify the most likely prospect and refine the appeals and personality of the advertising message to achieve clarity, simplicity and impact. While easy to ask, the questions are much harder to answer.

When the answers are found and then combined with a hard-hitting direct response program in a multimedia, dual-purpose program like the one we created for Manhattan Savings Bank, measurable results give the client a clear indication of the cost effectiveness of his advertising dollar.

ARB & Nielsen Agree!



**Sunday thru Saturday-Total Homes-Average
Quarter Hour-Audience - Total Survey Area.
Syracuse Nielsen-May/1974 - 7 AM to 1 AM
Syracuse ARB-May/1974-Sign-on to Sign-off**



All measurement data are estimates only-subject to defects and limitations of source materials and methods.
Represented nationally by Harrington, Righter & Parsons, Inc.

Meet DELMARVA — a happy combination of tourism, poultry raising, varied agricultural products, seafood processing and manufacturing — all located on a 6,000 square mile peninsula of sections of Delaware, Maryland and Virginia.

DELMARVA is one of the fastest-growing and developing areas along the eastern seaboard . . . and an important market for you! Consider DELMARVA as a market in itself — not part of Philadelphia, Wilmington, Baltimore or Washington. And for complete coverage of this important market consider WBOC-TV-AM-FM as your most effective media to cover DELMARVA in depth!

Tourism on DELMARVA centers in Ocean City, Maryland, one of the fastest-growing seashore resorts on the east coast. In the past two years over \$150,000,000 in building permits have been issued for new second homes and condominiums.

Ocean City, as a great tourist attraction, gives WBOC-TV-AM-FM advertisers this important plus:

100,000 WEEKLY POPULATION SWELL IN DELMARVA'S SUMMER RESORT AREA!

Facts, figures and history:

Since the first trading post sprang up in 1631, most of the peninsula residents have earned their living from the land and surrounding waters. The area is famous for its delicious oysters — Tangiers from the bay side and Chincoteague oysters — from the Atlantic Ocean side. Delmarva fish, clams and crabs stock supermarkets and restaurants from Washington, D.C. to Boston, Mass.

The poultry industry is increasing in size and importance. More than 345,000,000 broilers — 13% of the nation's supply — come from this area



**The
world of
DELMARVA
is your
oyster!**

yearly. The value is fast approaching \$500,000,000 per year!

Manufacturing and distribution services are also growing at a rapid pace. An excellent labor supply is available and the geographic location offers many advantages to all types of business.

DELMARVA has a lot going for it — and for you! Plan now to include it in your marketing and advertising plans!

wboc-tv-am-fm

Radio TV Park • Salisbury, Maryland 21801 • 301 749-1111

ADAM YOUNG INC., National Television Representatives
THE DEVNEY ORGANIZATION, National Radio Representatives

Programing

The hustle in syndication that prime-time ruling set off

Appeals court decision staying FCC's cutback of program hours has given new impetus, and hope, to syndicators, but the ball still remains in Washington's court; absent some promise of long-term stability, game shows and animals will dominate field

Those program syndicators left in the race to the wire in station sales competition have weathered a tempestuous winter, spring and summer on their way to the fall.

The bad news began last December, when it became clear that the FCC was about to modify—in a downward direction—the prime-time access bonanza that had created a bull market in syndication. Hope of good news came in February, when the syndicators and their chief clients—at a Los Angeles conference of the National Association of Television Program Executives—talked themselves into believing that the FCC would change its mind, and would stay its modification-mindedness for at least another year. Gloom descended again, in earnest, a week later when a unanimous (five-member) FCC said it wouldn't after all.

But there was still a chance, if a slender one. A number of syndication organizations, led by the National Association of Independent Television Producers and Distributors (NAITPD) went to federal appeals court in New York to seek a judicial stay of the FCC hand—and, moreover, petitioned for an early resolution so that program producers and station program buyers could know once and for all whether access time periods would remain wide open or be trimmed on the flanks.

Courts, however, operate on time-tables of their own, and by the morning of June 18 only the most hardened syndication optimists would have bet the price of a *Cisco Kid* half hour in the 180th market that the court would set them free again.

By mid-afternoon that same day it was another story—and if not an entirely new ball game in prime-time access, at

least an extra inning. Unexpectedly (unconscionably, in the view of some, especially at the major TV networks and among the major production companies that are their principal suppliers), the court ruled the FCC off base, and decreed at least another full television season for full-fledged access.

That surprising court verdict had immediate and startling repercussions. The TV networks had to reduce their programming by three or four half-hour segments weekly. Stations had to scurry for additional shows to fill these vacant slots. And program syndicators of the prime-access period were the beneficiaries of an opportunity they felt they had lost. Since, buyers and sellers alike have been engaged in the business of catch-up ball.

Although many stations still have not completed all their buys, and in most instances have not fixed the time periods in which access shows will be run, the court's stay enabled many of the front-running series to garner additional markets. And it gave a needed and strong push to other properties that had been faring only moderately well in the marketplace before June 18. In the latter category were such series as Fox Television's *Masquerade Party*, Gottlieb/Taffner's *The World at War*, Independent Television Corp.'s *The Protectors*, Lorne

Greene's *Last of the Wild*, Fox TV's *Salty the Sea Lion* and Ted Bates' *Police Surgeon*.

By now, the contours of prime access are substantially filled in and there is enough detail to provide an accurate picture. What emerges is no surprise: The programs chosen to adorn the prime-access landscape for next season—the third year of the commission's rule—are, not surprisingly, those that have scored well in the marketplace in the other two. Leading the pack: animal shows and game shows.

Conversations with program directors at stations and with their station reps highlight this observation on their selections: They would like to use innovative, quality programming but it's the game, wildlife, adventure and personality programs that attract the audiences. (There is another reason, too, of course: They are cheap. "You don't have to pay residuals to an elephant," as one prominent agency executive put it.)

So stations veered in many instances to the tried-and-proved prime-access shows of previous seasons (*Let's Make a Deal*, *Lawrence Welk*, *Treasure Hunt*, *Hollywood Squares*, *Hee Haw!*, *Wild Kingdom*, *Survival*, *Wild, Wild World of Animals*). High on their lists are remakes of popular network series (*Candid*

Access active. These are 28 syndicated programs sold in 10 or more markets for access time periods for the 1974 fall season, along with (in parentheses) the number of markets sold in all time periods. Asterisks denote barter shows.

Program	Distributor	Markets
*Animal World	Les Wallwork Assoc.	33 (79)
*Bobby Goldsboro Show	Show Biz Inc.	18 (128)
*Hee Haw!	Yongestreet	40 (126)
Hollywood Squares	Rhodes	50 (135)
Jeopardy	Metromedia Producers	16 (32)
*Jimmy Dean Show	Jimmy Dean Productions	10 (119)
*Lawrence Welk Show	Don Feddersen	41 (225)
Let's Make a Deal	Worldvision	47 (163)
*Lorne Greene's Last of the Wild	Y & R/Heritage	33 (37)
Masquerade Party	Fox TV	22 (22)
Name That Tune	Sandy Frank	46 (76)
New Candid Camera	Firestone	43 (105)
*Other People, Other Places	J. Walter Thompson	12 (82)
*Police Surgeon	Ted Bates	40 (110)
The Price Is Right	Viacom	49 (132)
The Protectors	ITC	14 (32)
Salty the Sea Lion	Fox TV	15 (15)
*Survival	J. Walter Thompson	14 (83)
To Tell The Truth	Firestone	22 (137)
Treasure Hunt	Sandy Frank	40 (70)
Truth or Consequences	Metromedia Producers	28 (157)
\$25,000 Pyramid	Viacom	35 (58)
*Untamed World	Leo Burnett	45 (167)
*Walt Til Father Gets Home	Rhodes	28 (38)
What's My Line	Viacom	10 (69)
*Wild Kingdom	Bozell & Jacobs	48 (189)
Wild, Wild World of Animals	Time-Life	41 (101)
World At War	Gottlieb/Taffner	41 (48)

Thirteen over 40. These syndicated programs will be in 40 or more markets, in prime-access periods, during the upcoming season.



Treasure Hunt



Hollywood Squares



Let's Make a Deal



Wild Kingdom



World at War



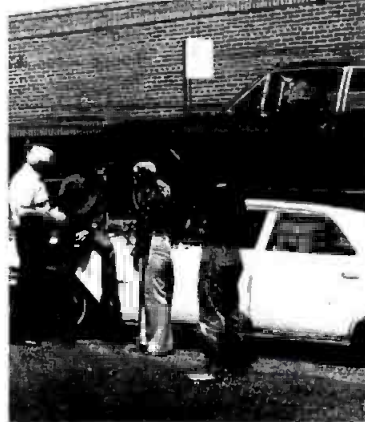
Hee Haw!



Lawrence Welk



Name That Tune



New Candid Camera



The New Price Is Right



Untamed World



Police Surgeon



Wild, Wild World of Animals

Camera, Name That Tune, \$25,000 Pyramid). (The latest count on "access active" series is shown in the box on the preceding page.)

Another fix on "hot" access series was obtained by BROADCASTING in an examination of prime-time purchases in 25 markets of the top 50, including the choices of the network owned-and-operated stations and of outlets ranging from market one to 50. Distributors of these widely sold programs, plus other properties, were canvassed for a final

sales total in the top-50 markets on network affiliated stations. That survey produced 12 series qualifying for what might be called a "Golden Dozen" of prime access for 1974-75: Wild Kingdom, Let's Make a Deal and Hollywood Squares, all in 25 markets; The Price Is Right, 24; Name That Tune, 23; Lawrence Welk, 21; Treasure Hunt, 19; Wild, Wild World of Animals, 18; \$25,000 Pyramid and Candid Camera, both 17; Police Surgeon, 16, and Survival, 15.

Other series that made comfortable

sales in the 25 markets were Animal World, Masquerade Party, The World at War, The Protectors, Last of the Wild, Salty the Sea Lion and Jeopardy.

The most successful prime-access series nationally tend also to be the ones that show up most frequently on stations owned by the networks. For example, of the 12 series heading BROADCASTING's list, The Lawrence Welk Show is the only one that's not scheduled for telecasting on a network-owned station. It's not because network O&O's pick only

This is the number one rated radio program in Chicago.

*THE MORNING SHOW
WALLY PHILLIPS
ROY LEONARD
THE NOON SHOW
CUBS BASEBALL
BOB COLLINS
BILL BERG
EDDIE HUBBARD
EXTENSION 720*

And it's on WGN.

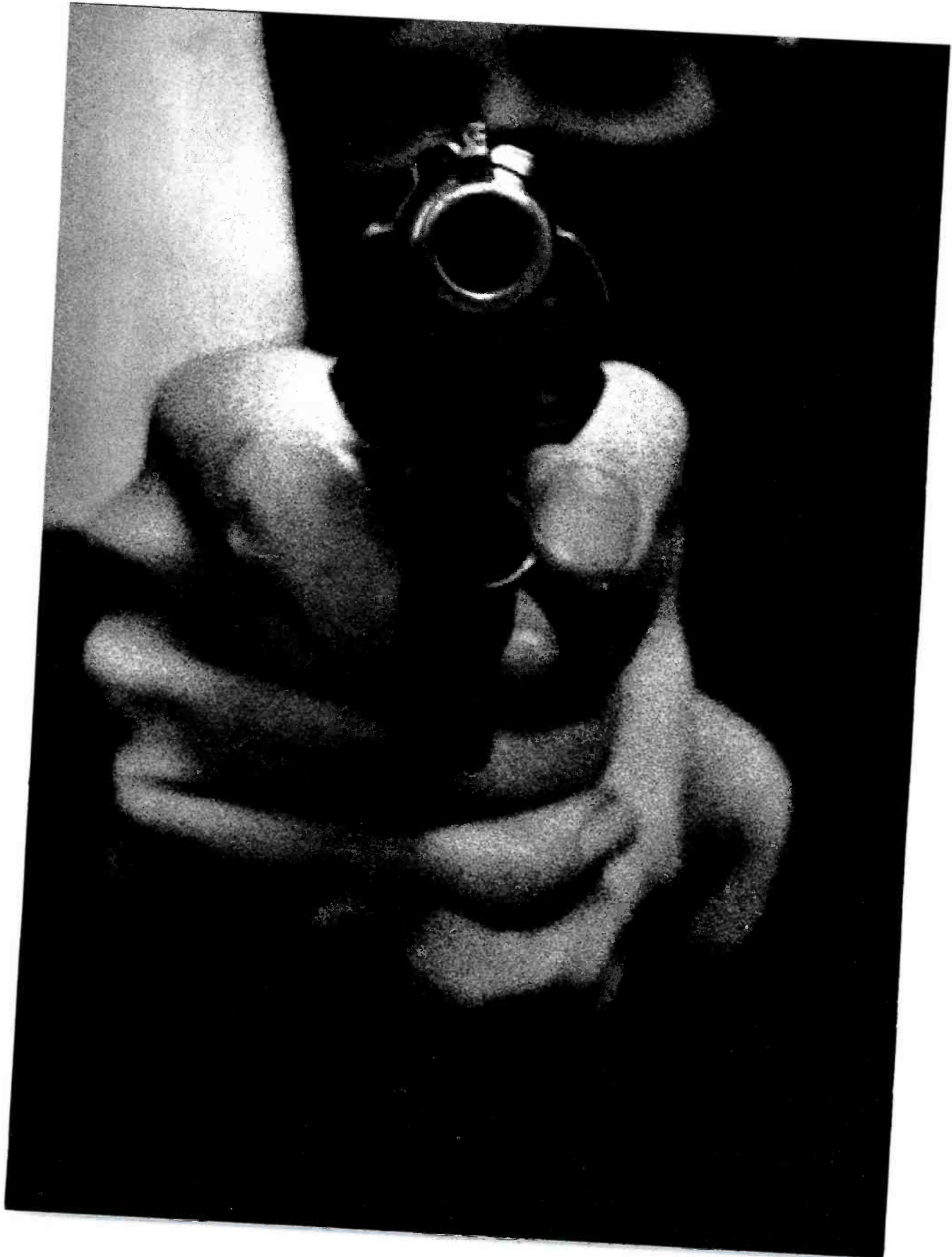
For 17 consecutive hours (5 a.m. 'til 10 p.m.) WGN has the largest adult (18+) audience in Chicago.

Source: Arbitron, Chicago, Apr/May 1974 Hour by Hour, Average Quarter Hour, Mon-Fri Metro 18+ audience estimates. Data subject to qualifications listed in report.



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THIS YEAR, OVER 800,000 AMERICANS WILL FACE THIS PROBLEM.

Storer stations are concerned and are doing something about it.

A robbery every 84 seconds. A violent crime every 38 seconds. 1972, in fact, saw 5,891,900 serious crimes committed in the United States.

Crimes of violence (which include murder, forcible rape, robbery and aggravated assault) soared 67% between 1965 and 1972. And according to latest FBI reports, they're up another 3% for the first nine months of 1973.

Besides endangering life and limb, crime is costly. Property valued at over 2 billion dollars was stolen in 1972. And 10.5 billion was spent nationwide for criminal-justice activities.

Obviously, curtailing crime is an urgent need today. To this end, Storer stations give vigorous support to crime control efforts in program specials and editorials.

For example, with the number of handgun owners in the U.S. estimated at 30 million and growing 1.8 million a year, WGBS Radio in Miami strongly backed gun control legislation for Dade County. This despite vociferous gun enthusiasts who tried to upset the vote. Result: a new law for Dade County which, among other things, bans further sale of "Saturday Night Specials" and further restricts dealers in weapons.

Last summer Toledo was torn by an epidemic of 22 rapes, all attributed to one man. Women verged on panic. Rumors were rampant. Vigilante groups were formed. To calm the city, WSPD-TV rushed into production a special 35-minute program. Its purpose: to squelch the rumors and advise people how to protect themselves. Hailed by both public and officials, the program had the desired effect. Strangely, too, the rapes suddenly ceased.

On the positive side, WAGA-TV in Atlanta supported local police recruitment efforts. They also focused attention on "Trouble in the Ghettos" and took viewers on a filmed tour of Georgia's juvenile prisons for a penetrating look at the state's juvenile justice system.

Helping fight crime and its causes is one more way Storer stations get deeply involved in the vital affairs of the communities they serve.

We believe the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

the best. It's because (generally speaking) few access shows can make it (economically) in the rest of the country if they can't first land the major dollars of the network powerhouses.

There are still a few programing gaps to be filled, and while the romancing of potential sponsors has not yet reached the seduction stage, this is how the O&O's have distributed their largesse for next season:

All five of the ABC-owned stations will program two *Let's Make a Deal*s, and one *Rainbow Sundae* half-hour for children. The other six half-hours will be divided among the following shows, station-by-station:

WABC-TV New York: *Animal World*, *Survival*, *Other People Other Places*, *People Places and Things* (a local public-affairs show), a half-hour of local news (Saturday at 7) and *Salty the Sea Lion*. (*Salty*, however, may be evicted from its access berth by one of several game shows for which WABC-TV is negotiating at the moment.)

WXYZ Detroit: *Name That Tune*, *The Price Is Right*, *Wild Kingdom*, *Salty the*

Sea Lion, *Treasure Hunt* and *To Tell the Truth*.

WLS-TV Chicago: *Eyewitness Chicago* (a local public-affairs show) and five half-hours of local news (Monday-through-Friday at 6:30).

KABC-TV Los Angeles: *To Tell the Truth*, *Salty the Sea Lion*, a half-hour of local news, the alternating *Reflecciones* and *I Am Somebody* (local public-affairs half-hours that share a time period) and two additional shows to be announced. (No decision will have to be made about the second TBA until December because the network's NFL Monday-night football games have a 6 p.m. starting time in Los Angeles and thus wipe out the early access period on that night.)

KGO-TV San Francisco: *Salty the Sea Lion*, two *Hollywood Squares* half hours, *About Time* (a local public-affairs show), a half-hour of local news and one additional show to be announced.

The CBS-owned stations stack up as follows:

WCBS-TV New York: *Candid Camera*, *Masquerade Party*, *The \$25,000 Pyramid*, *Treasure Hunt*, *Last of the Wild*, *Chan-*

nel 2 Eye On . . ., *The Protectors*, a half-hour of local news and one additional show to be announced.

WCAU-TV Philadelphia: *Candid Camera*, *Concentration*, *Last of the Wild*, *Masquerade Party*, *Jeopardy*, *The World of Survival*, *Channel 10 Eye On . . .*, a half hour of local news and one additional show to be announced.

WBBM-TV Chicago: *The Protectors*, *2 on 2* (a local public-affairs show), six half-hours of local news and one additional show to be announced.

KMOX-TV St. Louis: two *Hollywood Squares* half-hours, *The Price Is Right*, *The \$25,000 Pyramid*, *Wild Kingdom*, *Last of the Wild* and three half-hours of local news.

KNXT-TV Los Angeles: *Candid Camera*, *Masquerade Party*, *The \$25,000 Pyramid*, *Treasure Hunt*, *Last of the Wild*, *The Wild Wild World of Animals*, *Other People Other Places*, a local public-affairs half-hour and a half-hour of local news.

The NBC-owned stations will all telecast *Name That Tune*, *Wild Kingdom*, *The Price Is Right*, and two *Hollywood*

FCC to waste no time revisiting prime time

Court order spurs commission to ask comments by Aug. 16, replies Aug. 30; outcome of second appraisal of rule is anyone's guess, especially in view of the new line-up of commissioners

The FCC has set itself a tight schedule for what amounts to a reconsideration of its once-revised prime-time access rule ("Closed Circuit," July 1). And it is a reconsideration that could lead in a number of different directions, including outright repeal of the rule.

The commission acted last week in response to the decision of the U.S. Court of Appeals in New York. The court directed the commission to designate a new effective date for the modified rule, one at least 12 months later than the September 1974 date originally set by the commission (BROADCASTING, June 24).

But the court, while not reversing the commission on the merits of the rule, was critical of the commission's order, and raised questions about a number of issues. It is in response to those questions that the commission is seeking comments. And it wants them fast—by Aug. 16, with replies due by Aug. 30.

That schedule would enable the commission to act as early as September, and permit it, if it wishes, to set the new effective date no later than September 1975. The court had held that by setting September 1974 as the effective date in an order issued in January, the commission had not allowed independent producers, who had appealed the action, sufficient lead time to make changes in their plans.

Setting a new effective date is only one of the options the commission said would be considered. Others are affirming the January 1974 action, returning to the original rule, something in between those alternatives, other modifications resulting in a reduction of the time cleared for

nonnetwork programs or, possibly, repeal of the rule.

The outcome of the second look is by no means certain since the line-up of the commission is substantially different from that which laid out the framework of the present rule in December. Gone are Nicholas Johnson, H. Rex Lee and Dean Burch. In their places are James Quello, Glen O. Robinson and Abbott Washburn. Former Chairman Burch and Commissioner Charlotte Reid had favored outright repeal. So did Commissioner, now Chairman, Richard E. Wiley, but he doubted four votes could be obtained then for repeal. Former Commissioners Johnson and H. Rex Lee wanted to retain the rule basically in its original form, as did Commissioner Robert E. Lee. Commissioner Benjamin L. Hooks also leaned toward retention, but wanted language in the order indicating commission interest in minority programing, which was provided.

The original rule, adopted in 1970, prohibits network affiliates in top-50 markets from taking more than three hours of network programing in prime time. As modified, the rule removes all restrictions from Sunday programing, and reduces access time on the other nights to one-half hour, specifically from 7:30 to 8 p.m. However, one of the six cleared half hours can be filled by the networks if they provide children's "specials," documentaries or public-affairs programing. Feature films are barred from the access half hours.

The comments being sought by the commission in response to the court's opinion are to be directed at whether the justification for the rule in 1970-71 as a means to lessen network domination of prime time television was valid in practice, the effect of the rule on competition, and its effect on employment patterns in the nation's program-production

industry (or the "impact on Hollywood").

The commission, again in response to suggestions by the court, asked for comments by the Justice Department on the effect of the rule on competition, from consumer groups on the effect of the rule on increased amounts of advertising on television during prime time, from minority groups on the impact of the rule on programing for minorities, and from writers and actors on its effect on their professions.

The commission's request for additional comments was not the only reaction to the court's decision. Four of the parties who had backed the commission in its opposition to the appeal by the National Association of Independent Television Producers and Distributors petitioned the appeals court for a rehearing.

The petitioners said that since the entire television industry had planned for the season beginning in September, based on the commission's amended rule and previous court refusals to stay the rule, "the present decision has produced chaos in the industry just before the advent of the new season, and is certain to cause injury to the public, producers, and broadcasters and advertisers."

The petitioners also directed their attack against the rule itself, saying it was improper for the court to continue the rule in effect without considering its constitutionality. They noted that they had claimed the rule, in its original or modified form, violated the First Amendment, "because it interferes with the freedom of producers and broadcasters." And this issue, they said, had not yet been resolved.

The petitioners are Warner Bros. Inc. and Columbia Pictures Industries Inc., backed by the National Committee of Independent Television Producers and Samuel Goldwyn Productions Inc. as intervenors.

In the wings. Weighing in as a contender for prime-time access use next January is the revival of a long-time network series, *College Bowl*, which ran on CBS-TV and NBC-TV for 17 years and has been off the air for three years. Now retitled the *New \$100,000 Invitational College Bowl*, the series has its original producer, Don Reid, who will coproduce the half-hour program in association with Independent Television Network Inc., Camden, N.J. The series will pit two teams of college students against each other every week. The winning team will receive \$100,000 worth of scholarships which will be parceled out in its name to outstanding and needy students in each of the 50 states.

Squares half-hours. Each of the stations will fill up its remaining half-hours as follows:

WNBC-TV New York: *Jeopardy*, *To Tell the Truth*, a local public-affairs half-hour and one additional show to be announced.

WRC-TV Washington: *Jeopardy*, *Survival*, *The Place* (a local public-affairs show) and an additional local public-affairs show.

WKYC-TV Cleveland: *Jeopardy*, *Last of the Wild*, *Survival* and a local public-affairs show.

WMAQ-TV Chicago: *Treasure Hunt*, a local public-affairs show and two additional shows to be announced.

KNBC-TV Los Angeles: *Jeopardy*, *Police Surgeon*, *Thrill Seekers* and a local public-affairs show.

Sales-revenue forecasts coming on top of the court's decision have to be put in focus, according to Richard A. O'Leary, the president of ABC's owned stations, who says that the transferral of four half-hours from the networks to the stations will end up as "a wash."

Mr. O'Leary goes on to explain that three factors negate the stations' pocketing of all the sponsor remittances from these half-hours: (1) those valuable spots adjacent to the more elaborately produced network show—when the network programs the access period—go by the boards; (2) the station loses the compensation payment it gets for carrying a network show, and (3) the station has to go out and buy its own product for slotting in the access period.

Executives at all three networks are bullish about third and fourth quarter access-time-period sales, however. "Our trend analysis shows that the current summer lull will pick up in the third quarter," says John McKay, vice president, national sales for the CBS-TV stations division. "And the upswing should permit us to sell out in the fourth quarter."

One of the reasons for optimistic projections like these, in the words of George Hooper, the director of marketing services for the NBC-owned stations, is that "the tightening up of the network marketplace" may freeze out

advertisers and "push them into national spot."

Although it's still early to pin down other stations on their fall access time schedules, most have made their buys even though they haven't decided exactly where and when the syndicated shows are to be broadcast. As an example, take Seattle. There the three network affiliates are set for fall something like this:

KOMO-TV (ABC) — Monday, 7-10 p.m., NFL football via network (instead of 6-9 p.m.); local access show, *Medicine Men*, 10-10:30 p.m. Tuesday-Friday, 7-7:30 p.m., *To Tell the Truth*; Tuesday, 7:30-8 p.m., *Exploration Northwest* (regional); Wednesday, 7:30-8 p.m., *Untamed World*; Thursday, 7:30-8 p.m., *Wild Refuge*; Friday, 7:30-8 p.m., local live, *Issues '74*. Saturday, 7-8 p.m., *Lawrence Welk*. Sunday, 7-8 p.m., *National Geographic Specials*.

KIRO-TV (CBS) — Monday-Friday, 6:30-7:30 p.m., *Mike Douglas Show*. Programs bought for 7:30-8 p.m. time period, Monday-Friday, but not yet scheduled are *New Price Is Right*, *New Candid Camera*, *Jeopardy*, *\$25,000 Pyramid* and *Police Surgeon*. Programs for Saturdays, 7-8 p.m., and Sundays 7-7:30 p.m. not yet bought at this writing.

KING-TV (NBC) — Monday-Saturday, 7-7:30 p.m., *Truth or Consequences*; Monday and Friday, 7:30-8 p.m., *Hollywood Squares*; Saturday, 7:30-8 p.m., *Let's Make a Deal*; Sunday, 7-7:30 p.m., *Wild Kingdom*. To be filled are Tuesday-Wednesday-Thursday, 7:30-8 p.m.

There has been considerable speculation over the effect of the court stay on the various segments of the television industry. The consensus is that the networks are not being hurt financially by the turn of events. They are able to drop their weakest programs, and, with a reduced inventory, have a high expectation of selling the remaining series at top prices. The prime-access producers obviously are helped with the enlargement of time periods opened to them. On the opposite side, the network producers have been set back; valued prime-time franchises have been wrenched from them—positions they thought they had when the revised rule was announced last February. The impact on TV stations can be gauged only after the selling season for spot television is over—probably not until the early part of August.

The program executives at two large representative firms reported that stations essentially are optimistic over prospects for spot TV in the fourth quarter. They felt stations generally are pleased that the court has delayed the revision of the commission's rule for a year because, in the long run, it should redound to their financial benefit. Stations, they said, realize that the economy is erratic but with the reduced network advertising inventory they are reasonably confident they can sell their prime-access programming. The next few weeks will be the concentrated selling season for stations' prime-access as well as other periods.

Jubilant as access syndicators are over the return to the *status quo* of the past two years, they are quick to point out

EVERY WEEK
something new for
EVERYONE
in the entire family

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ADVENTURE...
DANGER...THRILLS

THRILL SEEKERS

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some of the shortcomings of the rule's flexibility. Some criticized bitterly the policy of permitting multiple exposures of a show in a given week, contending this restricts the diversity the commission ostensibly was advancing. One distributor claimed there are several wildlife adventure series that have been carried on networks abroad that are eligible for prime access here. This official felt this was unfair since the rules prohibit U.S. off-network programing in access.

The story of prime-time access is still in the middle of the telling. For the most part, and certainly in the short run, the principal cues will continue to come from Washington (see page 26). Going into its third season, the access market has yet to see two alike.

Who's going to win some, who's going to lose some from access rule stay

Television networks and suppliers of programs to the prime-access period stand to benefit from the one-year stay of the access rule, while TV stations may lose some ground, according to an analysis issued by Tucker, Anthony & R. L. Day, New York.

The evaluation by the investment banking firm, written by security analyst Dennis B. McAlpine, noted that networks will drop their weakest shows which should enhance their over-all ratings and revenues. He said networks apparently have escape clauses permitting them to postpone purchases of new shows until later in the season. He added that the reduced inventory of advertising time should allow networks to sell out at higher prices.

"The stations will probably not fare as well," the analysis continued. "They will have added inventory of time to sell, and, in many cases, do not yet have the programing signed up for this time slot. If spot television sales weaken with a poor economy, this added inventory may add to further price weakness.

"The suppliers of programing for the prime-access period should benefit from this change as the stations dash to sign up suitable programing. With the new demand, program prices should increase and market clearances should rise."

CTW is into bicentennial act

The Mobil Oil Corp. and Corporation for Public Broadcasting have pledged \$3.5 million to the Children's Television Workshop for the script development of a 13-part bicentennial dramatic series on public television, it was announced last week. The series is conceived as 60- to 90-minute prime-time specials about the effects of the 1865-1914 period in American history on the lives of two families of distinctly different backgrounds. A pilot is expected early next year, and the full series would be produced next summer for broadcast on PBS. Samuel Y. Gibbon, original producer of CTW's *Electric Company* and *Sesame Street*, will be executive producer of the new series.

Kids say the darnedest things about TV

Study finds children love cartoons, don't like news and shows oriented to younger children, and they even like commercials—sometimes

While grown-ups wrangled about what's good or bad in TV programing and advertising for children, two researchers thought to ask children how they feel about it. The results, to be published shortly by the *Journal of Communication* of the Annenberg School of Communications, University of Pennsylvania, may contain some surprises.

For one thing, they show that the children, especially the boys, like cartoons just fine but as for regular children's programing—no way. Things like *Bozo's Circus*, *Captain Kangaroo*, *Tree Top House* and *Romper Room*, the researchers say, were written off as "babyish" by all but a few.

The youngsters, who ranged in age from 6 to 12, also didn't like news, but were more receptive to documentaries. They were strong on fantasy (especially boys) and situation comedy (especially girls); were fairly strong on drama (action and medical variety especially), divided a generally lackadaisical attitude toward sports about evenly between boys and girls and tended to consider game and talk shows blah or, more accurately, not to consider them at all.

Their likes and dislikes tended to vary according to both sex and age, as might be expected, altogether the programs they said they liked outnumbered the ones they disliked by more than two to one. More often than not they "liked" specific shows but "disliked" types of show.

They didn't like commercials at all—at first. They didn't like them because commercials interrupted programs they did like. But then they would start laughing and talking about specific commercials that amused them, and this, the researchers found, partially offset their general antipathy. In fact, they said, "the children could recall over three times as many commercials that they liked as that they did not like." That was better than the like/dislike ratio for programing.

Moreover, the report continued, "a discriminating attitude for evaluating the veracity of particular commercials was noted among the children."

The research was conducted at a boys' day camp and a girls' day camp at Lake Forest, Ill., by Lawrence H. Streicher, a senior research scientist at the Institute for Juvenile Research, Chicago, and Norman L. Bonney, a lecturer in sociology at the University of Aberdeen, Scotland. The children's fathers were mostly professional and managerial people and their "comfortable backgrounds" were also reflected, the authors said, in their average of 3.11 TV sets per household.

For the most part the children said their parents let them watch whatever they wanted, intervening only to settle an argument, impose curfew or send them

off to do chores or homework or, in a "minority" of cases, to keep them from watching something the parents considered undesirable. Parents may not be surprised to learn that, even with 3.11 sets in the house, almost two-thirds of the children said they squabbled with brothers and sisters over what they were going to watch.

More help for WNET

The Television Laboratory at WNET(TV), New York's public broadcasting station, has received a one-year grant of \$340,000 from the Rockefeller Foundation—the third such grant supporting the experimental TV research group. An 18-month \$400,000 grant in January 1973 and an initial \$150,000 grant for the laboratory's first year, from January 1972, were also received from the Rockefeller Foundation.

Dr. John H. Knowles, president of the foundation, said that the laboratory "demonstrates that artistic and scientific investigation into television broadcasting is important for all future uses of this omnipresent communications system in which there has been far too little research."

According to John Jay Iselin, WNET president, the laboratory has been able, through the Rockefeller grants, to pursue its "pure research" into the psychological effects of television, the artistic and technical nature of television, and to conduct a few experimental television programs. Some of the experiments were last year's *The Lord of the Universe*, described as "the first nationally broadcast documentary recorded entirely on low-cost portable video equipment," and video artist Nam June Paik's *Global Groove*—an experimental use of broadcast equipment and techniques. With the coming year's support, the laboratory has scheduled another series of experimental broadcasts, it was said.

WGAW, Caucus set goals

Writers Guild of America, West, and the Caucus for Producers, Writers and Directors (BROADCASTING, July 1) have agreed on a five-point program to help increase the use of new writers, including women, on television programs. In detailing actions that would open up work to novice and "nongenre" (new to the field) writers, the group calls for such moves as screening of pilots and the publication of a guide. It also calls on the networks to relax their demands for approval of writer assignments. This, Caucus members said, hinders the employment of new talent, since the networks tend to hire "acceptable" writers.

Network sources in Hollywood were quick to point out that since it's their money and the shows are to be broadcast on their network, they need to have the final say in the hiring of writers, just as they do in hiring stars and directors, among other rights. And, they added, networks are just as sympathetic in trying to get women writers and newcomers to work on their programs as the WGAW and the Caucus are.

The TV networks in late night: all in the black but Carson still the money machine

With its wide range of shows, ABC gains in ratings and shares, but it and CBS, with movies, suffer from affiliate defections; on NBC 'Tonight' remains on top no matter what 'Tomorrow' brings

An ABC-TV melange of entertainment and mystery is making some headway against the *Late Night CBS Movies*, but Johnny Carson still reigns supreme. That, in sum, is the three-network late-night picture as of summer 1974.

To start with the only network that's made substantial late-night changes in the past two years: ABC's slow but steady progress began when it decided back in January 1973 to trim Dick Cavett's nightly talk show down to one week a month and to add on a batch of 90-minute taped mysteries and variety shows (including one week a month of Jack Paar). Because Mr. Paar never really got off the ground (he staggered through most of 1973 with low ratings before finally calling it quits) and because Mr. Cavett's Nielsens remained unacceptably puny, ABC began the year 1974 by pretty much abandoning the talk-show format (Mr. Cavett was reduced to a mere two nights a month) and sticking with the mysteries and the entertainment specials (including the successful *In Concert* rock series).

The result of this tinkering, as reported by ABC's research people, is that, in a national Nielsen survey covering all five nights (11:30 p.m.-1 a.m., NYT) during the January-May period over the last three years, the network has gone from a 3.3 rating and 13 share in 1972, and a 4.9 rating and 18 share in 1973, to this year's 5.4 and 19. That's a 64% increase in rating and a 46% increase in share for those five months between 1972 and 1974, compared to a 23% increase in rating and 10% increase in share for NBC's Johnny Carson over that same period and a 6% increase in rating and 4% increase in share for the CBS movies.

Despite these gains, however, Frank Campisi, an ABC research executive, admits that his network's position vis-a-vis NBC "is relatively unchanged, and fully four rating points still separate us from the *Tonight* show."

And Edward Warren, CBS's director of late-night programming, says that one of ABC's bigger rating leaps came in late April and early May 1974, when a number of CBS's movies were delayed by National Basketball Association playoff games.

Still, ABC's late-night growth is causing "lots of friendly smiles and faces" in the network's executive suites, according

to Bob Shanks, the vice president in charge of late-night programs for ABC. By investing approximately \$12 million a year in the 11:30 p.m. to 1 a.m. time period (compared to the \$10.4 million a year NBC lays out for the *Tonight* show, and CBS's yearly late-night budget of about \$9.5 million), "we went in anticipating that we might lose money, at least in the first year," according to Mr. Shanks. Instead, ABC ended up in the black, getting solid advertiser support for rate-card prices that are, for the most part, lower than those of NBC and CBS. For example, the Thursday night personality shows (mostly Dick Cavett alternating with Geraldo Rivera), which cost \$50,000 or so per 90 minutes, are pegged at \$10,500 a minute. (In this case, as in the ones that follow, eight commercial minutes are set aside by ABC and eight are allotted to the local stations.) The Wednesday night entertainment stuff (everything from beauty contests and celebrity roasts to movie excerpts and the birth of a baby on camera), which costs about \$70,000 a program, is rate-carded at \$11,500 a minute. The 90-minute taped mysteries (Mondays, Tuesdays and alternate Fridays), which cost an average of \$120,000 for three runs of each show, are tabbed at \$12,500. The alternate Friday *In Concert* rock shows, which consistently drew a bigger audience than any of the other *Wide World of Entertainment* programs (with season-to-date national Nielsens, based on 17 episodes, showing a 6.1 rating and 18 share), have a \$17,000-per-minute price tag (and they cost anywhere from \$50,000 to \$70,000, with talent fees and location taping varying from show to show). ABC's gross revenue from the entire *Wide World* late-night package was \$36.4 million in 1973 and \$14.4 million so far this year (through June 16).

The 1973 grosses of CBS's *Late Night Movie* added up to \$44 million and the 1974 figures (again through June 16) are \$23.2 million. These revenues exceed ABC's not only because CBS charges more per minute (\$17,000 as of the fourth quarter, although volume buys and scatter-plan arrangements will knock a thousand or two off the rate-card price) but also because CBS has three more network minutes to sell (the movie always spills over beyond 1 a.m., with the average running time coming in at about two hours).

CBS is coasting along on a solid 30 share, with good demographics, and Ed Warren says he's high on a batch of 30 off-network made-for-TV movies from Universal, which will begin turning up on CBS's late-night schedule in September. In addition, CBS has contracted for a number of big box-office theatrical movies that have been milked dry in prime-time but that the network thinks are ready for a new late-night lease on life. The titles include "Gunfight at the OK Corral," "The Valley of the Dolls," "South Pacific," "Oklahoma," "The Dirty Dozen," "Sweet Bird of Youth" and "Some Came Running."

It's still questionable, though, whether this string of imposing movies will im-

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Past prime. The three networks vie for after-11:30 p.m. audiences with varied fare. NBC-TV has a very good thing going with Johnny Carson, pictured at left here with columnist Jack Anderson. ABC-



TV's efforts are a mixed bag of drama, variety and rock specials (shown here is pop star Elton John appearing on *In Concert*). CBS-TV sends out movies; above is a scene from "Mariow."

prove CBS's clearance record, which, as it now stands, is the worst of the three networks, the latest headcount revealing that only 179 stations carry the network movies, for a 92% coverage rate. (Some of the most conspicuous abstainers are the CBS affiliates in Washington, Atlanta, Buffalo, N.Y., Hartford, Conn., Syracuse, N.Y., Kansas City, Mo., and Omaha.) In contrast, the *Tonight* show gathers in 215 stations, for a 99% clearance, and ABC's *Wide World* averages a 96-97% clearance rate.

Delays are an affliction of both ABC and CBS. As many as 38 stations will delay ABC's Monday, Tuesday and Wednesday late shows, a figure that rises to 42 stations on Thursday (the Dick Cavett and Geraldo Rivera shows tend to get lower numbers than the other *Wide World* elements) and to 46 stations on Friday, when audience levels soar dramatically (because of Saturday's being an off-day for most people). CBS will average about 29 station delays Monday through Thursday, with that number jumping to 46 on Friday. On the other hand, only six NBC affiliates see fit to delay Johnny Carson.

Ed Warren likes to boast about the fact that CBS occasionally leans toward "cinema" as opposed to "movies" in late-night, with the scheduling of such classics as "The Cruel Sea," Carol Reed's "Odd Man Out," David Lean's "Oliver Twist" and "Great Expectations," and two Hitchcock thrillers from the late thirties, "The Lady Vanishes" and "The Thirty-Nine Steps." Mr. Warren says the network will turn down movies, even for late night, if they feature too much violence or if they go beyond the sexual pale. ("Bob & Carol & Ted & Alice," a big hit in the theaters, recently fell victim to the latter stricture, with the result that Columbia Pictures will be forced to syndicate it directly to stations.)

Mr. Warren says CBS doesn't do a Paul Newman week or a science-fiction-movie week, as many local stations do with their syndicated film package, because "the network doesn't set aside a budget to promote its late-night features, and that kind of gimmick would need a lot of publicity to get off the ground." All of CBS's on-air promotion in prime-time is devoted almost exclusively to the prime-time schedule, he says. "And who can quarrel with that decision—they've

been number one in prime-time for as long as I can remember."

NBC's late-night schedule, which includes the Monday-through-Thursday *Tomorrow* show (1-2 a.m., NYT) and the Friday *Midnight Special* (1-2:30 a.m.) as well as the *Tonight* show, funnelled \$53.3 million in sales revenue to the network in 1973 and has totted up \$27.4 million so far this year. With a production budget of only \$200,000 a week, the *Tonight* show is said to be the most profitable TV program on the air (although NBC refuses to give even a ballpark figure on how profitable it is).

And, according to Larry White, NBC's vice president for programming, the show has "more pizzazz" now that it's being sent out two-and-a-half hours after the actual taping (instead of a day later, as in the past). "Carson's monologue is usually taken from the events of the day," Mr. White says, "so that the spontaneity and topicality were being hurt somewhat by the 24-hour delay."

He says he's also "encouraged" by the kind of "provocative" programs Tom Snyder has been doing on the *Tomorrow* show. But so far the show is only clearing 149 stations, for a rate of 91%, and it only sells about four of its six nightly network minutes, on the average. (A minute on *Tomorrow* costs a sponsor \$4,500.) Much more successful is the weekly contemporary-music series, *Midnight Special*, which gets a 98% clearance (about 190 stations) despite the late hour and has a season-to-date national Nielsen rating (32 shows) of 4.4 and a 31 share. There are 14 network minutes up for sale on each show (only four minutes are turned over to local stations), at \$10,000 a minute, and one network source reports that it's doing "a brisk business."

Mr. White says NBC will continue to do some late-night weekend experimenting next fall, partly as a result of the mid-30's and higher shares chalked up by Burt Reynolds during the course of four shows he did last fall and winter. Mr. Reynolds has been promoted to prime time, where he'll do two specials next season, so NBC has tapped the actor George Segal to host two weekend programs (11:30 p.m.-1 a.m.) and the singer Wayne Newton to preside over one, dates to be announced.

In addition, 12 90-minute news-maga-

zine shows (roughly one a month) will be slotted in the Saturday-at-11:30 p.m. time period, beginning next fall. These programs had originally been scheduled for Saturday evenings during access time returned to the networks by the FCC, but that plan went out the window when the New York Court of Appeals stayed the access rule's revisions until September 1975.

Program Briefs

Moving out. Metromedia Producers Corp., Los Angeles, has acquired worldwide rights to *Movin' On* TV series to be seen on NBC-TV this fall, to be syndicated outside U.S. at once, and eventually nationally in U.S. Program, originally titled *In Tandem*, is a D'Antoni-Weitz Television Productions series that is filmed at various locations throughout the country.

Good deal. Columbia Pictures Television reports it has sold half-hour *Dealer's Choice* series in 27 markets in past two months. Stations buying across-board game show include WGN-TV Chicago, WNEW-TV New York, WTTG(TV) Washington, KTTV(TV) Los Angeles and WBEN-TV Buffalo, N.Y.

On her own. Lucille Rivers Enterprises, New York, has been formed as production-distribution company, handling repeats of Ms. Rivers' 10-minute, daily home sewing TV program, *Fashions in Sewing*, which has been in syndication for three years, plus new version of program, *Lucille Rivers Show*, slated for production in January 1975. 157 West 57th Street, New York.

Signed. John Denver, composer and top-selling recording artist, has signed with ABC-TV network for development of several special programs starting with one scheduled Dec. 1 (8-9 p.m. NYT). Other initial projects in long-range deal, ABC announced, include another musical special and made-for-TV movie starring Mr. Denver.

Drop back and punt. In our July 1 article on upcoming NBC-TV specials, it was incorrectly stated that part of Friday in BBC production of "Robinson Crusoe" would be played by Los Angeles Rams' John Holder. Mr. Holder, Guianese actor, goes by first name "Ram." He does not play professional football.



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 among women 18-49*

*Source: Nov. 1973 NSI **Source: NTI and NSI Nov. 1973

Newest Station Lineup

105 markets . . . stations North, South, East and West have renewed
 "Police Surgeon" for prime access scheduling. Here is a partial list . . .

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WGN	KHOU	WGR	WZZM	KUTV	KMJ	KXJB	KTBC
KYW	KIRO	KATU	KWTV	WFMY	WDXR	WAAY	KENC
WNAC	WAGA	KMGH	WTEN	KAKE	KXLY	WOLO	WKAB
CKLW	WTVJ	WTEV	WKEF	WTVQ	WRCB	KOAA	KOAM
KRON	WRTV	WHBQ	WSAZ	WTVK	KHAS	WCEE	KMEG
WEWS	WLCY	WSM	WNEP	KMTV	WCTI	WTRF	WYEA
KDKA	WTNH	WCCB	KENS	WSLS	WCYB	KNOE	KDFM
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KROG	WPBN	KXMC	KCOV	KTEN	KBIM	KNOP	WBLA
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Support

The Colgate-Palmolive Company will continue to provide heavy promotional backing such as: Paid local newspaper advertising. Personalized station slides. Videotape promos for each episode. Magazine and newspaper promotion kits. Merchandising support such as a national consumer promotion of "Police Surgeon" Home & Auto Emergency First Aid Kits.

The Future

"Police Surgeon" could be a money-maker in your prime-time schedule. For further information, write or phone: Mr. Joel Segal, Senior VP, Network & Syndicated TV, Ted Bates & Company, 1515 Broadway, New York, N.Y. 10036, (212) 869-3131.



Washburn

Hooks

Lee

Wiley

Reid

Quello

Robinson

The making of the FCC-1974

Taken one at a time, and normally some time apart, appointments to the Federal Communications Commission may seem to make sense; put four back-to-back, and in the same year, and the system's eccentricities are magnified into a different perspective. This is the story of how the new, all-Nixon FCC came to be—a story more of agony than of ecstasy, a triumph more of circumstance than of policy

When Professor Glen O. Robinson of the University of Minnesota Law School, Abbott M. Washburn, Washington consultant, and the reappointed Commissioner Robert E. Lee were sworn in last week as members of the FCC, the making of the FCC-1974 was completed. For those involved, it had been a grueling experience begun more than a year earlier, when the White House started casting about for a successor to Nicholas Johnson, whose term was to end June 30, 1973.

White House delays in naming a successor and Senate slowness in confirming him kept Mr. Johnson in his seat until December. What's more, with other commissioners—first H. Rex Lee and then Chairman Dean Burch—departing before Mr. Johnson's replacement, James Quello, could be confirmed (on April 23) and sworn in (on April 30), the seven-seat commission operated for two months with only four members and after that, until last Wednesday, with five.

But the experience was more than just exasperating to those involved in it; it was illuminating to those who watched it at work. Because the White House was forced to make four appointments in the space of a year, the selection process itself was subject to unusually close scrutiny. And a review of that process leads through all of the conflicting forces that have constituted the political reality of Washington in 1973-74.

There was never any shortage of candidates. FCC memberships provide good pay (\$38,000 a year, \$40,000 for the chairman), security and retirement benefits matched by few nongovernment jobs and upper-middle ranking in the Washington bureaucracy.

Members of Congress vie with one another in proposing constituents for

FCC appointment. White House aides compile lists of their own. Industry groups offer their ideas. And, more and more, individuals propose themselves.

The job of sorting out others' candidates and recruiting their own falls to the members of a small White House staff headed by a 34-year-old presidential assistant, David Wimer, who is a former scout for top-level talent for the Labor Department and who, while still a student at the University of California at Los Angeles in the 1960's, was administrative assistant to Bob Hope. Mr. Wimer will cut the list of possibles to two or three, seek the views of senior White House aides, then put his findings into a memorandum for the President's chief of staff, Alexander Haig. In some cases, at least, he will offer a bottom-line recommendation of his own. It is a time-consuming job, and one in which delay breeds delay. As long as a decision is not made, congressmen and senators feel free to send in still more suggestions that must be checked out before the final memo is written.

Mr. Wimer, who succeeded Jerry Jones as head of the personnel office but who during most of the time the search for FCC commissioners was under way was Mr. Jones's assistant in charge of that project, refers to himself as a "broker." He says efforts are made to locate individuals of "quality" and to provide an agency with "balance," in terms of its outlook. But he also talks of the "realities" that the office faces. "You see how you can improve an agency," he says, "given the realities, the real world, and you do the best you can. You look at all the options. Sometimes you make progress. Sometimes you're cut off at the crossroads."

Professor Robinson's experience is a case in point. The Office of Telecommunications Policy's director, Clay T. Whitehead, had suggested Mr. Robinson's name last year, when the search for a Democrat to replace Nicholas Johnson was under way. OTP's general counsel,

Henry Goldberg, had been impressed by Professor Robinson's writings on communications law and by his background—a communications lawyer with the prestigious Washington firm of Covington & Burling before joining the Minnesota law school faculty in 1967. Later Mr. Burch, then still with the commission, now counselor to the President, added his support. And that was the extent of the clout Professor Robinson enjoyed at the White House.

But it was enough, last year, for Mr. Wimer to include Mr. Robinson's name on the list submitted for the President's consideration. Indeed, Mr. Wimer, who had interviewed Professor Robinson, recommended him over the others on the list, all of whom had political backing—Mr. Quello, retired manager of WJR-AM-FM Detroit, by then-House Minority Leader Gerald Ford of Michigan; Luther Holcomb, of Dallas, vice chairman of the U.S. Equal Employment Opportunity Commission, by Democratic and Republican members of the Texas congressional delegation; and Herbert Cahan, Westinghouse Broadcasting Co. area vice president in Baltimore, by Senator Howard Baker (R-Tenn.) as well as Maryland's Republican senators, Charles McC. Mathias Jr. and J. Glen Beall Jr.

But President Nixon chose Mr. Quello. Broadcast industry representatives, particularly ABC officials, had worked hard in Mr. Quello's behalf, usually through their contacts on Capitol Hill. The presidential decision, however, was a foregone conclusion: the President had promised Mr. Ford that his constituent would get the appointment.

Nevertheless, Mr. Quello's journey to the commission was a long one; indeed, he was the first declared candidate for the Johnson seat, in January 1973. And the success of his quest surprised many in Washington who found it difficult to believe that a retired broadcast station manager could have the kind of support needed to persuade the President to nominate him.

Since joining the commission, Mr. Quello has recited the facts of the odyssey in talks to several broadcast groups—how the Michigan Association of Broadcasters adopted a resolution endorsing him for the commissionership, then sending it to the Michigan congressional delegation and the governor, among others; how everyone contacted responded favorably; how he consulted with members of the

Perspective on the News

By Leonard Zeidenberg, senior correspondent, Washington

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Many came. Upwards of 100 names, aside from the four ultimately chosen, were obtained by the White House in its search for FCC nominees—two Democratic and one Republican—in the past year. Many were submitted by the individuals or their backers; some were uncovered by the White House staff in a talent search. The names that follow are of individuals the White House staff says were considered with some seriousness. Most of those named were interviewed. Those who were not had indicated that they were not interested in the FCC job.

Republicans:

Charles Ablard, former associate deputy attorney general, Department of Justice.
B. Jay Baroff, lawyer, Washington.
David Barrett, lawyer and vice president-general counsel, William K. Warren Foundation, Tulsa, Okla.
Ron Brooks, executive assistant to George Shultz, when he was secretary of Treasury.
Arthur W. Brothers, president of independent telephone company, Boulder City, Nev.
Tom Carroll, formerly assistant administrator, Environmental Protection Agency, now consultant.
Neal Freeman, editor, King Features, and member, Corporation of Public Broadcasting board of directors.
Frederick G. Griffin, industrial consultant in communications, Lynchburg, Va.
Wade Hargrave, Raleigh, N.C., attorney and executive director, North Carolina Association of Broadcasters.
Paul Hawkins, Washington counsel, Health Insurance Association of America.
Charles Helden, General Electric Co., Erie, Pa.
Albert Horley, director of Office of Telecommunications Policy, Department of Health, Education and Welfare.
R. A. Iseberg, consulting engineer, Berkeley, Calif.
Jack Kneble, general counsel of Department of Agriculture.
Albert Kramer, president, National Citizens Committee for Broadcasting.
John Lupton, former member of state house of representatives and state senate of Connecticut.
James Mauze, member, Missouri Public Utilities Commission.
Gene Nordby, University of Oklahoma's vice president for administration and finance, formerly dean of college of engineering.
Bruce Owen, former chief economist, Office of Telecommunications Policy, now on faculty of Stanford University.
Henry Ramirez, chairman of Cabinet Committee on Opportunities for the Spanish Speaking.
Donald Santarelli, head of Justice Department's Law Enforcement Assistance Administration.

ment's Law Enforcement Assistance Administration.

Antonin Scalia, head of Administrative Conference of U.S., formerly general counsel, Office of Telecommunications Policy.
Peter Schenk, president, Telecommunications Inc., McLean, Va.
Walter Sutter, assistant director, domestic communications, Office of Telecommunications Policy.
Alvin Snyder, radio-TV specialist, White House.
Ray Spence, chief engineer, FCC.
Jack Torbet, executive director, FCC.
Carlos Villarreal, member, Postal Rate Commission, formerly head of Urban Mass Transit of Department of Transportation.
Gordon Walters, managing attorney, IBM, Armonk, N.Y.
Matthew Warren, director of public relations, Goodwill Industries, Washington.
Clinton Wheeler, director of public information, Agency for International Development.
Ward White, minority counsel, Senate Communications Subcommittee.
C. Lynn Wickwire, executive director, New York State Cable Television Commission.

Democrats:

Arthur Arthur, public relations, Los Angeles.
Raymond G. Besing, lawyer, Dallas.
David Bradshaw, attorney, Chicago.
Herbert Cahan, Westinghouse Broadcasting Co. area vice president, Baltimore.
Dr. Lee S. Dreyfus, chancellor of the University of Wisconsin at Stevens Point.
Robert L. Hillard, chief of educational broadcasting branch, FCC.
Luther Holcomb, vice chairman, U.S. Equal Employment Opportunity Commission.
Bill Hoover, KTN(TV) and KTN-FM, both Ada, and KEOR(AM) Atoka, all Oklahoma.
Harvey Jacobs, head of communications department, New Mexico State University, now editor of the *Indianapolis News*.
George Mansur, former deputy director, Office of Telecommunications Policy, now director of communications and electrical engineering, Martin-Marietta, Orlando, Fla.

congressional delegation in Washington, and how, finally, it came to pass, with then-Congressman Ford playing the "key" role in his selection. (The drawn-out confirmation hearing in which consumerists opposed his nomination apparently caught him by surprise. "The game plan seemed easy enough," he says in his talks. "The Republicans nominate and the Democrats confirm you.")

When Commissioner H. Rex Lee suddenly announced his resignation in December and a second Democratic seat became available, Messrs. Whitehead and Burch again urged the appointment of Professor Robinson. But once more political considerations dictated the appointment, this time of Mr. Holcomb. "Representations were made at a very high level, and a deal was agreed to," according to one White House source. Others say the representations were made in the Oval Office by John Connally, former Texas governor and Mr. Nixon's former secretary of the treasury.

Mr. Holcomb has an uncanny ability to win friends and avoid making enemies in high places. Besides Mr. Connally, his supporters included Texas's two senators, Republican John Tower and Democrat Lloyd Bentsen, and three powerful com-

mittee chairmen in the House, all of them Texans—George H. Mahon of Appropriations, Olin E. Teague of Science and Astronautics and W. R. Poage of Agriculture. Democratic National Committee Chairman Robert Strauss also was one of Mr. Holcomb's supporters.

It turned out that Mr. Holcomb had been more eclectic in currying favor than his supporters had known. Consumer groups had been unable to block the nomination of Mr. Quello, who they felt was less than likely to carry on in the consumer-oriented tradition of his predecessor. But the Consumer Federation of America had more luck with the Holcomb nomination. Looking in places overlooked by the White House and the Federal Bureau of Investigation and finding things they missed, CFA discovered that the man whom political allies in Texas had considered a loyal Democrat had carried on extensive correspondence in which he expressed strong support for President Nixon and a desire to aid in his re-election and indicated he had contributed money for the re-election of Senator John Tower (R-Tex.). With that on the record, Mr. Holcomb asked to withdraw.

By that time, one source noted, the

White House had "run out of Hill names." In addition, Mr. Burch was firmly established in his new job, and his views on commission matters were given considerable attention. He and Mr. Whitehead still wanted Professor Robinson (although he was not the only possibility Mr. Burch considered when the Holcomb nomination collapsed. An "attorney of great brilliance," as he was described by one source, was contacted by Mr. Burch, but indicated he was not interested).

By this time, too, Messrs. Burch and Whitehead had made a point of impressing on General Haig the importance of considering professional and intellectual qualifications as well as political support in making FCC appointments. The Quello nomination had opened the administration to criticism from consumer groups; the Holcomb nomination had been a downright embarrassment. So the selection of Mr. Robinson was finally made.

Choice based on quality proved, in another case, a different kind of embarrassment to the White House. C. Lynn Wickwire, executive director of the New York Cable Television Commission, had been discovered by the Wimer shop. He was found to be able, young and energetic. He was familiar not only with cable matters but other subjects before the FCC. Mr. Burch and others were impressed, and Mr. Wickwire, a Republican, appeared certain to get the nomination to fill the Burch vacancy.

Then, in completing a questionnaire routinely issued individuals considered for presidential appointments, Mr. Wickwire came across a couple of troubling questions he felt honor bound to answer truthfully: Had he expressed orally or in writing to a government official his views on controversial issues? And did he know of anything in his background that, if it became known, would be embarrassing to him or to the President?

Mr. Wickwire picked up the telephone to inform Mr. Burch and others in the White House that, as a matter of fact, the answer to both questions was yes. Several months earlier, he had written as a private citizen to Representative Peter Rodino (D-N.J.), chairman of the House Judiciary Committee, and to his two senators, Republican Jacob Javits and Conservative-Republican James Buckley, expressing the view that President Nixon should be impeached. In the "real world" that concerns Mr. Wimer, some things cannot be blinked.

The White House then turned to Mr. Washburn, a long-time friend of the President, a former deputy director of the U.S. Information Agency and head of the U.S. delegation to the 1969-71 Intelsat Conference on Definitive Arrangements, who was then serving as a consultant to OTP. Mr. Washburn had waged a long, quiet campaign for the nomination and had antagonized no one—an important consideration. The only other serious prospect at the time was Donald Santarelli, head of the Justice Department's Law Enforcement Assistance Administration. Friends in the White House considered him able, aggressive and comfortably conservative. But his manner was also regarded by some, including Mr.



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Burch



Haig

Principal actors in the process of selecting FCC nominees: David Wimer, chief White House talent scout; Dean Burch, former FCC chairman and now counselor to the President, whose views on regulatory appointments, particularly those to the FCC, carry

considerable weight; Alexander Haig, White House chief of staff, through whom the list of staff recommendations passes to the President, and a man considered increasingly influential in the final choice.

Burch and FCC Chairman Richard E. Wiley, to be too abrasive. And there was some concern that this characteristic, plus his friendship with the White House's resident media critic, Patrick Buchanan, might cause trouble at a Senate confirmation hearing. All things considered, Mr. Washburn seemed the wiser choice. (It was only after the choice was made that Mr. Santarelli broke into print with complaints about what he said was the administration's Watergate-induced weakness and with expressions of uninterest in an FCC appointment.)

The question of quality control also came up in connection with Commissioner Lee's renomination. Mr. Burch's office denies reports that Mr. Burch attempted to block Mr. Lee's nomination to a fourth term. And Mr. Wimer, while acknowledging that there "was not unanimity" on the reappointment, said, "It wouldn't be fair to say Dean opposed Mr. Lee." The Office of Telecommunications Policy apparently did, however. Mr. Whitehead is said to have felt that, after three terms, it was time for Commissioner Lee to make way for a fresh face and outlook.

But that was an unlikely prospect. Commissioner Lee very much wanted reappointment. And the decision to give it to him was described by one White House aide as "a strategic" one. This could be translated as, "There's no point bringing down the wrath of Congress on the White House by denying Lee reappointment." He has a host of friends in both parties on Capitol Hill, and he had talked to them about reports that his renomination was in doubt (BROADCASTING, Jan. 21). They did the rest, with calls and letters to the White House.

Moving through the selection process has not always been so controversial or so public. The three incumbent commissioners who watched developments at the White House and in the Senate with particular interest had had far less trouble.

Chairman Wiley, for instance, was

given what might be considered a merit promotion from his job as general counsel to the commission principally on the basis of then-Chairman Burch's recommendation and the support of Commissioner Robert E. Lee and then-Commissioner Robert Wells. However, Chairman Wiley owes his job as general counsel to a contact he made while working in the Nixon campaign in 1968, as director of state organizations. A man he met then, George Bell, who was also involved in the campaign in Washington and who later joined the White House personnel staff, put him in touch with FCC Chairman Dean Burch and Federal Trade Commission Chairman Casper Weinberger—both of whom offered him jobs.

Commissioner Benjamin L. Hooks, the first black member of the FCC, owes his selection in large part to the demands of blacks that some color be added to the commission membership. But he owes it, too, to the fact that he knew Senator Howard Baker (R-Tenn.), who asked him if he would be interested in the FCC job. Commissioner Hooks was prominent in his home town of Memphis—among other things, he had been the first black judge in the South—but it was probably the support of Senator Baker, the ranking minority member of the Senate Communications Subcommittee, that assured him of the appointment. At least two other blacks were under consideration—Theodore S. Ledbetter Jr., a Washington communications consultant, and Revius Ortique, a New Orleans lawyer.

As for Commissioner Charlotte Reid, her appointment can probably be attributed to the women's movement as well as to a long-time friendship with the President. Mrs. Reid, who was a five-term Republican member of Congress from Illinois, said she had been talking to the President about placing women in high government posts when he said, "By the way, have you ever thought of the FCC for yourself?" Indeed, he in effect held the seat for her during the last 10

months of her fifth term in Congress. She could not be nominated to the commission during that term because of a constitutional provision barring the nomination of a member of Congress to a federal job whose pay had been increased during the Congress then in session. Thomas Houser, then deputy director of the Peace Corps, was named in December 1970 to fill a commission vacancy until Mrs. Reid's congressional term expired. (As it turned out, in the view of some observers, Mr. Houser was one of President Nixon's better FCC appointments.)

But it is the FCC nominee-selection process as practiced in the last 12 months, perhaps because so much of it was made public, that is causing concern. One critic within the administration says White House staffers, including most senior officials, lack awareness of commission problems and responsibilities and are unduly attentive to political considerations.

At times, in the view of one administration aide, appointments have been "throwaways used to score political brownie points or to seduce an industry important to the administration."

The White House is said to be fearful of antagonizing Congress, particularly now, with a battle over impeachment of the President shaping up, and of being concerned, if a candidate is a Republican, with whether he has served the party and, if a Democrat, with whether he is "the right kind." In the words of one insider: "They don't want to rock any boats."

This may be unfair. Some who have been through the recruiting process describe it as professional and thorough. It is credited with weeding out some establishment types on the ground they lacked qualifications and with finding some likely candidates.

However, there is evidence that tends to support some of the allegations—the interest in benign or attenuated Democrats, for example. It so happens that Commissioners Hooks and Quello, who were named to Democratic seats, are not

registered Democrats; they live in states where voters do not register by party. But they never indicated the kind of interest in partisan Democratic politics that, say, Dean Burch, former chairman of the Republican National Committee, or Chairman Wiley or Commissioner Reid did in partisan Republican affairs. And if Professor Robinson was active in Democratic party activities, that fact has not yet surfaced.

The White House's interest in the "right kind" of Democrats was revealed early in the search for a successor to Nicholas Johnson when David Bradshaw, a Chicago attorney, was said to be a likely candidate. Indeed, then-White House aide Charles Colson, who suggested him, is said to have urged his appointment as chairman as well. Mr. Bradshaw was not only active in Democrats for Nixon in 1972; he was also the son-in-law of Clement Stone, the Chicago insurance executive, who contributed heavily to Mr. Nixon's 1968 and 1972 campaigns—\$2 million in 1972. However, for a variety of reasons—estrangement of the Bradshaws, for one—Mr. Bradshaw's name faded from contention.

(Mr. Bradshaw is not the only person who had been reported as a possible White House choice for chairman before that job went to Mr. Wiley. Neal Freeman, a King Features editor, was the other. He knew the President and his former chief of staff, H. R. Haldeman, was friendly with Patrick Buchanan, and was closely allied with the conservative wing of the Republican party. However, he did not consider the FCC prospect for long before rejecting it. He is said to have felt that, as a man of outspoken conservative views, he might run into trouble in a confirmation hearing conducted in the climate created by Watergate. Furthermore, the job would have required a considerable financial sacrifice.)

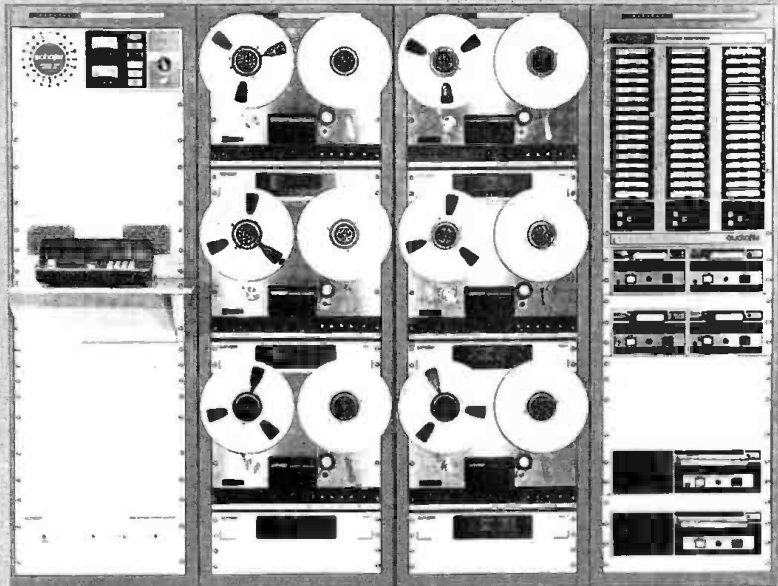
It may not be true, as charged by critics, that the selection process is not concerned with substantive matters before the commission. Indeed, it offers an opportunity for an administration to pick individuals on the basis of their views regarding specific issues. One candidate who went through the process and who could have been expected to have knowledge of a variety of issues pending before the commission—pay cable, children's television programming, the fairness doctrine among them—was tested on his knowledge and his views by Dean Burch, Mr. Whitehead, Chairman Wiley and Mr. Wimer. "I don't think they were looking for a particular view," the ex-candidate said. "But they want to see what your views are." Another person who had been through the process said his impression was that the White House was more interested in "the manner of response rather than the details."

However, substantive matters were not all that interested Mr. Wimer, according to one ex-candidate. "The issue was raised as to your political views, the general attitude, whether you were anti- or pro-establishment," he said. "They don't want anyone too wild."

Mr. Wimer himself seems to have an

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New CCA Revenues & Community Involvement Are Important To WHTN-TV Huntington/Charleston

Bill Myers, Manager of Reeves Telecomm's ABC-TV affiliate, in a letter to Community Club Awards said, "This fall we will be selling our 13th Annual CCA Campaign in Huntington; our 3rd Annual Campaign in Charleston, W. Va."

"Our Charleston Campaign, in a city 50 miles from Huntington, demonstrates the power and adaptability of Community Club Awards. We grossed more in our initial Charleston CCA Campaign than we had in the previous five years! Revenues in our second Campaign, this year, were much greater (\$71,775)."

Forecasting 1975 CCA revenues, WHTN-TV's manager stated, "We have set our first-quarter goal at \$150,000 for the Huntington/Charleston Campaigns."

Myers concluded, "I feel that CCA not only produces new and extra revenues that we might not otherwise obtain, but it is an extra opportunity for community involvement, which is important to WHTN-TV."



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affinity for conservative types. He recalls vividly the interview he had with an Oklahoma broadcaster, Bill Hoover, of KTEN(TV) and KTEN-FM, both Ada, and KEOR(AM) Atoka, who had been recommended by House Speaker Carl Albert (D-Okla.). "He believes in the American way of life, the American system," Mr. Wimer said of Mr. Hoover. "He's from a small town, he's not a lawyer, has no preconceived views. He might have something to bring to the commission. I listen to people like that."

Mr. Wimer himself seems to have no preconceived notion of the background from which an FCC commissioner might emerge. There was, for instance, Art Arthur, a veteran Hollywood public relations man, who had once been an assistant to Cecil B. DeMille. He had been recommended by Mr. Wimer's old boss, Bob Hope, among others, and was remembered by Mr. Wimer from Hollywood days. "He's a charming guy," says Mr. Wimer of Mr. Arthur. "He'd be considered again if a Democratic vacancy opened up."

Of all the names appearing on the list of candidates that Mr. Wimer says were given at least some consideration, the most improbable is that of Albert H. Kramer, among the Republicans. Mr. Kramer founded the Citizens Communications Center, is now president of the

National Citizens Committee for Broadcasting and is probably the foremost anti-establishment litigant before the FCC. He says he is registered as an independent, which would make him eligible for any FCC seat, but he also says the White House never got in touch with him about an appointment.

Now, the lists of FCC hopefuls may be put away. Barring unforeseen circumstances, the commission personnel seems set for at least two years. H. Rex Lee's term, to which Commissioner Washburn was appointed, expires next June 30. But Mr. Washburn's reappointment then seems assured.

As for the future, there seems little that can be done to build quality control into the system of selecting regulatory agency members. Mr. Burch says that each selection "is a new ball game, subject to human slippage and human failures. I don't know how you can compensate for human failures." He also notes that problems are created by the "political interplay" between the executive and Congress in connection with appointments.

In the last analysis, the responsibility, as with so much in government, rests with the President. Says Mr. Burch: "You have to rely on the executive, and what he passes down through the chain."

FCC gathers old and new family for 40th birthday

Lee, Robinson and Washburn are sworn in at ceremonies marking four decades of commission

For the FCC, Wednesday, July 10, was a day of looking backward and, in more ways than one, of renewal for the future. For it was the eve of the FCC's 40th anniversary, and it was the day on which two new commissioners were sworn in to bring the commission up to full strength for the first time since December and a three-term commissioner was sworn in for his fourth seven-year term.

Chairman Richard E. Wiley summed it all up in introductory remarks to an audience of some 600 that crowded the theater next door to the commission's building: "Welcome to the FCC's version of 'Life Begins at 40.'"

The principal occasion for the gathering was the swearing-in by Supreme Court Justice Harry Blackmun of the veteran commissioner, Robert E. Lee, and of Professor Glen O. Robinson of the University of Minnesota Law School, who will fill out the remaining two years of former Chairman Dean Burch's term, and Abbott Washburn, consultant to the Office of Telecommunications Policy, who will complete the term of retired Commissioner H. Rex Lee, which ends June 30, 1975.

But Chairman Wiley used the coinci-

dence of dates for backward glances at the distance the commission and the communications industry have come in the last 40 years. The commission, he noted, today has more than 2,000 employees and a budget of some \$40 million; in 1934, the commission had 233 employees and a budget of \$1 million.

In the course of his review, the chairman touched on the problem that has been raised before in connection with the changes wrought in telecommunications technology since the commission was established—the "challenge" of developing regulatory policy within the framework of a 1934 Communications Act.

However, he said nothing more about meeting the "challenge" than that "it can be done—it is being done" but that it "continues to command all of the effort, the dedication and the ingenuity of a number of very remarkable people housed herein at 1919 M Street and elsewhere throughout the United States."

Some names from the FCC past were among the dignitaries on hand for the ceremonies. They included three former chairmen—Paul A. Porter (December 1944-February 1946); Rosel H. Hyde (April 1953-April 1954 and June 1966-October 1969; he was a member of the commission from April 1946 to October 1969, a record which appears destined to be broken by Commissioner Lee), and Frederick W. Ford (March 1960-March 1961, and a member of the commission from 1957 to 1964). All three former chairmen are practicing law in Washington.

Other former commissioners were also on hand—Robert T. Bartley, who served from 1952 until 1972, when he retired;



New FCC commissioner Abbott Washburn receives his commission of office from Chairman Richard E. Wiley last Wednesday.



Commissioner Robert E. Lee addresses audience of some 600 that crowded in to witness the triple swearing-in.



Professor Glen O. Robinson is sworn in as a member of the FCC by Supreme Court Associate Justice Harry Blackmun.

Kenneth A. Cox, who served from March 1963 until August 1970, when he entered law practice in Washington, and James J. Wadsworth of New York, who served from May 1965 until his retirement in October 1969.

The special guests were not all ex-FCC members either. Bryce Harlow, former counselor to the President, and Robert Shaw, a current member of the President's staff, were present, as were Clark MacGregor and Ancher Nelsen, former and present congressmen, respectively, from Minnesota (the home state of Commissioners Robinson and Washburn), Santiago Astrain, secretary general of Intelsat, and Ambassador-at-Large Alexis Johnson.

To these and others in the audience, Chairman Wiley said Messrs. Robinson and Washburn were entering and Commissioner Lee was continuing in an exciting line of work. "Few occupations are so potentially challenging and stimulating as communications regulations in the economic and political mix we call the United States," he said.

Justice's theory on crossownership doesn't fit facts, study asserts

Using marketing theory and antitrust law precedents, former Justice lawyer argues that challenges to co-owned media are premised on false assumption

The FCC last week received a study by a former Justice Department antitrust lawyer challenging the department's base assumption that, for antitrust purposes, daily newspaper and television constitute a single "product market." That assumption has been used by the department to challenge the licenses of a number of co-owned newspapers and television stations and to urge the commission to require divestiture of such combinations.

The study, commissioned by WBEN

Inc., a subsidiary of the *Buffalo* (N.Y.) *Evening News*, was conducted by Arthur D. Austin, a professor of antitrust law at Case Western Reserve University. The essence of Professor Austin's argument, which reads like a marketing textbook, is that sales strategy demands that advertisers distinguish among different kinds of media. "Media selection is made in accordance with the requirement of marketing strategy," Professor Austin says. "Market strategy does not view media as being in 'competition,' as having similar uses and characteristics, or as having the same end use. Each medium has a distinctive context that either demands its use or renders its use inappropriate."

Quoting a variety of marketing experts, he conducts a wide-ranging analysis to show that, whether an advertiser chooses a single medium or a mix, his choice is based on reaching a specific audience through a medium that best shows off his product. "Some media are especially appropriate to particular products," he quotes from one textbook, "'not just because the market for the product is effectively reached only by those media, but also because the products' appeal cannot be conveyed as effectively by other media.'"

Having proposed that marketers distinguish between newspapers and television, Professor Austin then tries to establish that antitrust law and legal precedent require separate treatment of the two. A basic requirement in the Clayton Antitrust Act cases, he says, is to define the "relevant product market" that may be threatened by concentration. He isolates four factors that courts have used to define such a market: "reasonable interchangeability," "the submarket principle," "the cluster principle" and the "end use competition principle."

The first factor, he says, was established by the Supreme Court in a 1956 case, *U.S. v. duPont*, in which it said that if variations in the price, use or quality of a product could send the consumer to another product, then the products are interchangeable and in the same market. But Professor Austin, citing a detailed list of distinguishing factors including depth of coverage, differing needs of users, and contrasting rates, asserts that "television and newspaper advertising—like brick and steel—are 'too dif-



Emeritus. Former Chairman Rosel H. Hyde takes his seat at swearing-in on Wednesday to applause of colleagues from his days at the commission. Former Chairman Frederick W. Ford and former General Counsel and Executive Director Max Paglin are in the row in front; former Commissioners James J. Wadsworth and Kenneth A. Cox turn to him as he approaches.

ferent'; "one could hardly say" that television competed with newspapers.

The other three principles, all of which have been used by the courts since the duPont decision, Professor Austin says either confirm the distinctness of the two media or are inapplicable. Even judged as a submarket within the greater market, using the duPont test, he says, newspapers and television can be distinguished by such indices as production facilities, distinct customers, distinct prices, sensitivity to price changes and specialized vendors. Further, he says, to cluster into one market the services of the two media, as courts have done with other products, would necessitate including in that cluster "every form of advertising media—all the way out to such exotics as bumper stickers, college newspapers, and match-book covers." The Justice Department "obviously" would eschew such a broad cluster, he says, yet it insists on the "grab-bag television-newspaper cluster." Finally, Professor Austin dismisses as counter to reality the Justice Department's assertion that because "they attract audiences and readers and 'sell' them to advertisers," newspapers and television serve the same "end use"—another court-defined standard for judging concentration. "Media do not sell—and advertisers do not buy—something so vague and nebulous as an 'audience,'" he says. "Media sell a particular audience segment that is available at certain times of the day." The Justice Department thesis, he concluded, is "an exercise of convoluted gerrymandering to create an aberration fitting the description of what Mr. Justice Fortas once called a 'strange red-haired, bearded, one-eyed man-with-a-limp classification.'"

CIP's renewal thinking off target—Whitehead

The proposed license-renewal bill drafted by the Citizens Information Project would not deliver on its promise of stabilizing the broadcast license renewal process. More important, said Clay T. Whitehead, director of the Office of Telecommunications Policy, it is based "on erroneous premises, for it is not financial stability that is at issue, but the certainty and confidence with which a medium of expression can operate free of the intimidating threat of nonrenewal by a government agency."

Mr. Whitehead expressed his views in a letter to Senator Philip A. Hart (D-Mich.), a member of the Senate Communications Subcommittee, who had asked for comments on the draft bill advanced by CIP during the hearings on license-renewal legislation. The key provisions of the proposal would require a successful challenger in a renewal comparative proceeding to buy out the depreciated assets of the renewal applicant or reimburse the unsuccessful applicant for "unrecouped investment."

Mr. Whitehead said the proposal does nothing to alleviate the threat of nonrenewal. Instead, he said it "would continue and reinforce a broadcaster's incentives to promise conformance to administratively

imposed program criteria in order to assure renewal, rather than to focus on his community's needs, as the public interest should require."

Britain to let sun set on present broadcasting?

A committee of the British Labor party proposed last week that the party endorse full nationalization of radio and TV and intervention in the operation of newspapers and motion pictures as well. It offered the proposal only for adoption as official Labor party policy, however, and did not ask for government action to implement it, according to London sources.

The circumstances thus appeared to minimize its significance for the immediate future, although its long-range objectives—if reached—could have widespread effects not only on British broadcasting but also on U.S. producers, syndicators and others doing business with British interests.

For Britain the proposal advocates abolition of both the BBC and the governing body for commercial broadcasting. In their places it would create a "public broadcasting commission" to "take ultimate responsibility for administering all public policy decisions about broadcasting" and "watch over program planning." A continuing review of broadcasting, newspaper and motion-picture operations would be maintained by a second proposed group, a communications council.

Initial reaction was that the proposal was just one of many that will undoubtedly surface in the next few years as Britain continues to study the shape and form its broadcasting structure should take in the future. It has been grappling with that question for several years (BROADCASTING, Oct. 16, 1972), and in April of this year the Labor government created another official committee, headed by Lord Annan, provost of University College, London, to consider among other things "the future of broadcasting services in the United Kingdom."

The Annan committee is expected to take at least two and a half to three years to complete its study. To give it time, the government said it would extend the BBC's charter and the Independent Broadcasting Authority Act of 1973, both of which expire in 1976, for another three years, to July 1979. The Labor committee's proposal presumably will go into the Annan committee's hopper for study along with others.

The BBC, noncommercial, is chartered by the government and publicly financed but operates independently. The Independent Broadcasting Authority is the governing body for commercial TV and radio, whose programming and advertising are handled by independent contractors. In TV, the levy on independent companies was recently changed to be based on their profits rather than their advertising revenues: On the first 250,000 pounds of sterling of profits, no levy; on all over 250,000 pounds sterling, 66.7%.

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(9) I Spy

(11) To Tell the Truth

(13) ● WASHINGTON CONNECTION: Discussion of a proposed bill allowing the Federal government to determine how states use their land

8:30 (5) Merv Griffin Show: The Hagers, Errol Garner, Pete Barbutti, Rosemary Clooney, Sammy Fain, Mark Atkinson

(11) Dragnet

(13) ● THEATER IN AMERICA: "The Ceremony of Innocence." Starring Richard Kiley, James Broderick and Larry Gates. Drama of an 11th century king (R)

9:00 (2) ● CANNON: Anne Baxter, Barry Sullivan, David Janssen, guests (R)

(4) ● MOVIE:

(9) ● BASKETBALL:

(11) Bonanza

9:30 (7) TV Movie: "The Chadwick Family," Fred MacMurray, Kathleen Maguire, Darleen Carr. Concerned father and a family crisis

10:00 (5, 11) News
(13) 51st State

10:30 (13) Washington Straight Talk: David Rockefeller, chairman of the board of the Chase Manhattan Bank

11:00 (2, 4, 7) News

(5) One Step Beyond

(11) Perry Mason

(13) The Advocates: "Should There Be a Special Prosecutor?" (R)

11:15 (9) ● MOVIE:

11:30 (2) MOVIE:

(4) Tonight Show: Johnny Carson, host. George Segal, John Aspinall, Sid Caesar, Cloris Leachman

(5) MOVIE:

(7) 20th Century Fox Presents: Richard Chamberlain, host

12:00 (11) Twilight Zone

12:30 (11) News

12:50 (11) Twilight Zone

1:00 (4) Tomorrow: Tom Snyder, host

(7) MOVIE:

1:30 (2) MOVIE:

(9) Joe Franklin Show

1:45 (9) News

2:00 (4) ● MOVIE:

2:30 (7) News

(9) News

3:25 (2) MOVIE:

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Pastore committee gets another look at copyright bill

Deleted royalty and sports blackout provision may be re-examined

Amid some anxieties from legislators responsible for its construction, the pending copyright revision bill (S. 1361) was referred last week to the Senate Commerce Committee for no more than 15 days of study.

The anticipated action (BROADCASTING, July 8, 1) prompted speculation that Commerce's Communications Subcommittee, headed by Senator John Pastore (D-R.I.), will attempt to reopen discussion of the two aspects of the bill of greatest concern to the electronic media—the pending performance royalty provision (Section 114) and the CATV sports blackout provision (a part of Section 111) that was removed from the bill by the Senate Judiciary Committee during its mark-up session last month.

That the Pastore subcommittee is intent on examining at least the sports blackout measure was apparent during the floor colloquy which preceded Monday's (July 8) referral of the bill. After Copyright Subcommittee Chairman John McClellan (D-Ark.) formally proposed the conditional referral, Senator Pastore took pains to emphasize the appropriateness of the move. "This is not a frivolous request at all," Senator Pastore said. "It is one of merit and substance and we hope to promote the public interest." Mr. Pastore justified the action by noting that Section 111, which includes all the cable provisions, deals with a medium under the jurisdiction of the FCC—over which the Communications Subcommittee has oversight authority. Neither Mr. Pastore nor fellow subcommittee member Howard Baker (R-Tenn.) (who noted the referral will be done "most properly and with great expedition") made any mention of Section 114.

However, a Pastore aide cautioned against an assumption that the royalty provision will not be dealt with by the subcommittee. He said the unit would consider "all communications matters" contained in the copyright bill. Questioned whether a consideration of Section 114 would be within the subcommittee's jurisdiction since it is a purely copyright matter, the aide responded: "That's not necessarily so. You're talking about the viability of a broadcast license."

Legislative procedures prohibit the Pastore unit from making any alterations in the bill. It is within the subcommittee's power, however, to make recommendations for floor action. In addition, several individual senators have expressed intentions to introduce amendments to delete Section 114 from the bill; Senator Lloyd Bentsen (D-Tex.) has already done so.

While expressing willingness last week to refer the bill to Commerce "as a matter of comity," both Senators McClellan

and Hugh Scott (R-Pa.), the ranking minority member of the Judiciary Committee, expressed concern that floor action not be delayed. "... This measure," noted the senator from Arkansas, "has been worked on very hard for some three or four years ... and we finally have gotten out a bill that we hoped we could get action on in the Senate ... during this session."

To this Senator Pastore replied that "we intend to do nothing to hinder or delay in any way the consideration of this bill. ... We expect to scrutinize it very carefully and do what we feel is right."

The Pastore subcommittee will meet in executive session this week to determine its course of action in considering the legislation.

Competition is name of game—Whitehead

Though testifying against bill to break up dominating corporations, OTP head contends AT&T monopoly powers should not be shielded

The Nixon administration has come down hard on the side of competition in the communications business, other than telephones. AT&T, said Clay T. Whitehead, director of the Office of Telecommunications Policy, should not be allowed to use monopoly power protected by the government to deny businessmen the opportunity to enter the new communications industries that technology makes possible.

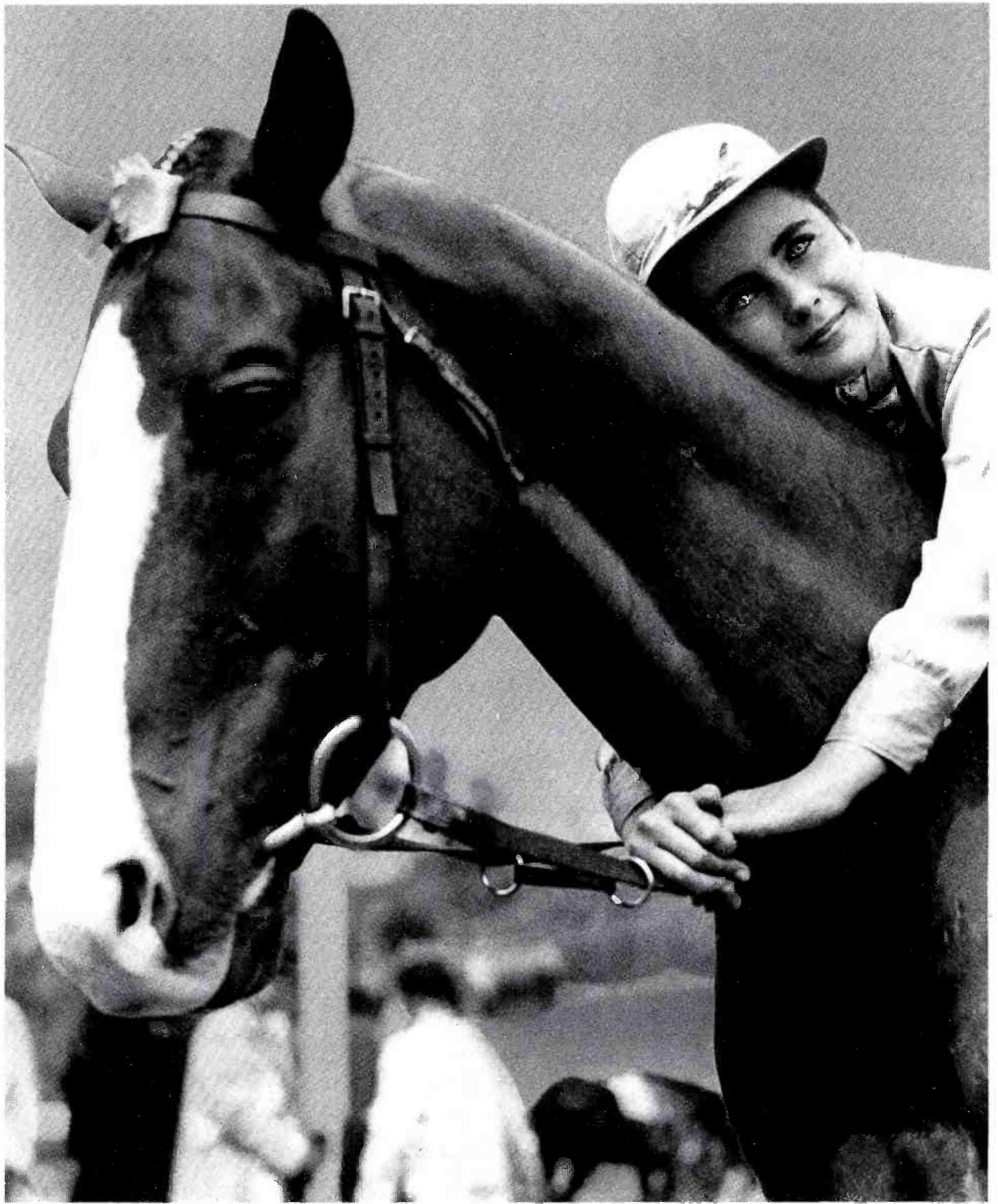
Mr. Whitehead said the Bell system and government policies have provided the country with an excellent, low-cost telephone service. But he would not extend the monopoly concept that makes that service possible to other services.

Mr. Whitehead was testifying before the Senate Antitrust and Monopoly Subcommittee on legislation (S. 1167) that would provide for the breakup of corporations that dominate a market. Conceivably, the bill could apply to broadcasting, and Mr. Whitehead said his statement in favor of competition, which he said has the full backing of the administration, applies "with equal force" to broadcasting.

However, subcommittee staffers say the bill is designed primarily to deal with industrial companies such as General Motors and IBM. And, in any event, Mr. Whitehead did not support the bill. The legislation considered necessary to provide for the right degree of competition involved amendments to Title II of the Communications Act, which applies to common carriers.

"The natural pressure from customers and would-be suppliers for competition with monopoly carriers is, under the existing provisions of Title II of the Communications Act, turning the government into a cartel manager, apportioning markets among the 'competitors,'" he said.

As for AT&T, he said that "it is unbecoming for a company of that size



----- •

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and stature to use its legal, political and economic power to extend its monopoly by government fiat to areas where monopoly is not called for."

Arbitron wins point in Tempe

A permanent injunction barring a former owner of KUPD(AM) Tempe, Ariz., from using Arbitron radio audience estimates for the Phoenix market without paying the going rate for them has been entered in the Arizona superior court for Maricopa county, where Tempe and Phoenix are located.

The injunction terminates a suit Arbitron filed in April 1973 against Tri-State Broadcasting Co. and Ben P. Marshall as receiver of Tri-State. It follows the issuance of a court order, based on a stipulation between Arbitron and Tri-State, which held that use of Arbitron's audience data by a nonsubscriber "constitutes an infringement of [Arbitron's] copyright as well as an unlawful usurpation of proprietary data."

The initial order had given Tri-State until July 1 of this year to pay Arbitron \$5,085 and become a subscriber or, alternatively, consent to issuance of the permanent injunction. The injunction itself forbids Tri-State to use Arbitron radio audience data until it subscribes to the service and "pay[s] therefor the sum currently being charged for such subscription by [Arbitron] to your competitors in the metropolitan Phoenix market."

Bob Melton, KUPD manager, told BROADCASTING last week that such a set-

tlement had been reached some time ago. He said Mr. Marshall, as receiver, was and still is the station's owner and licensee but that the station is not and has not been in bankruptcy. Efforts to reach Mr. Marshall were not immediately successful.

Tri-State has been in receivership since Nov. 30, 1971 as a result of a lawsuit filed by Mr. Melton stemming from Tri-State's insolvency and failure to discharge financial obligations. Mr. Melton and John N. Norris III have agreed to buy the station from the company, through the receiver, from owners Jack Grim and William Clifford for assumption of a \$327,500 obligation by the company to the two owners plus discharge of a \$60,000 bank obligation (BROADCASTING, Feb. 11).

About face in Brownsville

The FCC has reversed an initial decision and granted a construction permit to Media Properties Inc. for a new FM at Brownsville, Tex. The commission's review board said Administrative Law Judge William Jensen had "abused his authority" in proposing denial on the ground that Media had not filed a "proper environmental impact statement." Media had not had adequate notice of the environmental impact question, the board said, noting that the commission has yet to specify any impact requirements. Further, the initial decision gave no indication that Media's application would affect environmental quality "at all," the board said.

Changing Hands

Announced

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

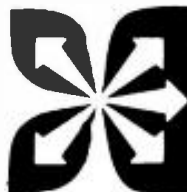
■ WCOA(AM)-WJLQ(FM) Pensacola, Fla.: Sold by WCOA Inc. to Triangle Broadcasting Corp. for approximately \$2 million. WCOA is owned by J. McCarthy Miller, Bo Mitchell and J. Holliday Vale. Messrs. Miller and Mitchell also have interest in WTRL(AM) Bradenton, Fla., and WBIA(AM) Augusta, Ga. Mr. Miller also has interest in WIBB(AM) Macon, Ga. Triangle is owned by Gordon Gray family, which also owns WSJS(AM)-WTQR(FM) Winston-Salem, N.C., and several cable TV systems and has applied to buy WREC-AM-FM Memphis. WCOA operates full time on 1370 khz with 5 kw. WJLQ is on 100.7 mhz with 25.5 kw and antenna 155 feet above average terrain. Broker was Chapman Associates.

■ KFIG(FM) Fresno, Calif.: Sold by Universal Broadcasting Co. to Pacific Western Broadcasting Corp. for \$500,000. Universal is owned by George M. Mardikian, Floyd Farr and George D. Snell, who also own KEEN(AM) and KBAY(FM) San Jose, KQVR(AM) and KWIN(FM) Stockton-Lodi, all Calif., and KAHU(AM) and KULA-FM Honolulu, Hawaii. Principals in Pacific Western are John J. Shepard, Gilbert J. Gans and others. Mr. Shepard and others have agreed to sell control of Shepard Broadcasting Corp., which owns WLAV-AM-FM Grand Rapids, Mich., and WLYV(AM) Fort Wayne, Ind., and 60% of KITT(FM), to Jack Nicklaus's Golden Bear Communications Inc. KFIG-FM is on 101.1 mhz with 50 kw and antenna 310 feet above average terrain. Broker was Blackburn and Co.

■ WIST(AM) Charlotte, N.C.: Sold by Statesville Broadcasting Co. to Metro-olina Broadcasting Corp. for \$475,000. Seller also owns WISC(AM)-WFMX(FM) Statesville, N.C., and WQXL(AM) Columbia, S.C., which has been sold to Garret M. Allen, executive vice president of Statesville, subject to FCC approval. Metro-olina is owned by Albert R. Munn, former director of sales for wsoc-TV Charlotte, and 19 other local businessmen. Wist operates on 1240 khz with 1,000 w day and 250 w night. Broker was Blackburn & Co.

■ WOTR(AM) Corry, Pa.: Sold by Olivia T. Rennekamp to Corry Broadcasting Co. for \$120,000. Mrs. Rennekamp is executrix of Kenneth E. Rennekamp estate, which owns WKRZ(AM)-WDJR(FM) Oil City, Pa., 50% of WKBI(AM) St. Mary's, Pa., and 25% of WTRA(AM) Latrobe, Pa. She has applied to sell Oil City stations to Progressive Publishing Co., Clearfield, Pa. Principals in Corry are Arthur Arkelian (70%) and Robert J. Shupala (30%). Mr. Arkelian has interest in and is general manager of WWYN(AM)-WWFM(FM) Erie, Pa. WOTR is operated full time on 1370 khz with 1 kw day, 25 w night.

■ WLAB(AM) St. Pauls, N.C.: Sold by Larry A. and Nancy C. Barker to St. Pauls



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\$375,000**

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• ATLANTA, Georgia (30361): 400 Colony Square,
Suite 510, Clifford B. Marshall, Robert A. Marshall,
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• BEVERLY HILLS, California (90212): 9465 Wilshire
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Broadcasting Co. for \$100,000. Principal in buyer, Richard D. Brooks, was formerly 20% owner and manager of WVRG-AM. Spencer, W. Va. WLAB is daytimer on 1060 khz with 250 w.

Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 61):

• **WSNY(AM)** Schenectady, N.Y.: Sold by Radio WSNY/1240 Inc. to Schenectady Broadcasters for \$375,000. Principals in seller are Enrico F., Frank A., Anthony J. and Guy F. Bove, and Thomas Marcuccilli. They also own WGOM(AM) and WMRI(FM) Marion, Ind. Principals in buyer are Frederick and Judith C. Epstein and others. They own KSTT Inc., licensee of KSTT(AM) Davenport, Iowa. WSNY operates full time on 1240 khz with 1 kw day, 250 w night.

• **KCCT(AM)** Corpus Christi, Tex.: Sold by International Radio Co. to Radio KCCT Inc. for \$300,000. Principals in seller are Hector De Lena, Gabriel Lozano and others. Principals in buyer are Manuel G. Davila, Manuel Davila Jr. (each 40%) and Willie G. Egerton (20%). Messrs. Davila and Egerton own KEDA(AM) San Antonio, Tex. KCCT is daytimer on 1150 khz with 1 kw directional.

• **WFKN(AM)** Franklin, Ky.: Control of Franklin Favorite-WKIN Inc. sold by Howard H. Ogles, L. L. Valentine and others (together 80% before, none after) to Gleaner and Journal Publishing Co. (none before, 80% after) for \$292,140. Principals in buyer are Ralph C., Walter M. and David R. Dear (each 18.44%) and others. Dear family has newspaper interests in Kentucky and elsewhere. WFKN is daytimer on 1220 khz with 250 w.

Four stations hit for hypoing ratings

The FCC has issued a warning to one broadcaster and shortened the renewal period of another for hypoing audience survey reports.

The commission shortened the renewal period of WGRD-AM-FM Grand Rapids, Mich., after it found that the stations had scheduled surveys during contest periods on at least three occasions. Each of the contests had offered prizes of greater value than those offered during other contests, the commission noted, and in one instance the announcement of winners—when listenership would be greatest—occurred on the same day as a survey. The commission rejected WGRD's explanation that such promotions were normal policy—unrelated to surveys—and called attention to its use of Federal Trade Commission guidelines specifically barring such audience-swelling devices.

Similarly, in Kentucky, two radio stations were given a slap on the wrist for hypoing.

The commission said that WKYX(AM)-WKYQ(FM), licensed to WKYX Inc., Pa-

duch, Ky., had conducted a "Secret Sound" contest featuring an "unusually large prize"—an automobile—during the period May 29-July 27, 1973. In scheduling the contest, the commission said, the stations knew that they had ordered a special ARB survey on July 17, during the middle of the contest. "The hypoed survey results were widely disseminated," without qualification, the commission said. Those actions were "considerably short of the degree of responsibility" expected of a licensee, the commission said, and it warned that the action would be considered in the station's next renewal applications.

KKK opposes two renewals

The Ku Klux Klan last week became a conspicuous addition to the list of otherwise minority-dominated groups opposing license renewal for a number of Texas stations (BROADCASTING, July 8). In a letter dated July 1—the day after the deadline for petitions to deny—the Original Ku Klux Klan of America Inc. of Houston asked the FCC to deny renewals for KKK(AM) Pasadena-KKK-FM Houston. The stations had refused to air notices of a Klan rally that would "contribute positively to the advancement of KKK's white, Christian listening audience," the Klan said.

KKK had already filed a reply to the petition last week. While noting that they had offered a KKK spokesman time to appear on an opinion program, the sta-

tions said they were not required under the Communications Act or FCC rules to run the notice; indeed, they said, to do so would not be in the public interest.

NCCB, FOE appeal FCC fairness report

The FCC's new fairness doctrine report (BROADCASTING, July 8) is already under challenge in court. The National Citizens Committee for Broadcasting and Friends of the Earth have filed a petition for review of the document in the U.S. Court of Appeals in Washington.

The petition indicates that the groups will focus on the commission's action in exempting product commercials from the application of the doctrine and in rejecting the concept of "reasonable access to the broadcast media."

Senator Philip Hart (D-Mich.), in his role as chairman of the Senate Subcommittee on the Environment, has already expressed concern about removing commercials from the reach of the doctrine (BROADCASTING, July 8).

"The problem is especially acute with regard to commercials selling products which may damage the environment or pose safety or health problems," the senator said in a letter to FCC Chairman Richard E. Wiley. A potential consumer being presented with an invitation to purchase one of the products, he said, "is being told only one side of the controversiality of its use."

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A small snag in campaign reform

Technical difficulties hold up House bill in committee; as it stands, broadcasters get a break in elimination of disclosure, spending requirements

The House version of the long-awaited campaign reform bill came close—but not close enough—to becoming a reality last week, as technical problems prevented the House Operations Committee from reporting out the legislation.

The House committee, chaired by Representative Wayne Hays (D-Ohio), held what had been anticipated to be a final mark-up session on the bill two weeks ago. However, the word from committee staffers last week was that the existence of several contradictory provisions in the bill will likely necessitate another meeting of the committee. "We have to get some technical changes in there," a committee aide said. "As it stands now, we don't have a bill; we have a mark-up." He added that if the differences are ironed out at the forthcoming meeting, a draft of the legislation, as yet unnumbered, could be reported as early as this week. A floor vote is expected during this session of Congress, although a specific timetable could not be fashioned last week.

While the House bill still requires some fine tuning, observers were not expecting major substantive changes in committee. And considering the present form of the legislation, that's good news for broadcasters.

The House bill at present contains two provisions that would make it much less restrictive to licensees than the Senate version (S. 3044) passed April 11 (BROADCASTING, April 15). First, the House version would omit a requirement that broadcasters file with a new federal elections commission a detailed report of all expenditures made for the use of their facilities by political candidates. (Not only do House committee members frown on such a requirement, but they also disapprove of the entire concept of an independent supervisory commission; the House bill would leave candidate disclosure up to a congressional board.) Second, contrary to both the Senate bill and existing election laws, the House version would place no limit on the amount candidates may spend for broadcast time.

There was, however, little sympathy on the House side for the suspension of the equal time requirements of Section 315 of the Communications Act during federal elections. (Separate bills detailing that relief have previously been introduced by Senator John Pastore [D-R.I.] and Representative Harley Staggers [D-W. Va.].) Amendments introduced during the mark-up session two weeks ago by Representative Edward Koch (D-N.Y.) (who wanted to suspend Section 315 for presidential and vice presidential

elections) and James F. Hastings (R-N.Y.) (who would do the same for all federal candidates) were defeated by voice vote. In addition, Mr. Koch attempted—unsuccessfully—to have injected in the bill a provision requiring that each federal candidate be afforded 30 minutes of free broadcast time before primaries and general elections—at the government's expense (lowest unit rate). "Free broadcasting doesn't get anything in our committee," an aide observed.

Finalization of the bill by the Operations Committee does not necessarily mean a quick floor vote. The bill would first have to go before the Rules Committee for debate on the type of amendments to be considered on the floor and also on a question of jurisdiction. Some sources noted that Mr. Staggers's Commerce Committee would appreciate a look at the legislation because of its broadcast ramifications.

In any event, the House and Senate versions of the legislation differ so markedly, sources noted, that concessions will doubtless be necessary on both sides. "We're going to have to do a lot in conference," an observer noted.

Business Briefs

Rep appointments. WSTC(AM) Stamford, Conn., WASK(AM) Lafayette, Ind., and WINE(AM) Danbury, Conn.; Bob Dore Associates, New York • WPCH(AM) Atlanta; Katz Radio, New York.

Two kinds. Getty Oil Co. (Eastern), New York, is introducing its new no lead gasoline with an all-radio advertising campaign that began July 1 on 85 stations in the Northeast. Agency is DKG Inc., New York. Les Boyle, Getty advertising manager, said that although gasoline supply is limited by the allocation program, the company decided on a radio campaign to let its customers know it now offers two grades—no lead as well as premium.

For the record. June 17 story on radio Clio winners followed incorrect informa-

tion in Clio news release in mentioning "Jack Byrne's Radio Band of America." Radio Band of America is independent firm, has no connection with Jack Byrne agency.

New name. Gardner-Taylor Advertising, Memphis, has changed name to Jan Gardner & Associates Inc.

Squaring off again: Schick, Remington

Latter refuses to give substantiation of advertising claim to NAD in view of pending law suits between firms; issue tossed in lap of NARB

The Schick/Remington electric shaver advertising battle was back in the news last week. A Remington TV commercial claiming superiority over Schick was bucked up for decision by the National Advertising Review Board—which in an earlier decision had ruled that a Schick commercial claiming superiority over Remington, among others, was "false in some details and misleading in its overall implications" (BROADCASTING, Dec. 31, 1973).

The National Advertising Division (NAD) of the Council of Better Business Bureaus, the "lower court" of advertising's self-regulatory structure, said it had referred the disputed Remington commercial to the NARB, the appeals branch of the structure, for a decision. It did so, NAD said, because Remington refused to submit substantiation on grounds that a lawsuit involving the same claims—Sperry Rand, maker of Remington, v. Schick Inc. (BROADCASTING, Sept. 24, 1973)—is currently pending. The commercial is one that asked: "Who really takes off more beard, Schick or Remington?" and claimed Remington takes off 18% more than Schick.

NAD said it had also asked NARB to rule on a Zenith Radio Corp. commercial claiming that "every color TV Zenith makes is built right here in the U.S. by Americans like these." NAD questioned

BAR reports television-network sales as of June 30

ABC \$326,761,500 (30.2%), CBS \$395,865,100 (36.6%), NBC \$358,539,300 (33.2%)

Day parts	Total minutes week ended June 30	Total dollars week ended June 30	minutes 1974 total	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	62	\$ 474,000	1,753	\$ 11,737,200	\$ 12,297,400
Monday-Friday 10 a.m.-6 p.m.	1,012	8,498,400	25,980	229,323,700	200,788,400
Saturday-Sunday Sign-on-6 p.m.	325	2,362,600	7,525	108,491,000	98,146,500
Monday-Saturday 6 p.m.-7:30 p.m.	98	1,909,200	2,554	56,487,300	50,531,500
Sunday 6 p.m.-7:30 p.m.	12	172,000	386	8,971,800	8,973,300
Monday-Sunday 7:30 p.m.-11 p.m.	401	20,354,600	10,200	595,439,300	549,736,500
Monday-Sunday 11 p.m.-Sign-off	251	2,969,200	4,422	70,715,600	61,553,300
Total	2,161	\$36,740,000	52,820	\$ 1,081,165,900	\$ 982,026,900

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



Calming an anxious public.

When an epidemic of Reye's Syndrome (a rare and sometimes fatal disease that can follow viral influenza) broke out in the Kalamazoo area, the Fetzer radio station wasted no time in doing something about it.

To educate the public, a doctor from a local hospital was called in for a special edition of the station's "At Your Service" program. By explaining that the disease is not fatal if caught early, describing the symptoms and answering questions from worried listeners, the physician helped calm an anxious public.

Helping people in times of concern is part of the Fetzer total community involvement.



The Fetzer Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

the accuracy of the claim because, it said, "a significant percentage of the components used (14.5%) were not of domestic manufacture."

NAD, reporting on its June activity, also said eight national advertisers voluntarily agreed to modify or discontinue challenged claims, and two others adequately substantiated claims that had been questioned.

In the former group, Lever Brothers agreed to drop "deep" from a TV claim that its Spray 'n Vac rug cleaner "penetrates deep . . . loosens and lifts dirt" and "cleans rugs without scrubbing," while American Family Insurance Group reported it had discontinued and would not use again a TV claim, "Enjoy the lowest possible rates for auto insurance."

American Express Co. credit-card commercials were found not guilty of "falsely implying that the card could be used to obtain cash advances" as distinguished from the purchase of goods and services.

The other advertising challenges handled by NAD in June involved print claims.

TIA goes ANA one better

Armed with its own advertising code, Truth in Advertising Inc. has entered the children's TV advertising arena to press for reform. But while other consumer groups have done battle with broadcasters and advertisers, TIA hopes to twist the arms of manufacturers in its attempt to improve advertising's messages.

The code, submitted three weeks ago to major manufacturers of products heavily advertised to children, is based largely on the two-year-old Association of National Advertisers code but with a number of major revisions. The TIA code prohibits advertising to children between two and six years old. And, unlike the ANA code, the TIA code prohibits the use of program characters or personalities under any circumstances. It further forbids advertisers to create or sustain characters "solely for product promotion and/or product identification." The TIA code also specifically bans ads for drugs, proprietary medicines and

vitamins as well as the use of premiums.

One major addition to the ANA code in the TIA proposal is a section calling for the creation of a review board to be appointed by the FCC chairman, composed equally of broadcasters; educators; social, medical and mental welfare experts, and consumer groups. That body would have pre-clearance and consultative functions.

Hugh Exnicios Jr., TIA's national director, said he envisioned the code as a voluntary but binding document with subscribers bound to remove ads found objectionable by the review board.

Zale gives bigger share to broadcast

\$10 million to be spent by Dallas jewelry firm which will break into network TV with Bancroft special

Zale Jewelers, Dallas-based retail chain that claims to be the world's largest merchandiser of diamonds and jewelry, will celebrate its 50th anniversary this fall by launching a \$10-million advertising and promotion campaign that, officials said last week, will put more emphasis on broadcast and less on print than in the past.

The campaign, to run 12 months, will start in September with spot TV, spot radio and newspaper advertising in 145 markets, but its showpiece will be a TV special starring Anne Bancroft, scheduled on ABC-TV Nov. 27 (10-11 p.m. NYT). The special, entitled *Zales Presents Annie and the Seven Hoods*, will be the firm's first network program sponsorship and will represent, according to Zale officials, \$1.1 million in production and sponsorship costs.

Zale spokesmen estimated that 50%-60% of the campaign's media budget would be spent in TV and radio. They said this represented a higher percentage than in previous campaigns but declined to say what the percentage had been in the past. Nor would they break down the broadcast budget between TV and radio.

The campaign is being handled through Bloom Agency, Dallas, agency for Zale for some 20 years.

Broadcast Journalism

Proxmire takes up the flag against fairness doctrine

Wisconsin senator argues on floor of Senate that broadcasters have same rights as print media; he vows to become standard-bearer

Senator William Proxmire (D-Wis.) last week announced on the Senate floor his intention to wage an individual campaign to extend First Amendment protection to broadcasters equal to their print counterparts.

In his remarks, Senator Proxmire made clear a belief that the fairness doctrine is the principal obstacle to this goal. " . . . When the fairness doctrine is examined for what it is," Senator Proxmire told his colleagues, "it is not fair at all. It is a form of prior restraint which does not square with First Amendment freedoms."

Mr. Proxmire had previously stated that he intends to introduce legislation that would guarantee equal protection.

Senator Proxmire noted that he has long held the conviction that broadcasters and publishers hold the same rights under the Constitution. And while noting that such judicial pronouncements as the Supreme Court's 1969 *Red Lion* decision indicate otherwise, he maintained that these judgments "seem to overlook the obvious: A license holder is not likely to argue with the government that licenses him."

However, the senator predicted, "the time will come—despite past court decisions—when the Supreme Court will have to make the same declaration for broadcasters" as it did three weeks ago in the *Miami Herald* case, when it ruled that print interests are not subject to a statutory obligation of reply.

Indeed, Senator Proxmire indicated, print journalists appear to share the same feeling. He noted that a poll of 515 newspaper editors, syndicated columnists and journalism professors he contacted last May showed that nearly 80% of the respondents felt that the fairness doctrine should be abolished (BROADCASTING, June 24).

Senator Proxmire also disclosed that he plans to do more talking on the matter. "I am planning a series of speeches," he said, "to show why [equal protection is necessary]; why the First Amendment must be made de facto as well as de jure the protector of free broadcasting."

The senator also placed in the July 9 *Congressional Record* a July 6 *New York Times* article by CBS Chairman William S. Paley. The piece, which argued for nondiscriminatory freedom of the press and the abolition of the fairness doctrine, echoed a May 31 Paley speech at Syracuse University (BROADCASTING, June 3).

"I agree with Mr. Paley," Senator Proxmire exclaimed. "We cannot have a First Amendment that is qualified. By definition, freedom cannot be shackled."

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Photo courtesy of KNXT

Television — The Number One News Medium

Year after year, television has been regarded as the fastest, fairest and most complete of all mass media. And a recent Harris study shows 65% of those queried count TV as their main news source. This, coupled with the fact that the "confidence in television news" factor has almost doubled in seven years, strongly indicates the potency of the #1 news medium.

How does television do it? What facts work toward increasing confidence? *Broadcasting*—in a comprehensive Special Report scheduled for its August 19 issue—will answer these and similar questions.

Although our primary focus will be on *local* TV journalism, we will also highlight major national news developments of the year. Case studies of news programs and documentaries will be extensively illustrated.

Augmenting its regular circulation of 34,445—which includes the cream of broadcast-oriented marketing and advertising executives, all members and key staffers of the FCC and officials of other governmental bodies involved in broadcast regulation or legislation—*Broadcasting* will deliver copies of its August 19 issue to every member of the United States Senate and House of Representatives and to the governors of all states.

If you count your news department to be a factor in television journalism—or if you are a network, a wire service, a programmer or anyone else supplying to the business of television news—you'll want to tell about it in the August 19 issue of *Broadcasting*. Closing date for advertising is August 12. For details and space availabilities, contact your nearest *Broadcasting* representative today.

You belong in Broadcasting August 19

Americans tired of Watergate coverage, but ready for impeachment television

Results of a nationwide Gallup poll, released last week, show that 53% of the American people think the news media have overdone it on Watergate coverage. Personal interviews with 1,509 adults conducted June 21-24 revealed dissatisfaction with the amount of Watergate-related material on television, radio and in publications by more than half of those polled; 30% expressed satisfaction at the degree of Watergate coverage; 13% felt there was "too little" coverage, and 4% had no opinion. At the same time, Gallup found that a majority of Americans would favor the televising of any impeachment proceedings.

The most dissatisfaction came, not surprisingly, from Republicans, 75% of whom, according to the poll, felt there is too much Watergate coverage by the media. The least dissatisfaction came from those describing themselves as Democrats, 43% of whom said there was too much Watergate coverage, and from those describing themselves as under 30 years of age, of whom 43% also said there was too much Watergate coverage.

Regionally, 56% of Southerners, 55% of Midwesterners, 53% of Westerners, 47% of Easterners characterized the Watergate coverage as too extensive.

In an earlier poll the same number of adults (1,509) was asked for views on whether the presidential impeachment proceedings—if they are undertaken—should be televised. Nationwide results showed 53% thought the proceedings should be televised; 40% thought they should not be televised, and 7% expressed no opinion. That poll involved personal interviews conducted May 31-June 3 in more than 300 "scientifically selected localities."

The survey noted that the public's views on televising the proceeding depended on political affiliation and on whether or not the belief existed that there is sufficient evidence of wrongdoing on the part of President Nixon to bring him to trial before the Senate. Of those polled who said they do believe there is sufficient evidence, 65% said the impeachment proceedings should be televised and 31% said they shouldn't. Of those who said they felt Mr. Nixon should not be brought to trial before

In the running. NBC News promises selection of a co-host for its *Today* show by August. The network is still conducting try-outs for Barbara Walters's partner, and leading contenders are Tom Brokaw, NBC News Washington correspondent; Tom Snyder, host of NBC-TV's *Tomorrow* show, and Jim Hartz, WNBC-TV New York anchorman. NBC sources dismissed rumors that Mr. Brokaw had co-host slot sewed up. Co-host vacancy was created by the death of Frank McGee (*Broadcasting*, April 22).

the Senate, 40% favored televising the impeachment proceedings and 56% were opposed to televising them. (Four percent in both categories expressed no opinion.)

The chief reasons favoring impeachment television were that "the public had obtained accurate first-hand information" about the impeachment goings-on, and that televising the procedure might increase the public's interest in and knowledge of government. Chief reasons for not televising the events were that "the defendants should have a right to privacy in order to prevent prejudicial pre-trial publicity," and that "the atmosphere [of television coverage] would be too much of a 'spectacle.'"

In the political affiliation breakdown of the survey's results, the following patterns emerged: Of those claiming to be Republicans, 39% favored televising the potential impeachment procedures and 54% opposed it; of those claiming to be Democrats, 60% favored televising and 34% opposed it; among independents, 54% favored televising and 38% opposed it.

FOI Act amendments near Hill action

Conferees are expected to pass along to Congress this month bill that broadens access to federal documents and files

With little fanfare, House and Senate conferees are expected to meet this month, reconcile minor differences and endorse amendments to Title Five of the U.S. Code, the Freedom of Information Act signed by President Johnson in 1966. The bill is expected to pass Congress and be ready for President Nixon's signature this summer.

The original bill was touted as the "darling of the press" and supported by Ralph Nader, Common Cause and others critical of executive privilege used to shroud government information in secrecy. The act provides that any person is entitled access to and can receive copies of any document, file or record belonging to the federal government, with nine exceptions.

Exempted under the act are: matters required by executive order to be kept secret in the interest of national defense or foreign policy; internal personnel rules and practices of any agency; trade secrets; inter- or intra-agency memos; personnel and medical files; investigatory files for law enforcement purposes, and two special interest exemptions related to banks and oil wells.

The courts, in the view of Nader and Common Cause representatives, have done a fair job interpreting the exemptions and they favor leaving the amendment as is, rather than tampering with the language and perhaps weakening it.

The amendments would cut down on "bureaucratic delay" by shortening from 60 to 20 or 30 days the time agencies have to reply to a request for information. They provide for the recovery of

attorney fees incurred in bringing a case to court, and require automatic federal court review of agency denials of access. The national defense and foreign policy exemption is reworded to allow court rulings, not only on whether information is "required" to be classified as secret by executive order, but also on whether such information is "authorized" to be held secret (is reasonably classified), subject to *in camera* review.

The bill also requires agencies to report annually to House and Senate committees, specifying denials, fees and reproduction of requested information, and it also deals with procedural inadequacies, such as poor indexing of information.

Scripps-Howard grants, scholarships announced

Twenty-two young men and women looking toward careers in TV and radio journalism were among 122 students named last week as recipients of 1974-75 scholarships awarded by the Scripps-Howard Foundation.

Five universities also received grants of \$1,000 each for specific use by their TV and radio departments. These grants, like 49 others awarded, will be administered by the universities to assist students specializing in communications.

Winners of the individual scholarships, which range up to about \$1,000, included the following in radio and TV:

Bruce Alan Speck, Stanford (Calif.) University; Dorothy A. King, Loretta Heights College, Denver; Todd M. Anthony, University of Miami; Heather D. M. Loyola, Northwestern, Evanston, Ill.; Sanford C. Fries, Clark University, Worcester, Mass.; Lolita A. Lawson, Emerson College, Boston; Mary Ann Lechowicz, Boston University; Josephine Lopez, University of New Mexico, Albuquerque; Bonnie Ginzburg, Stephen F. Kroft and Janis Settle, Columbia University, New York; Robert G. Kuperman, State University of New York, Albany; John A. Akers, Ohio University, Athens; Brian K. Brittain, Mount Union College, Alliance, Ohio; Virginia Frizzi and Lorraine R. Schorr, Point Park College, Pittsburgh; Karen L. Arrington, Texas A&M, College Station; David H. Gardner, Southern Methodist University, Dallas; A. Clay Kistler 2nd, Texas Tech, Lubbock; Deborah H. Janons, University of Vermont, Burlington; William E. Campbell, Hampton (Va.) Institute, and Judith Niesslein, West Virginia University, Morgantown.

Schools whose radio-TV departments received grants were Florida State University, Tallahassee; Fordham University, New York; Iowa State, Ames; Ohio University at Athens, and Penn State University, University Park, Pa.

The awards were announced by Matt Meyer, president of the foundation, whose objective is to encourage excellence in communications. The foundation is an independent adjunct of the Scripps-Howard broadcasting and newspaper groups.

Getting a leg up in broadcasting

Columbia's Michele Clark program to train minorities in journalism gets under way with funding by Ford, CBS and NBC and instruction from a cast of broadcast pro's

Thirty aspiring journalists from ethnic minorities have begun an intensive 11-week professional broadcast/print journalism course with the 1974 Michele Clark Fellowship Program at the Graduate Journalism School of Columbia University. Fifteen broadcast and 15 print journalism fellows were admitted to this year's program, renamed last year to honor the CBS News correspondent and 1970 graduate of the program who died in a December 1972 plane crash.

Grants from the Ford Foundation, the CBS Foundation and NBC have traditionally supported the broadcast unit. The Ford Foundation is contributing \$235,000 this year (up \$35,000 over last year), of which the majority goes to broadcast instruction. The combined contributions of NBC and CBS—both contributed the same sum—amount to something less than \$40,000. Program administrator Bryant Rollins said ABC had continually declined to participate in the program, because it has its own training and recruitment program.

Faculty salaries, teaching equipment, and students' tuition, room and board are covered by the Ford and network grants. In addition, every student receives a weekly salary from his/her sponsoring broadcast station. All fellows are sponsored by a TV or radio station which automatically employs them upon graduation from the summer program.

A faculty of professional broadcast and print journalists and technicians, as well as Columbia instructors, guides students in practical experience — on-the-scene street reporting, writing, editing, and broadcast studio operation—and in academic seminars that include lectures by prominent journalists.

Since the program's inauguration in 1968, 194 men and women—some 20% of all ethnic minority mass media journalists—have been graduated. Applicants must be members of the following minorities: Afro-American, Asian, Mexican-American, American Indian or Puerto Rican.

This year's session runs June 3 to Aug. 17, ending with the presentation of the first annual Michele Clark Journalism Awards for "outstanding contributions in race relations reporting."

Fred Friendly, Columbia journalism professor and former president of CBS News, is director of the Michele Clark Program. Broadcast faculty are: Sylvia Smith, co-director, broadcast section, and former editor with NBC News; Alan Goldstein, co-director, broadcast section, and former executive producer with NBC News, Chicago; Harry Arouh, journalism instructor with Fordham University, New York; Reynelda Muse, reporter/anchorwoman for KOA-TV Denver; Dave Field,



Alumna. Felicia Jeter, reporter with KNBC-TV Los Angeles and a 1972 graduate of the Michele Clark summer program for minority journalists, addresses fellows of this summer's program, sponsored by Columbia University Graduate School of Journalism. With Ms. Jeter on the dais are (l to r) David Early, 1973 program graduate and reporter with *Minneapolis Tribune*; Mr. and Mrs. Harvey Clark, parents of the late Michele Clark, and Fred Friendly, Columbia journalism professor and director of the Michele Clark program.

community services director, WTEN-TV Albany, N.Y., and Richard Watkins, producer, WABC-TV New York.

Technical staff for the broadcast section is: Jim Malloy, staff cameraman for noncommercial WNET(TV) New York; Hiroaki Tanaka, freelance documentary cameraman; Glenwood Lamarr Gorham, staff soundman, WNET(TV), and Charlie White, George Barbiero Jr. and Martin Gold, all Columbia University film school students.

Following is this year's class:

Isabel Bahamonde, 24, assistant librarian, will work for WFSB-TV Hartford, Conn.; James Cantu, 23, production intern at KCTS-TV Seattle, will return to station as newperson; Gloria Carrillo, 34, news trainee at KPIX(TV) San Francisco, will work for KOA-TV Denver; Harvey Clark, 29, student, will work for CBS News; Loretta Clemons, 28, production assistant, WNAC-TV Boston, will return to station as newperson; Raenelle Garriss, 25, trainee at WNET(TV) New York, will return to station as newperson; Charlene Harris, 24, newperson at WMTV(TV) Madison, Wis., will return to station.

And, Esther Magana, 23, trainee at WJIM-TV Lansing, Mich., will return to station as a newperson; LeAndrew Naves, 30, counselor, Odyssey Meditation Center, Atlanta, will work for WCTV(TV) Tallahassee, Fla.; John Pesqueira, 23, newperson at KVOA-TV Tucson, will return to station; Kathleen Pinkard, 25, receptionist/secretary, will work for WRC-TV Washington; Dean Toji, 23, freelance commercial art production; will work for noncommercial KCET(TV) Los Angeles; Joann Walker, 23, production assistant at KDFW-TV Dallas, will return to station as newperson; Benjamin Wong, 27, trainee at KRON-TV San Francisco, will return to station as newperson, and Victor Wong, 46, newperson at noncommercial KOED(TV) San Francisco, will return to station.

NWS official calls for improved weather warnings

The intrastate telephone system for weather alerts, operated by the Defense Civil Preparedness Agency, must be expanded in the 16-state Eastern region, according to Gerald Shak, executive officer for the National Weather Service. "Tornadoes know no state boundaries," he emphasized.

Among Mr. Shak's suggestions is the construction of nearly 200 additional FM transmitters, operating on 162.40 mhz and 160.55 mhz. Severe weather alerts would be transmitted on these frequencies to tone-activated home receivers. Broadcasters could use similar receivers to receive and rebroadcast alerts.

Music

Breaking In

Nothing From Nothing—Billy Preston (A&M) ■ The keyboard sound is paramount in Billy Preston recordings. From his days as an inconspicuous sideman with the Beatles to his own hit singles, *Will It Go Round In Circles?* and *Space Race*, the piano and organ are basic to Billy Preston. His new single, *Nothing From Nothing*, showcases Mr. Preston's expertise in barrelhouse piano.

Mike Green, program director at WIXO(AM) New Orleans, thinks the single is "dynamite New Orleans stuff" and reports good request action pushing the record into the top 30 in its third week of play.

It's not only a New Orleans record, however. Marge Bush, music director at WIXY(AM) Cleveland, also believes in it strongly and other stations are giving it air play including WPGC-AM-FM Morning-side, Md. (Washington); KHJ(AM) Los Angeles; WDRC(AM) Hartford, Conn.; WBBQ(AM) Augusta, Ga.; WPDQ(AM) Jacksonville, Fla., and KJR(AM) Seattle.

Sweet Home Alabama—Lynyrd Skynyrd (MCA) ■ Record companies, enviously eyeing the meteoric success of Macon, Ga.-based Capricorn Records (Allman Brothers, Wet Willie, Marshall Tucker Band), are scurrying to come up with talent and product from the South, where much of the action in traditionally oriented rock and roll is taking place today. MCA has landed Lynyrd Skynyrd, a seven-piece group operating out of the Florida Panhandle and applied to the band the Capricorn audience-building formula of heavy road work.

It has paid off. From pop-radio obscurity, the group jumps on the "Playlist" this week at 73 with *Sweet Home Alabama*. This single, off the group's *Second Helping* album, is an unadorned, straight-out rocker produced by Al Kooper. Programmers are happy with this song because it is an ideal up-tempo summer single and because MCA has taken care to release it in the original 4:42 version backed with an edited-down 3:20 version.

Among the numerous stations reported by MCA on *Sweet Home Alabama* last week: WIXY(AM) Cleveland; KILT(AM) Houston; KLZ(AM) Denver; WMAK(AM) Nashville; KJR(AM) Seattle; WKY(AM) Oklahoma City; WABB(AM) Mobile, Ala., and WDRC(AM) Hartford, Conn.

Free Man in Paris—Joni Mitchell (Atlantic) ■ Joni Mitchell's first of six albums to acquire strong pop-market rock-market support, *Court and Spark*, has brought her an unprecedented third top-40 single from the same LP. This one, *Free Man in Paris*, follows *Help Me* and *Raised on Robbery*, both of which almost made it to the top.

It seems appropriate that with this artist's recent acceptance in the pop-rock scene, her latest single deals with a

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The Broadcasting Playlist™ Jul 15

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Rock the Boat (3:05) Hues Corp.—RCA	1	1	1	1
6	2	2	Rock Your Baby (3:14) George McCray—T.K. Records	3	2	2	2
2	3	3	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	2	4	4	3
3	4	4	Sundown (3:37) Gordon Lightfoot—Reprise	5	3	3	5
5	5	5	Annie's Song (2:58) John Denver—RCA	4	5	5	6
9	6	6	Rikki Don't Lose That Number (3:58) Steely Dan—ABC/Dunhill	6	7	6	4
4	7	7	Band On The Run (5:09) Paul McCartney & Wings—Apple	7	6	7	7
8	8	8	You Make Me Feel Brand New (4:45) Stylistics—Avco	9	9	8	11
7	9	9	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	8	8	10	10
12	10	10	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	11	11	9	9
13	11	11	The Air that I Breathe (3:33) Hollies—Epic	12	10	13	8
10	12	12	Be Thankful (For What You Got) (3:25) William DeVaughn—Roxbury	10	13	12	15
11	13	13	Waterloo (2:46) ABBA—Atlantic	13	12	11	12
15	14	14	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	14	14	14	14
21	15	15	Sideshow (3:25) Blue Magic—Atco	15	15	15	18
17	16	16	On and On (3:20) Gladys Knight & the Pips—Buddah	16	16	16	17
19	17	17	You Won't See Me (3:07) Anne Murray—Capitol	17	17	17	19
26	18	18	Radar Love (2:53) Golden Earrings—MCA	22	19	18	13
20	19	19	Hollywood Swinging (4:35) Kool and the Gang—Delite	19	20	19	20
16	20	20	Haven't Got Time for the Pain (3:25) Carly Simon—Elektra	18	18	22	22
28	21	21	The Night Chicago Died (3:30) Paper Lace—Mercury	20	22	21	21
27	22	22	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	24	21	20	16
22	23	23	For the Love of Money (3:45) O'Jays—Philadelphia Int'l.	21	27	23	24
40	24	24	Machine Gun (2:45) Commodores—Motown	25	23	24	23
24	25	25	The Streak (3:15) Ray Stevens—Barnaby	27	24	30	25
25	26	26	Train of Thought (2:34) Cher—MCA	23	28	26	30
32	27	27	LaGrange (3:15) Z. Z. Top—London	26	32	27	26
36	28	28	Please Come to Boston (3:57) Dave Loggins—Epic	28	26	28	27
37	29	29	Rock Me Gently (3:28) Andy Kim—Capitol	30	25	29	29
29	30	30	If You Wanna Get to Heaven (3:04) Ozark Mountain Daredevils—A&M	29	31	25	33
38	31	31	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	31	29	31	31
31	32	32	Call on Me (4:00) Chicago—Columbia	35	30	32	32
34	33	33	Loco-Motion (2:45) Grand Funk—Capitol	33	34	34	35
30	34	34	I'm the Leader of the Gang (3:09) Brownsville Station—Big Tree	38	43	33	28
33	35	35	One Hell of a Woman (2:52) Mac Davis—Columbia	32	35	37	36
42	36	36	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	36	33	38	38
48	37	37	Finally Got Myself Together (3:05) Impressions—Curtom	40	40	44	34
18	38	38	Dancing Machine (2:29) Jackson Five—Motown	39	46	36	39
41	39	39	If You Talk in Your Sleep (2:25) Elvis Presley—RCA	34	37	42	47
43	40	40	Hang On in There Baby (3:23) Johnnie Bristol—MGM	40	39	39	41
53	41	41	This Heart (3:22) Gene Redding—Haven	37	41	40	43

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
46	42	42	Keep on Smiling (3:25) Wet Willie—Capricorn	45	38	43	40
52	43	43	Wild Thing (2:56) Fancy—Big Tree	48	44	35	37
35	44	44	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	42	47	41	44
56	45	45	Wildwood Weed (2:40) Jim Stafford—MGM	47	36	45	42
14	46	46	Help Me (3:22) Joni Mitchell—Asylum	44	49	46	45
61	47	47	(You're) Having My Baby (2:32) Paul Anka—United Artists	46	42	50	49
39	48	48	Already Gone (3:39) Eagles—Asylum	43	48	48	51
49	49	49	Come Monday (3:07) Jimmy Buffett—ABC/Dunhill	49	45	51	50
44	50	50	Workin' at the Car Wash Blues (2:30) Jim Croce—ABC/Dunhill	50	50	47	48
58	51	51	Sure as I'm Sitting Here (2:55) Three Dog Night—ABC/Dunhill	54	53	49	46
23	52	52	The Entertainer (2:57) Marvin Hamlisch—MCA	51	55	53	54
47	53	53	I'm Coming Home (3:22) Spinners—Atlantic	53	54	52	52
45	54	54	Star Baby (2:37) Guess Who—RCA	52	56	54	53
50	55	55	Come and Get Your Love (3:30) Redbone—Epic	58	51	57	56
59	56	56	Fish Ain't Bitin' (3:36) Lamont Dozier—ABC/Dunhill	60	52	59	55
64	57	57	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	55	58	55	59
60	58	58	Rub It In (2:12) Billy (Crash) Craddock—ABC/Dunhill	56	57	63	57
—	59	59	Nothing from Nothing (2:40) Billy Preston—A&M	57	60	58	58
55	60	60	My Girl Bill (3:12) Jim Stafford—MGM	64	59	60	64
67	61	61	Ballero (3:25) War—United Artists	62	63	62	61
75	62	62	The Bitch Is Back (3:50) Elton John—MCA	72	67	56	60
54	63	63	Save the Last Dance for Me (2:58) De Franco Family—20th Century	61	68	65	62
68	64	64	Put Out the Light (3:07) Joe Cocker—A&M	63	61	69	65
71	65	65	You & Me Against the World (3:08) Helen Reddy—Capitol	59	62	66	73
—	66	66	Sugar Baby Love (3:33) Rubettes—Polydor	65	64	64	67
—	67	67	Shinin' On (3:23) Grand Funk—Capitol	66	65	68	63
66	68	68	I've Had It (2:59) Fanny—Casablanca	68	69	67	66
—	69	69	Air Disaster (3:31) Albert Hammond—Mums	67	70	70	68
69	70	70	I Hate Hate (3:15) Razzy—MGM	74	66	73	70
70	71	71	King of Nothing (2:56) Seals & Crofts—Warner Brothers	70	73	72	72
72	72	72	Come On Say It (3:32) Henry Gross—A&M	*	*	61	71
—	73	73	Sweet Home Alabama (3:20) Lynard Skynyrd—MCA	69	71	*	*
—	74	74	All Shook Up (3:48) Suzi Quatro—Bell	72	74	74	74
—	75	75	Beach Baby (3:02) First Class—U.K. Records	*	75	71	69

Alphabetical list (with this week's over-all rank): Air Disaster (69), The Air that I Breathe (11), All Shook Up (74), Already Gone (48), Annie's Song (5), Ballero (61), Band on the Run (7), Be Thankful (For What You Got) (12), Beach Baby (75), Billy Don't Be a Hero (3), The Bitch Is Back (62), Call on Me (32), Come and Get Your Love (55), Come Monday (49), Come On Say It (72), Dancing Machine (38), Don't Let the Sun Go Down on Me (14), The Entertainer (52), Feel Like Makin' Love (36), Finally Got Myself Together (37), Fish Ain't Bitin' (56), For the Love of Money (23), Hang on in There Baby (40), Haven't Got Time for the Pain (20), (You're) Having My Baby (47), Help Me (46), Hollywood Swinging (19), I Hate Hate (70), If You Love Me (Let Me Know) (9), If You Talk in Your Sleep (39), If You Wanna Get to Heaven (30), I'm Coming Home (53), I'm the Leader of the Gang (34), I'm Leaving It (All) Up to You (57), I've Had It (68), Keep on Smiling (42), King of Nothing (71), LaGrange (27), Loco-Motion (33), Machine Gun (24), Midnight at the Oasis (44), My Girl Bill (60), The Night Chicago Died (21), Nothing from Nothing (59), On and On (16), One Hell of a Woman (35), Please Come to Boston (28), Put Out the Light (64), Radar Love (18), Rikki Don't Lose That Number (6), Rock Me Gently (29), Rock the Boat (1), Rock Your Baby (2), Rock & Roll Heaven (10), Rub It In (58), Save the Last Dance for Me (63), Shinin' On (67), Side Show (15), Star Baby (54), The Streak (25), Sugar Baby Love (66), Sundown (4), Sure as I'm Sitting Here (51), Sweet Home Alabama (73), Taking Care of Business (22), Tell Me Something Good (31), This Heart (41), Train of Thought (26), Waterloo (13), Wild Thing (43), Wildwood Weed (45), Workin' at the Car Wash Blues (50), You Make Me Feel Brand New (8), You & Me Against the World (65), You Won't See Me (17).



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man disenchanted and discouraged by that scene. The man she is singing about may be one of the popular record mag-nates—and it is rumored that it may even be her industry mentor, David Geffen, the president of Elektra/Asylum, who joined forces last month with Atlantic and Ahmet Ertugen. In any case, the song describes someone who used to be "a free man in Paris . . . unfettered and alive" but who now reluctantly "deals in dreamers and telephone screamers" because of "the work [he's] taken on" namely "stokin' the star-maker machinery behind the popular song."

Stations playing *Free Man in Paris*, released June 20, include the following: KSTT(AM) Minneapolis-St. Paul; WAKN(AM) Aiken, Ga.; WMEX(AM) Boston; KELP(AM) and KINT(AM) El Paso; KULF(AM) Dallas; KAKC(AM) Tulsa, and KGB(AM) San Diego.

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

- CAPTAIN HOWDY, Simon Stokes (Casa-blanca).
- GET OUT OF DENVER, Bob Seger (Re-prise).
- I SHOT THE SHERIFF, Eric Clapton (Atlantic).
- IF YOU GO AWAY, Terry Jacks (Bell).
- MAKING THE BEST OF A BAD SITUATION, Dick Feller (Asylum).
- REBEL REBEL, David Bowie (RCA).
- SONG FOR ANNA, Herb Ohta (A&M).
- WHAT'S YOUR NAME, Andy and David Williams (Barnaby).
- WHEN THE MORNING COMES, Hoyt Ax-ton (A&M).

Tracking the 'Playlist.' It's a slow chart this week, with not much activity either in the way of bolted records or new singles coming on. Five songs moved up sufficiently to merit bolts, however: the Commo-dores' *Machine Gun* continues a re-lentless climb to top-10 status, rest-ing this week at 24; the Impressions' *Finally Got Myself Together* is up to 37; Paul Anka's *(You're) Having My Baby* now stands at 47; Billy Pres-ton's *Nothing From Nothing* leaps on to the "Playlist" at 59 (see "Breaking In," page 51), and a song that hasn't been released as a single, *The Bitch Is Back*, from Elton John's *Caribou* album, moves up from 75 to 62. Other songs coming on the chart are the Rubette's *Sugar Baby Love* (66), Grand Funk's *Shinin' On* (67), Albert Hammond's *Air Disaster* (69), Lynyrd Skynard's *Sweet Home Alabama* (73); (also see "Breaking In"), Suzi Quatro's *All Shook Up* (74) and First Class' *Beach Baby* (75). The top 10 are relatively unchanged except that George McCray's *Rock Your Baby* has moved from six to two and the Righteous Brothers' *Rock and Roll Heaven* breaks top 10 from 12.

Cablecasting

Where to put a ceiling on length of franchises?

Minimum and maximum proposals by FCC predictable responses

Reaction to the FCC's cable clarification process began to show a familiar pattern last week as parties filed comments on the third in a set of seven cable rulemakings. The comments on franchise duration broke down along the same lines as on other issues the week before (BROAD-CASTING, July 8): Cities and other fran-chisers want their autonomy respected, operators want elbow room to grow and public interest groups want stronger checks on the discretion of franchisers and franchisees.

While generally in accord with a com-mission proposal to set a maximum franchise term of 25 years, the city of New York "strongly reiterated" its op-position to any regulation from the fed-eral level that would conflict with the existing authority of local franchisers. A 25-year ceiling is set by New York on all franchises, the city said, and it could reasonably be applied to cable because 25 years is "sufficiently long to provide incentive to the entrepreneur to make the initial investment in a cable system while at the same time sufficiently short to provide incentive to continually update the system." But the city opposed a suggested five-to-seven-year minimum term on the ground that the risk to the operator of such a short-term investment "will be re-flected in the type and costs of service provided to the community."

The National League of Cities also was concerned about the prospect of federal intervention, especially regarding a pro-posal to circumvent state and local laws that enable franchisees to get grants without a local referendum. Such special problems, the league said, can best be handled on a case-by-case basis or in state legislatures. It echoed New York's opposition to a minimum term, but advo-cated retention of the existing 15-year maximum, with provisions for additional 10-year extensions where needed.

The case for the local franchiser was typically put by the city of Dallas. Guide-lines, it said, would be sufficient and very helpful to franchisers, as opposed to rigid rules "that stifle the imagination and innovation of local officials and which may unconstitutionally interfere with the city's . . . powers to regulate the use of its streets and highways."

The FCC proposal, based on the rec-ommendations of its Federal/State/Local Advisory Committee, won guarded sup-port from the National Cable Television Association. It endorsed the idea of a 25-year maximum, but urged "caution" on the FSLAC proposal for regular franchise review periods during the term.

That proposal could sidetrack the origi-nal purpose of the extended maximum, which NCTA said is to stimulate greater investor interest in cable and thereby en-courage wider service. The association flatly opposed the proposed five- to seven-year minimum, which it said "could backfire" and "become an officially sanc-tioned short term which franchising au-thorities can claim is long enough."

Just how such a short-term minimum could affect the industry was suggested in the comments of Becker Communi-cations Associates, a lender and financial consultant to cable companies. A "core element" in its evaluation of a loan appli-cant, Becker said, is the length of the franchise. That length must exceed the loan period by at least two years, it said, and very few loans are granted for less than 10 years. Becker called for a "very bottom-line minimum"—not maximum—of 15 years, and for larger cities, 25 years.

But other nonindustry observers urged that the financial concerns be weighed carefully against the quality of service. Five officials of the Urban Institute's Cable Television Information Center, in-cluding Executive Director W. Bowman Cutter, all speaking for themselves, stressed that the maximum should be short enough to permit scrutiny of per-formance, addition of provisions to satisfy emerging needs, and, if necessary, re-assignment of the contract to another operator. The proposed five-year review periods are not an adequate substitute for end-of-the-term review, they said, noting that without enforcement power, "fran-chising authorities may be left with es-sentially meaningless review provisions." While opposing any maximum as "prac-tically impossible" to apply from fran-chise to franchise, they said the existing 15-year limit is preferable to 25 years, which they said, "means that all new franchises will have durations of 25 years." Further, they opposed any mini-mum as an encroachment on local au-thority. "It seems to us that the market place will insure that franchise terms are long enough. The commission has no legitimate interest in protecting cable en-trepreneurs from their own folly" of accepting franchises too short for a profit.

The most vehement opposition to an extended maximum was voiced by the National Black Media Coalition, which argued that cable operators enjoy monop-oly power as it is. With a longer term, NBMC said, operators could become even more "tight" with local officials and could foster an image of their system as an institution in the community. Beyond that, a 25-year term would "consign citi-zens to having to rear an entire new generation of public intervenors to re-view the cable system's performance."

The National Citizens Committee for Broadcasting, which has generally placed itself at odds with the industry on the FCC cable-clarification issues, was a bit conciliatory in this case. It indicated that a 25-year maximum would be acceptable, but only with a strong provision for peri-odic review. Without such a provision, NCCB said, systems could indulge in

"moderate cream-skimming" by holding off line extensions for most of the term and could use an unfinished system as a bargaining chip to get the franchise renewed. NCCB urged the commission to issue guidelines that would, among other things, tie franchise length to community-wide construction time, with opportunity during review to challenge a delinquent system, and further, to widen clarification to insure maximum local expertise before extending franchise limits.

NCTA signs on Moynihan PR firm for pay campaign

The National Cable Television Association has retained the New York and Washington public relations firm of Michael W. Moynihan Public Affairs Consultants to augment its pay cablecasting activities.

An NCTA statement noted that the Moynihan firm "will work with NCTA in its program to inform the public, elected officials and others about the important public policy considerations in the pay cable issue."

Specifically, according to an association spokesman, the firm will work in the area of press relations in an attempt to bolster news media coverage of the cable industry's side of the pay dispute. Such coverage favorable to broadcasters has been one of the primary pursuits of Hill & Knowlton, the New York PR firm hired by the National Association of Broadcasters several months ago to boost its antipay campaign. The NCTA spokesman declined to reveal the amount of compensation the Moynihan firm had been offered. NCTA has budgeted \$269,000 for its pay campaign.

The selection follows three months of screening in which several NCTA officials—and particularly Vice President for Public Affairs Robert Stengel and Director of Subscription Cablecasting Donald Witheridge—interviewed some seven PR firms. The search began in earnest three weeks ago, after the NCTA board of directors authorized the hiring on recommendation from the subscription cablecasting committee. The board's action was not disclosed at the time of its meeting in Washington last month (BROADCASTING, June 24, July 1).

TPT's top salaries

A prospectus issued in connection with the annual meeting of Teleprompter Corp., New York, notes that Jack Kent Cooke, the company's chairman and largest stockholder, was paid \$54,337 in the last quarter of 1973 after stepping in to personally run the company last October. The prospectus also announced the termination of the company's association with Hubert J. Schlafly, vice president for technical development and one of Teleprompter's founders.

According to the financial statement, Mr. Cooke, who has since returned to

the West Coast to administer his other business ventures, now draws an annual salary of \$150,000. Russell Karp, who became Teleprompter's president and chief operating officer last May, now earns \$125,000 and is entitled to an annual bonus of as much as \$50,000. Chairman Emeritus Raymond P. Shafer earned \$79,800 in 1973, much of which time he spent as chairman and chief executive officer. William Bresnan, former Teleprompter president and now president of the CATV division, earned \$79,800. Hugh E. Flaherty, who left the firm last December (he was then vice president-public affairs), drew \$50,000.

The Teleprompter prospectus, dated June 27, noted that a contract specifying the terms of Mr. Schlafly's separation from the company is "in preparation." Under the agreement, Mr. Schlafly would elect early retirement with an annual pension benefit of \$7,300.

More pay rhetoric on tap. Television viewers are going to be hearing and seeing a lot about pay cablecasting in coming months. National Association of Broadcasters officials, who have been urging its members to provide a forum for the broadcast-cable industry debates on the issue, expect significantly increased activity. Since the issue heated up last November after FCC hearings, there have been 10 inter-industry discourses before various forums, a survey reveals. Five have taken place on TV shows, three before associations, one on radio and one in the trade press. Most prolific advocate has been National Cable Television Association President David Foster, with six appearances. Of 16 industry representatives who have participated, leading spokesmen include NAB President Vincent Wasilewski (three), Television Information Office Director Roy Danish (three), CBS's Robert Elliott and Richard Jencks (two apiece) and Time Inc.'s Barry Zorthian (two). NCTA Subscription Cablecasting Committee Chairman Ralph Baruch (Viacom) enters fray Aug. 4 on WTAJ-TV Altoona, Pa. His broadcast opponent hasn't yet been named. Along the same line, NCTA wants the FCC to put broadcasters on notice that they have a "scrupulous duty" to adhere to the fairness doctrine when addressing issues "which affect them directly"—specifically, pay cablecasting. NCTA made this request in repeating its conviction that the commission should "rule WCBS-TV New York violated the doctrine in failing to balance its news coverage of a December anti-pay speech by CBS President Arthur Taylor. The association maintained that a June 4 appearance on the station by NCTA President David Foster was insufficient since a broadcast interest—Television Information Office Director Danish—was also a guest (Broadcasting, June 10).

Target targets its audience, start-up date

Specialized CATV program supplier will begin feeds next month aimed at college set

Target Network Television, a cable TV program service being set up as a subsidiary of KBMA-TV Kansas City, Mo., now has more than 100 CATV systems signed up and expects to commence providing them with its nine-hour daily program feed on Aug. 1, officials said last week.

"Our goal is specialized audiences," Robert Wormington, president of KBMA-TV, said of the new service. For support TNT is counting on advertisers with specialized products and is going directly to them, bypassing their agencies because "there is just no way, even on the 100 cable systems we have contracted," to provide the kind of rating points that agencies tend to look for in buying. Those that have bought participations, Mr. Wormington said, include Budweiser beer, Shell Chemical Co., Colgate-Palmolive and Gillette. Ranking high among the specialized audiences TNT is seeking are students of the so-called Big Eight schools.

The program schedule, to be transmitted by microwave and leased lines, is expected to be heavy on sports (including Big Eight sports) in prime time; crafts and hobby programs; agri-business and other specialized shows; musical and other entertainment programs, and national and regional news reports. At the outset, Mr. Wormington said, "much of our programming will be experimental," but "eventually we hope that a solid pattern will emerge from our experiments."

CATV system affiliates pay TNT on a sliding scale ranging from \$50 a month for systems with less than 1,100 subscribers to \$325 for those with between 18,001 and 30,000 subscribers. The program schedule is to run from 9 a.m. to 10:30 p.m. Affiliates will have 95-second break positions to sell to local advertisers.

Cinca buys Cineamerica

Cinca Communications Corp., Los Angeles-based pay TV firm, will acquire Cineamerica Inc., New York-based film buying service for cable systems, it was announced last week. Exact consideration was not revealed, but it involves an exchange of stock.

Cinca has been operating its Channel 1 pay-TV service for more than a year in Long Beach, Calif., and since March this year in Escondido, Calif. It plans to open its third pay service Aug. 1 in Walnut Creek, Calif. In all instances, Cinca leases the channel from the cable operator. Also next month Cinca will act as supplier of pay TV programs and marketing counsel to a CATV system in Hilo, Hawaii.

Cineamerica was founded last April as an independent film-buying service for cable systems initiating their own pay operations by Ken Silverman, who had

served as director of programing for Warner Communications' pay-cable systems. Mr. Silverman will become executive vice president of Cinca and a member of the board.

Crunch coming in New York pay case

Teleprompter Corp. is expected this week to ask the FCC to rule invalid a resolution by New York's Bureau of Franchises declaring municipal jurisdiction over pay cablecasting.

Special Teleprompter counsel (and former FCC Cable TV Bureau chief) Sol Schildhouse, who is preparing Teleprompter's brief to the commission, indicated the forthcoming challenge could bring on a court proceeding involving the city and the commission. He echoed several legal observers in projecting that the New York case could shape up as the anticipated test of the commission's total pre-emption of pay cable authority.

The New York ruling (BROADCASTING, July 1), mandated that the city's lower Manhattan CATV system, Sterling Manhattan Cable TV, must pay the local government 25% of the revenues it derives from future leaseback arrangements for pay cable services. The resolution further stated that Teleprompter (which operates in northern Manhattan) cannot refuse to lease facilities to pay operations that do business with Sterling. Teleprompter immediately vowed to contest the city's position on the basis that the FCC's pre-emption prohibits municipal actions of this type.

Mr. Schildhouse asserted that, were the commission to avoid a definitive ruling on the case, the agency's jurisdiction over several other areas of cable regulation could be put in question. He noted that Bureau of Franchises Director Morris Tarshis has justified the city's action on the basis that cable in New York is purely an "intra-city" service. Unless the commission specifically rejects this argument, Mr. Schildhouse ventured, New York would be free to overstep the commission on issues relating to nationally mandated franchise provisions. "They've got to take a stand," Mr. Schildhouse claimed. Accordingly, he said, Teleprompter will ask the agency to rule that it "cannot permit an intrusion like this any step of the way."

A National Cable Television Association official, while not precluding the possibility of NCTA intervening in the case, said the association would first have to ascertain "which direction it goes."

Cable Briefs

Independent. LVO Cable Corp., nation's 11th largest multiple system operator, is set to become independent company prior to execution of proposed merger of its 54% parent—LVO Corp.—with Ladd Petroleum Corp. (BROADCASTING, June 24). LVO Corp. stockholders are expected to receive, prior to merger, one LVO Cable share for every six LVO Corp. shares presently held. LVO Cable will be independent of parent firm following that action. It's reported that group headed by LVO Cable President Gene Schneider is purchasing significant blocks of LVO Cable stock.

TPT sells system. TeleCable Corp., Norfolk, Va., has purchased assets of Piedmont Cablevision Inc., formerly Teleprompter Corp. subsidiary. Consideration was not disclosed. Piedmont operates system in Greenville, S.C., with 4,200-subscriber potential.

Blessing. Citizens advisory committee commissioned by city of Phoenix last November to study CATV feasibility has recommended city initiate franchise proceeding expeditiously. "If we wait for the super system to develop, we may always be waiting," committee's report states. No timetable has been set.

Conflict. Franchisee for unbuilt Philadelphia cable system has been charged with misrepresentations to FCC in attempt to obtain certificate of compliance. Philadelphia Community Cable Coalition, which is seeking reversal of FCC grant to Greater Philadelphia Cable TV Inc., asked District of Columbia appellate court to consider two allegations of impropriety in expedited oral argument. It claims franchisee was improperly transferred from Jerrold Corp., to Sammons Communications Corp., and that franchisee reported to commission it was owned by Jerrold three months after Sammons said it was owner. Plaintiff also claims franchisee failed to disclose that group broadcaster Music Fair Enterprises Inc. and/or its president, Shelly Gross, held 10% interest in Greater Philadelphia.

First. Community Club Awards Inc., Westport, Conn., promotional firm which extended its services to CATV industry in 1970, announced first contract with same last month. Firm will organize promotional efforts involving local civic organizations for GE Cablevision systems. First effort will be at GE's Decatur, Ill., system.

Finance

CBS up again for 13th straight quarter

CBS registered record sales and net income for both the first half of 1974 and the second quarter of the year.

In announcing the results last week, William S. Paley, chairman, and Arthur R. Taylor, president, said "the record second quarter brings to 13 the number of consecutive quarters in which our earnings from continuing operations have improved over comparable year-earlier results."

CBS said estimated 1974 second quarter income from continuing operations rose to \$29.3 million, equal to \$1.03 per share, on net sales of \$422 million, from income of \$23.6 million, equal to 83 cents a share, on net sales of \$354.2 million in the second quarter of 1973. In the first half of 1974, estimated income from continuing operations totaled \$50.3 million, equal to \$1.76 per share, on net sales of \$834.6 million, compared with a net income of \$40.7 million, equal to \$1.43 per share on net sales of \$717.9 million in the corresponding period of 1973.

Commenting on the results, Mr. Paley and Mr. Taylor said that the CBS/Broadcast Group had a "marked sales increase in which the outstanding performance of the CBS Television Network was a major factor." They noted that sales of the CBS/Records Group were "ahead of the second quarter 1973 levels"; sales for the CBS/Columbia Group were "sharply higher" and those of the CBS/Publishing group were "well ahead" of those for the 1973 second quarter.

Financial Briefs

Prepaying. MCA Inc., Los Angeles, announces that it has prepaid two \$12 million installments due March 1, 1976 and 1977 on its \$100 million unsecured term bank loan, leaving balance outstanding of \$76 million. Bank loan agreement also provides for \$50-million unsecured revolving credit; no borrowings on this have been made yet.

Financing set. CCA Electronics Corp., Gloucester City, N.J., concluded \$1-million debenture loan with carrants for 10-year term from Clarion Capital Corp., Cleveland. Financing arranged by Suplee-Mosley Inc., Philadelphia.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Cablecom-General	6 mo. 5/31	9,969,173	+ 3.8%	351,217	—	.14	9,602,201	378,378	.15 ¹
General Electric Company	6 mo. 6/30	3,419,400,000	+ 18.5%	148,900,000	+ 8.4%	.82	2,886,900,000	137,300,000	.75
Wrather	3 mo. 3/31	4,476,694	- 12 %	(63,432)	- 15 %	(.03)	5,116,140	(55,382)	(.02)

¹ Includes extraordinary items.

Broadcasting's index of 137 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. July 10	Closing Tues. July 2	Net change in week	% change in week	High	1974	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting												
ABC	ABC	N	22	24 1/8	- 2 1/8	- 8.80	28 3/8	21 5/8	8		16,582	364,804
CAPITAL CITIES	CCB	N	31 1/8	33 5/8	- 2 1/2	- 7.43	39 1/4	22 3/4	12		7,164	222,979
CBS	CBS	N	31 3/4	34	- 2 1/4	- 6.61	40	25	9		28,092	891,921
CONCERT NETWORK*	O		1/4	3/8	- 1/8	- 33.33	7/8	1/4			2,200	550
COX	CDX	N	12 1/2	13 1/2	- 1	- 7.40	19 3/8	12 1/2	7		5,831	72,887
FEDERATED MEDIA***	D		5 3/4	5 3/4		.00	5 3/4	5	19		820	4,715
GROSS TELECASTING	GGG	A	9	9		.00	13 5/8	8 1/2	6		800	7,200
LIN	LINB	O	2 5/8	3 1/8	- 1/2	- 16.00	6 3/4	2 5/8	3		2,296	6,027
MODNEY*	MODN	O	2 3/4	2 3/4		.00	3 5/8	2 1/4	7		385	1,058
PACIFIC & SOUTHERN	PSOU	D	3 1/2	3 3/4	- 1/4	- 6.66	6 1/4	3 1/8	29		1,750	6,125
RAHALL	RAHL	D	3 3/4	4	- 1/4	- 6.25	6	3 3/4	7		1,297	4,863
SCRIPPS-HOWARD	SCRP	O	15 1/2	15 1/2		.00	17 1/2	14 1/2	7		2,589	40,129
STARR	SBG	M	5	5		.00	9	4 3/4	4		1,069	5,345
STORER	SBK	N	13 1/4	14 3/4	- 1 1/2	- 10.16	17 3/8	11 1/4	6		4,751	62,950
TAFT	TFB	N	15	17 3/8	- 2 3/8	- 13.66	23 3/8	15	6		4,106	61,590
WOODS COMM.*	O		7/8	7/8		.00	1	1/4	7		292	255
TOTAL											80,024	1,753,398
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	4 1/4	- 1/4	- 5.88	8 7/8	4	4		11,481	45,924
BARTELL MEDIA	BMC	A	1 1/8	1 1/8		.00	2 3/8	1	3		2,257	2,539
JOHN BLAIR	BJ	N	4 7/8	4 7/8		.00	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 1/4	2 5/8	- 3/8	- 14.28	4 1/4	2 1/8	25		4,162	9,364
COMBINED COMM.	CCA	A	8 1/4	7 7/8	+ 3/8	+ 4.76	13	7 7/8	6		3,280	27,060
COWLES	CWL	N	6	6 1/2	- 1/2	- 7.69	7 1/8	5 5/8	12		3,969	23,814
DUN & BROADSTREET	DNB	N	22 1/4	25	- 2 3/4	- 11.00	36	22 1/4	15		26,204	583,039
FAIRCHILD IND.	FEN	N	5 1/2	5 7/8	- 3/8	- 6.38	6 3/4	4 1/8	12		4,550	25,025
FUQUA	FQA	N	6 5/8	7 1/8	- 1/2	- 7.01	10 3/4	6 5/8	4		7,273	48,183
GENERAL TIRE	GY	N	12 7/8	12 7/8		.00	18 1/4	12 7/8	4		21,515	277,005
GLOBETROTTER	GLBTA	D	2 1/2	2 5/8	- 1/8	- 4.76	4 3/4	2 1/2	3		2,759	6,877
GRAY COMMUN.*	O		7 1/8	7 3/8	- 1/4	- 3.38	8 1/2	6 1/2	5		475	3,384
HARTE-HANKS**	HHN	N	9 3/4	9 3/4		.00	14 1/4	8 1/4	8		4,330	42,217
JEFFERSON-PILOT	JP	N	22 1/8	25	- 2 7/8	- 11.50	38 1/4	22 1/8	10		24,126	533,787
KAISER INDUSTRIES*	KI	A	5 1/8	5 3/4	- 5/8	- 10.86	8 1/2	5 1/8	3		27,487	140,870
KANSAS STATE NET.*	KSN	D	3 1/2	3 1/2		.00	3 7/8	3 1/4	6		1,741	6,093
KINGSTIP	KTP	A	3 7/8	3 7/8		.00	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 1/4	12 7/8	- 5/8	- 4.85	13 1/4	10 3/4	8		3,352	41,062
LIBERTY	LC	N	10 7/8	10 7/8		.00	15 5/8	10 7/8	5		6,632	72,123
MCGRAW-HILL	MHP	N	7 1/8	7 3/4	- 5/8	- 8.06	9	6	6		23,426	166,910
MEDIA GENERAL	MEG	A	20	23 1/8	- 3 1/8	- 13.51	26 1/2	20	9		3,552	71,040
MEREDITH	MDP	N	8 3/8	8 7/8	- 1/2	- 5.63	11 3/8	8 1/4	3		2,908	24,354
METROMEDIA	MET	N	6	6		.00	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	7 3/4	8	- 1/4	- 3.12	9 3/4	7 3/4	4		1,379	10,687
POST CORP.	POST	O	6 1/4	7 1/4	- 1	- 13.79	10 3/4	6 1/4	4		882	5,512
PSA	PSA	N	5 1/2	6 1/2	- 1	- 15.38	10	5 1/2	16		3,181	17,495
REEVES TELECOM	RBT	A	1 1/4	1 1/2	- 1/4	- 16.66	1 3/4	1 1/8	11		2,376	2,970
RIDDER PUBLICATIONS	RPI	N	14 3/4	12 3/4	+ 2	+ 15.68	15 5/8	11	10		8,305	122,498
ROLLINS	ROL	N	9 5/8	11 1/4	- 1 5/8	- 14.44	19 3/4	9 5/8	8		13,305	128,060
RUST CRAFT	RUS	A	6	6 1/2	- 1/2	- 7.69	10 1/4	6	4		2,366	14,196
SAN JUAN RACING	SJR	N	9	9 5/8	- 5/8	- 6.49	13 3/8	8 7/8	8		2,367	21,303
SCHERING-PLOUGH	SGP	N	58 1/2	63	- 4 1/2	- 7.14	74 3/8	58 1/2	29		52,574	3,075,579
SONDERLING	SDB	A	6	6 3/4	- 3/4	- 11.11	10	6	3		788	4,728
TECHNICAL OPERATIONS	TO	A	4	4 1/8	- 1/8	- 3.03	6 3/4	4	4		1,344	5,376
TIMES MIRROR CO.	TMC	N	12 1/8	14	- 1 7/8	- 13.39	17 5/8	12 1/8	7		31,385	380,543
TURNER COMM.***	O		3 3/8	3 3/8		.00	3 5/8	3	6		1,373	4,633
WASHINGTON POST CO.	WPO	A	21 1/8	21 1/4	- 1/8	- .58	24 3/8	14 3/4	7		4,749	100,322
WOMETCO	WOM	N	8 1/2	8 1/2		.00	10 1/4	8	6		6,034	51,289
TOTAL											335,151	6,208,363
Cablecasting												
AMECO**	ACO	O	7/8	7/8		.00	1 7/8	1/4			1,200	1,050
AMER. ELECT. LABS**	AELBA	O	1 1/8	1	+ 1/8	+ 12.50	2 1/8	3/4			1,673	1,882
AMERICAN TV & COMM.	AMTV	O	7 3/4	8 1/4	- 1/2	- 6.06	19 1/4	7 3/4	18		3,181	24,652
ATHENA COMM.**	O		1/4	1/2	- 1/4	- 50.00	3/4	1/4			2,374	593
BURNUP & SIMS	BSIM	D	7	6	+ 1	+ 16.66	24 1/8	6	8		15,814	110,698
CABLECOM-GENERAL	CCG	A	2 1/8	2	+ 1/8	+ 6.25	4 1/2	1 3/4	27		2,560	5,440
CABLE FUNDING*	CFUN	D	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	2	1 7/8	+ 1/8	+ 6.66	4 1/4	1 7/8			2,697	5,394
COMCAST*	O		2 1/4	2	+ 1/4	+ 12.50	2 1/4	1 1/2	9		1,705	3,836
COMMUNICATIONS PRDP.	COMU	O	1 3/8	1 5/8	- 1/4	- 15.38	3 3/8	1 3/8	15		4,761	6,546
COX CABLE	CXC	A	4 1/2	5 1/4	- 3/4	- 14.28	15 1/4	4 1/2	8		3,560	16,020
ENTRON*	ENT	O	3/4	3/4		.00	3/4	1/2	5		1,358	1,018
GENERAL INSTRUMENT	GRL	N	8 3/4	9 7/8	- 1 1/8	- 11.39	17 1/8	8 3/4	5		7,060	61,775
GENERAL TV*	O		1 1/2	1 1/2		.00	1 1/2	3/4	75		1,000	1,500
LVO CABLE	LVOC	O	2 3/4	2 3/4		.00	4 5/8	2 3/4	55		1,879	5,167
SCIENTIFIC-ATLANTA	SFA	A	5 7/8	6 1/2	- 5/8	- 9.61	9 1/2	5 7/8	6		917	5,387

	Stock symbol	Exch.	Closing Wed. July 10	Closing Tues. July 2	Net change in week	% change in week	1973-1974 High Low		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
TELE-COMMUNICATION**													
TELEPROMPTER**	TP	N	3 1/8	3 3/4	-	5/8	-	16.66	8 1/4	3 1/8	18	16,013	50,040
TIME INC.	TL	N	35 1/8	37 1/2	-	2 3/8	-	6.33	40 1/4	30 3/4	7	10,381	364,632
TOCOM*	TDCM	O	2 1/2	3	-	1/2	-	16.66	4 7/8	2 1/2	6	634	1,585
UA-COLUMBIA CABLE	UACC	O	4 7/8	5 1/8	-	1/4	-	4.87	6	3 3/4	11	1,795	8,750
VIACOM	VIA	N	4	4 1/8	-	1/8	-	3.03	7 1/2	4	6	3,850	15,400
VIKOA**	VIK	A	1 7/8	2	-	1/8	-	6.25	4	1 7/8		2,591	4,858
TOTAL										93,963	710,531		
Programing													
COLUMBIA PICTURES**	CPS	N	2 1/8	2 1/8				.00	4 3/4	2 1/8		6,748	14,339
DISNEY	DIS	N	34 3/4	38 7/8	-	4 1/8	-	10.61	54 1/2	34 3/4	21	29,155	1,013,136
FILMWAYS	FWY	A	2 5/8	2 5/8				.00	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	18 3/8	21 1/2	-	3 1/8	-	14.53	29 1/8	18 3/8	4	14,088	258,867
MCA	MCA	N	22 1/2	23 1/4	-	3/4	-	3.22	26 1/2	19 1/4	6	8,386	188,685
MGM	MGM	N	12 5/8	15 3/8	-	2 3/4	-	17.88	16	9 1/4	9	5,918	74,714
TELE-TAPE****		O	1/2	1/2				.00	3/4	1/8		2,190	1,095
TELETRONICS INTL.*		O	3	3 1/4	-	1/4	-	7.69	4 1/8	3	6	943	2,829
TRANSAMERICA	TA	N	6 5/8	6 5/8				.00	10 3/8	6 5/8	5	65,115	431,386
20TH CENTURY-FOX	TF	N	4 3/4	5 5/8	-	7/8	-	15.55	9 1/8	4 3/4	6	8,280	39,330
WALTER READE**	WALT	O	1/8	1/4	-	1/8	-	50.00	1/2	1/8		4,467	558
WARNER	WCI	N	9 3/4	9 7/8	-	1/8	-	1.26	18 1/2	9 5/8	4	16,317	159,090
WRATHER	WCO	A	4 1/8	6	-	1 7/8	-	31.25	8 1/8	4 1/8	46	2,229	9,194
TOTAL										831,576	2,697,383		
Service													
BBDO INC.		O	10 7/8	11 3/4	-	7/8	-	7.44	14 1/4	10	5	2,513	27,328
COMSAT	CO	N	26 1/8	29	-	2 7/8	-	9.91	40 3/8	26 1/8	7	10,000	261,250
CREATIVE MANAGEMENT	CMA	A	3 1/2	3 5/8	-	1/8	-	3.44	6 5/8	3 3/8	4	1,016	3,556
DOYLE DANE BERNBACH	DOYL	O	8 1/4	8 3/4	-	1/2	-	5.71	11 1/2	8 1/4	4	1,799	14,841
ELKINS INSTITUTE****	ELKN	O	3/8	3/8				.00	5/8	1/4		1,897	711
FOOTE CONE & BELOING	FCB	N	8 3/8	9 1/4	-	7/8	-	9.45	11 1/4	8 3/8	5	2,065	17,294
GREY ADVERTISING	GREY	O	6 1/2	6 7/8	-	3/8	-	5.45	8 3/8	6 1/2	3	1,255	8,157
INTERPUBLIC GROUP	IPG	N	9 5/8	10 3/8	-	3/4	-	7.22	13	9 5/8	4	2,319	22,320
MARVIN JOSEPHSON*	MRVN	O	5	6 3/4	-	1 3/4	-	25.92	8 1/2	5	3	957	4,785
MCI COMMUNICATIONS+	MCIC	O	2	2 3/4	-	3/4	-	27.27	6 1/2	2		12,825	25,650
MOVIAR	MOV	A	7/8	7/8				.00	1 5/8	5/8	5	1,407	1,231
MPO VIDEOTRONICS**	MPO	A	1 1/8	1 3/8	-	1/4	-	18.18	2 5/8	1 1/8		539	606
NEEDHAM, HARPER	NOHMA	O	5 1/4	5 1/2	-	1/4	-	4.54	7 1/2	4 3/4	2	918	4,819
A. C. NIELSEN	NIELB	O	16	15 7/8	+	1/8	+	.78	28	14 1/8	15	10,598	169,568
OGILVY & MATHER	OGIL	O	14 1/2	15 1/4	-	3/4	-	4.91	17 1/4	12 3/4	5	1,807	26,201
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	6 7/8	7 5/8	-	3/4	-	9.83	12	6 7/8	11	2,624	18,040
UNIVERSAL COMM.***		O	5/8	5/8				.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	6 1/4	7	-	3/4	-	10.71	9 5/8	6 1/4	3	1,632	10,200
TOTAL										57,704	618,025		
Electronics													
AMPEX	APX	N	3	3				.00	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
COHU, INC.	COH	A	2 1/8	2 3/8	-	1/4	-	10.52	3 7/8	2 1/8	5	1,542	3,276
COMPUTER EQUIPMENT	CEC	A	1 3/8	1 3/8				.00	2 1/8	1 1/4	8	2,333	3,207
CONRAC	CAX	N	13	14 1/4	-	1 1/4	-	8.77	21	13	6	1,261	16,393
GENERAL ELECTRIC	GE	N	44 5/8	48	-	3 3/8	-	7.03	65	7 1/2	14	182,114	8,126,837
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	3 3/8				.00	7 1/2	3 1/4	11	2,728	9,207
MAGNAVOX	MAG	N	4	4 3/4	-	3/4	-	15.78	9 7/8	4	17	17,799	71,196
3M	MMM	N	69 3/8	70 1/8	-	3/4	-	1.06	80 1/2	68 1/2	26	113,100	7,846,312
MOTOROLA	MOT	N	48 1/4	52 5/8	-	4 3/8	-	8.31	61 7/8	40 1/2	16	27,968	1,349,456
OAK INDUSTRIES	OEN	N	9 7/8	10 3/8	-	1/2	-	4.81	12 7/8	9 1/2	4	1,639	16,185
RCA	RCA	N	13 1/4	15	-	1 3/4	-	11.66	21 1/2	13 1/4	6	74,444	986,383
ROCKWELL INTL.	ROK	N	25 1/4	25 7/8	-	5/8	-	2.41	28 3/8	25 1/8	5	30,315	765,453
RSC INDUSTRIES	RSC	A	1 1/8	1 1/8				.00	2 1/8	1 1/8	7	3,458	3,890
SONY CORP	SNE	N	17 5/8	17 7/8	-	1/4	-	1.39	29 7/8	17 5/8	12	165,625	2,919,140
TEKTRONIX	TEK	N	36 5/8	35 1/2	+	1 1/8	+	3.16	47 3/4	34 3/8	15	8,646	316,659
TELEMATION	TIMT	O	2	1 7/8	+	1/8	+	6.66	2 3/4	1 3/4	12	1,050	2,100
TELEPRD INC.*		O	6 7/8	6	+	7/8	+	14.58	8	2 1/2	43	475	3,265
VARIAN ASSOCIATES	VAR	N	6 5/8	8 1/4	-	1 5/8	-	19.69	13 1/4	6 5/8	6	6,617	43,837
WESTINGHOUSE	WX	N	12 1/2	13	-	1/2	-	3.84	26	12 1/2	7	87,876	1,098,450
ZENITH	ZE	N	19 1/2	20 1/4	-	3/4	-	3.70	31 5/8	19 1/2	8	18,797	366,541
TOTAL										765,693	24,127,547		
GRAND TOTAL										2,164,111	36,115,247		

Standard & Poor's Industrial Average

90.34 95.33 -4.99

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

Norman L. Posen, manager, KOXR(AM) Oxnard, Calif., named VP-general manager, KWKW(AM) Los Angeles. **Everett Kunin**, general sales manager, KWKW, named VP-general manager, KOXR. Both stations are owned by Lotus Communications Corp.

Donald L. Kidwell, station manager, WONE(AM)-WTUE(FM) Dayton, Ohio, elected VP of licensee, Group One Broadcasting Corp., group owner.

Jerry Hennen, general manager, KDMA(AM) Montevideo, Minn., elected VP and member of board of directors, licensee Midwest Broadcasting and KDMA.

F. Doug Chingo, sales manager, WION(AM) Ionia, Mich., and WYON(FM) Grand Rapids, Mich., elected VP of stations, which are owned by MacPherson Broadcasting Enterprises.



Reis

Muriel Henle Reis, assistant general counsel and assistant secretary, Metro-media Inc., named VP of its WNEW-TV New York. She will continue present legal duties and serve as special administrative assistant to general manager of WNEW-TV.

Robert C. Locke, general operations manager, Nassau Broadcasting Co., Princeton, N.J., named VP-administration of Nassau whose holdings include broadcast stations and cable interests.

Carl Como, VP and general manager, WDRQ(FM) Detroit, named to same position, WMYQ-FM Miami. Both are Bartell Broadcasting stations.

Ray J. Chumley, program manager, WJKS-TV Jacksonville, Fla., named general manager, WSTV-TV Steubenville, Ohio, another Rust Craft Broadcasting station.

Wayne O. Olson, business manager, WTVW-TV Evansville, Ind., elected assistant treasurer and controller, Evansville Television Inc., licensee.

Terry K. Shockley, executive VP and general manager, Wisconsin TV Network (WKOW-TV Madison, WAOW-TV Wausau, WXOW-TV La Crosse), elected president and member of board of directors, Horizons Communications Corp. of Wisconsin, parent company.

Evan Burian, executive with Kentucky Colonels, American Basketball Association, named station manager, WNOW(AM)-WQXA(FM) York, Pa.

Dale Fairlee, sales manager, KULR-TV Billings, Mont., named to newly created position of station manager.

O. E. Moore Jr., accounting staff member, WHC-TV Pittsburgh, named assistant controller.

Tom Todd, corporate research manager, Jefferson-Pilot Broadcasting Co., Charlotte, N.C., named promotion and research manager, WFBC-TV Greenville, S.C.

Harry M. Covert Jr., editor and general manager, *Hampton Monitor*, Hampton, Va., named director of development, WHRO-TV Norfolk, Va. **Gail R. Juren**, community relations assistant, WHRO-TV, appointed public relations director.

New officers of Rhode Island Broadcasters' Association: **Alan H. Andrews**, VP and general manager, WJAR(AM) Providence, president; **Warren Potash**, VP and general manager, WPRO-AM-FM Providence, VP; **John Robinson**, program director, WTEV-TV Providence-New Bedford, treasurer; **David Russell**, general manager, WWON-AM-FM Woonsocket, secretary.

Shel Engel, general manager, KTKT(AM) Tucson, Ariz., elected president of Tucson Broadcasters Association. Other new officers: **Howard Duncan**, KAIR(AM), VP, and **Charles Olsen**, KOLD-TV, secretary-treasurer.

Stephen E. Millard, chief information and publications officer, National Association of Educational Broadcasters, Washington, named director of publications, Corporation for Public Broadcasting, Washington.

Robert B. Cochran, assistant general manager and program director, WMAR-TV Baltimore, received distinguished service award from Maryland-D.C.-Delaware Broadcasters Association at convention last week. Mr. Cochran retires this year after 27 years at WMAR-TV, 40 years in media.

Missouri Public Radio Association officers for coming year: **Joe Embser**, general manager, KSOZ(FM) Point Lookout, president; **Rollie Stadlman**, general manager, KXCV(FM) Maryville, VP; **William Devine III**, general manager, KUMR(FM) Rolla, secretary-treasurer.

Alexander Schure, president, New York Institute of Technology, Old Westbury, N.Y., elected president of board of trustees, Long Island Educational Television Council, which owns and operates non-

All in the family. George B. Storer III, son of George B. Storer Jr., manager, pay-cable division, Theta Cable, Los Angeles, grandson of George B. Storer Sr., chairman of executive committee, Storer Broadcasting Co., and Lydia Ann Dickinson, daughter of present Mrs. Storer Sr., were married June 22 in Saratoga, Wyo., according to announcement last week.

commercial WLIW-TV Garden City, N.Y. He succeeds **Daniel T. Sweeney**, who continues as a member of the executive committee.

Broadcast Advertising

Michael W. Scheetz, senior media supervisor, Foote, Cone & Belding, joins Tinker, Dodge & Delano, New York, as assistant media director. He succeeds **J. Fraser Tindall**, who was named account executive. **Marcia Spier**, Radio Advertising Bureau, named media research director. She replaces **Patricia Lavin**, who is now research associate in TD&D's marketing research department. **John J. Miceli** named planner-buyer on agency's British Airways account.

Warren K. Pera, package goods accounts and client services, West Coast, Clinton E. Frank Inc., elected senior VP. **Martin D. Rockey**, creative director, agency's San Francisco office, elected senior VP.

Paul R. Porvaznik, in executive sales positions with RKO General stations, named national sales manager, WBBM(AM) Chicago.

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Dave Murphy, account executive, RTVR reps, New York, named national sales manager, KHJ-TV Los Angeles.

Jose T. Molina, national sales manager, KWKW(AM) Los Angeles, named general sales manager.

Rick Shaw, president, Miami Tele-Productions and VP-sales, Video City, Miami, elected executive VP, advertising and sports network activities, Sandra C. Tinsley Inc., Miami, production firm specializing in sports.

Robert J. Reuschle, media supervisor, Henderson Advertising Agency, Greenville, S.C., named media director. **Leslie H. Nixon**, broadcast supervisor, Nadler & Larimer, New York, joins Henderson Advertising in Atlanta, in same capacity.

David A. Miles, studio manager, film director, producer-director, WDEF-TV Chattanooga, Tenn., joins Lindsey, Bradley & Johnston Advertising Agency, Chattanooga, as producer-director.

Douglas Wayland, salesman, KOA(AM)-KOAQ(FM) Denver, named radio sales manager.

Robert P. Eckel, film department supervisor, WNYX-TV Syracuse, N.Y., named to newly created position of manager-computer sales/traffic systems, WLWT(TV) Cincinnati.

Programing

Peter Dunne, director of program development, Spelling-Goldberg Productions, named to same post at Lorimar Productions, both Los Angeles.

Chet Actis, general manager, Dick Clark Radioshows, named director, worldwide television syndication, Dick Clark Tele-shows Inc., Los Angeles.

Edward R. Scannell, sales executive, Avco Embassy Pictures Corp., named VP-syndication sales, Vidistrib Inc., Los Angeles.

Fred Williamson, former all-pro defensive back and currently actor, joins ABC sportscasters **Howard Cosell** and **Frank Gifford** for *NFL Monday Night Football* telecasts. Mr. Williamson was featured in *Diahann Carroll's Julie*, former TV network series.

Hugh Feltis, radio-TV management consultant and rep, named VP-station relations, Broadcast Programing International Inc., Seattle.

Dave Uhrich, news producer, KPIX(TV) San Francisco, named program director, WRET-TV Charlotte, N.C.

John Daly, chairman of Hemdale Leisure Group, named president of Cine Artists International, motion picture production firm owned by Cinemobile Inc. (Taft Broadcasting), United Artists Theater Circuit and Hemdale, succeeding **Fouad Said**, founder and one-time president of Cinemobile, who resigned to enter independent motion picture production.

Frank Laseter, news director, WPTF(AM)-WQDR(FM) Raleigh, N.C., named operations manager, WQDR. **Bill Hard**, production director and staff announcer, WQDR, named program director. They assumed duties of **David Sousa**, resigned.

Donald Stillman, Don Stillman Productions, Darien, Conn., joins Worldvision Enterprises Inc., New York, as administrative assistant-domestic sales.

Phillip I. Myers, VP, Harshe-Rotman & Druck, Los Angeles public relations firm, named director, corporate affairs, 20th Century-Fox Film Corp., succeeding **Martin A. Grove**, who is now director of advertising, promotion and publicity, Warner Bros. TV.

Norman D. Leebron, local sales manager, WPVI-TV Philadelphia, joins Telegroup Inc., film production company, Bala Cynwyd, Pa., as VP-sales.

Peggy Cooper, founder and director of development, Workshops for Careers in the Arts, Washington, joins WTOP-TV there in special projects programing.

Broadcast Journalism

Bob Benson, operations manager, KGO(AM) San Francisco, named managing editor, Associated Press Radio, audio news service to begin operations this fall (BROADCASTING, June 3). **Edward J. De Fontaine**, foreign news editor, Westinghouse Broadcasting, London, named assistant managing editor.



Benson



De Fontaine

Jules Rind, news director, WPEN(AM) Philadelphia for 25 years, joins WFLN-AM-FM there as news and public affairs director.

Dan Giddens, newsman, WPTF(AM) Raleigh, N.C., named news director.

Rita Jo Sandy, news reporter and editor, WSPT-AM-FM Stevens Point, Wis., named news director.

Fred M. Dressler, assignment editor, KMGH-TV Denver, named executive news producer.

Jeff Grigsby, night managing editor, UPI, New York, named managing editor for news. **Bill Middlebrooks**, UPI day managing editor, named managing editor for enterprise.

David Waterman, bureau chief, WLOF(AM) Orlando, Fla., joins WSWB-TV Orlando as reporter-anchorman.

Delores Handy, general assignment reporter, KABC-TV Los Angeles, joins KNXT(TV) Los Angeles, in same capacity.

Jim Mueller, sportscaster, joins WJW-TV Cleveland city camera news team.

Robert Tobey, president and general manager, KOTS(AM) Deming, N.M., named chairman, newly formed audio advisory committee, AP Broadcasters Association. Other members: **Frank Goerg**, executive editor, WTOP(AM) Washington; **Carl Brazell**, assistant manager, WNEW-

AM-FM New York; **Thomas Voinche**, general manager, KEUN(AM) Eunice, La.; **Wayne Sawyer**, general manager, WGTN(AM) Georgetown, S.C.; and **Ed Pennybacker**, news director, KQEO(AM) Albuquerque, N.M.

Newly elected State Associated Press Broadcast Association presidents: **Frank Pinnock**, KOBE(AM) Las Cruces, N.M.; **Ed Barnett**, KRGI(AM) Grand Island, Neb.; **Walter Crockett**, WCYB-TV Bristol, Va.; **Brian Roberts**, KXEL(AM) Waterloo, Iowa; **Harry Frey**, WTHI-TV Terre Haute, Ind.; **Dave DeCosmo**, WMJW(FM) Nanticoke, Pa.; **David Plyler**, WXII-TV Winston-Salem, N.C.; **Larry Knupp**, KANU(FM) Lawrence, Kan.; **Steve McCausland**, WJTO-FM Bath, Me.; **Tom Houghton**, WRC-TV Washington, Chesapeake (Md.-D.C.-Del.).

Cable

James R. Shepley, president and chief operating officer, Time Inc., New York, elected a director of American Television & Communications Corp., Denver.

Officers elected at Montana Cable Television Association annual meeting: **Donald Johnson**, Helena TV Inc., president; **Roger Williams**, Red Lodge Cable TV, VP; **McLean A. Clark**, Big Timber Cable TV, secretary-treasurer.

David W. Spangler, of Austin, Tex., Division of Communications Properties Inc., named manager, Greater Lafayette TV Cable, Lafayette, Ind. He replaces **Sil Aston**, who has retired (BROADCASTING, July 8).

Equipment and Engineering

Ulrich L. Rohde, electronics engineer and co-owner of Rohde & Schwarz, Munich, Germany, electronics equipment manufacturer, assumes presidency of company's U.S. operations in Passaic, N.J.

Ralph A. Thompson, director of engineering, Donrey Media Group broadcast division, joins WJXT(TV) Jacksonville, Fla., as director of engineering.

Clinton S. Lee, marketing services director, consumer group, Electronic Industries Association, Washington, named staff VP.

Jules Kadish, marketing director, Raytheon-Europe, elected VP Scientific-Atlanta Inc. to head Europe, Africa and Middle East concerns.

Allied Fields



Valicenti

mission 30 years.

Pat W. Valicenti, former assistant chief, FCC Broadcast Bureau hearing division, named chief. He had been acting chief since January, when **Thomas Fitzpatrick** was appointed administrative law judge. Mr. Valicenti has been with com-

Clifford M. Harrington will assist **Louise**

Florecourt in task force study of FCC adjudicatory regulation (BROADCASTING, June 10). Mr. Harrington has been with commission for two years.

Richard D. Heffner, communications consultant and professor of communications and public policy, Rutgers University, New Brunswick, N.J., named chairman of Motion Picture Producers Association's rating board which oversees motion picture industry's voluntary film-rating system. Mr. Heffner pioneered in public broadcasting, was first general manager, WNET(TV) New York.

Barbara Klein, attorney for FCC Broadcast Bureau, Washington, and **Randy Gibeau**, Los Angeles lawyer, join staff of law department, NBC, Burbank, Calif.

Ernest T. Sanchez, attorney in the office of general counsel, Corporation for Public Broadcasting, named general counsel, National Public Radio, Washington.

Martin Manulis, TV-motion picture producer, named director of American Film Institute-West at Greystone, Center for Advanced Film Studies, Beverly Hills, Calif.

Howard Glassroth, director of broadcasting, WTNH-TV New Haven, Conn., joins TelCom Associates Inc., New York consultancy firm, as director of broadcast operations.

Carol G. Emerling, director, Federal Trade Commission's Cleveland regional

office, appointed to same post in Los Angeles office. **Bonnie B. Wan**, attorney/adviser, office of the assistant executive director for regional operations, FTC, appointed acting director, Cleveland office.

Robert R. Bruton, general sales manager, PAMS Inc., Dallas, named marketing director, Concerned Marketing Co., Dallas, media marketing service organization.

James R. Bowers, general sales manager, KPNW-AM Eugene, Ore., named West Coast representative; **Derrick Dyatt**, manager, Market 4 Radio Inc., Philadelphia, named East Coast representative, Concerned Marketing.

Rick Blum, writer-producer and head of TV, filmwriting, Lee Strasberg Theater Institute, Hollywood, joins faculty at University of Texas, Austin, and will develop projects for noncommercial KLRN-TV San Antonio, Tex.

Tracy A. Westen, director, Public Communications, Los Angeles-based public interest law firm, and one-time aide to former FCC Commissioner Nicholas Johnson, named director and adjunct professor, Communications Law Program, University of California at Los Angeles Law School. He succeeds **Geoffrey Cowan**, founder of program two years ago, who is resigning to write.

Peter F. Kaye, correspondent and producer, National Public Affairs Center for Television, Washington, resigns to be-

come press director of Houston I. Flournoy's campaign for governor of California.

Charles T. Lynch, faculty member and manager of Southern Illinois University station, WSIU-FM Carbondale, named chairman of the radio and television department. He succeeds **Charles W. Shipley** who requested full-time teaching assignment.

Deaths

Ronald K. Olson, 50, chairman of the board and chief executive of Colle & McVoy Advertising Agency, Minneapolis, died July 7. He is survived by his wife, Elaine, a daughter and two sons.

Arthur Owens, 59, Maine broadcaster, died June 30 en route to Portland hospital. Former operations manager and program director, WMTQ-FM Poland Spring, Me., Mr. Owens earlier had been station manager, WRDO(AM) Augusta, Me. and WCSH(AM) Portland, Me.

Thomas C. Fleet Jr., 59, one-time manager of KCNY(AM) San Marcos, Tex., and former owner of KTOD(AM) Corpus Christi, Tex., died of cancer in Miami, where he had retired.

Eloise McElhone Warwick, 53, radio actress and panelist on television programs in early 1950's, died of heart attack at her home in New York July 1. She is survived by two daughters.

For the Record®

As compiled by BROADCASTING, July 1 through July 5 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

Application

■ *Fort Dodge, Iowa—State Educational Radio and Television Facility Board. Seeks UHF ch. 46 (662-668 mhz); ERP 561 kw vis, 56 kw aur. HAAT 1,024 ft.; ant. height above ground 1,206 ft. P.O. address: Box 1758, Des Moines, Iowa 50306. Estimated construction cost \$1,066,000; first-year operating cost \$225,000. Principal: David J. Brugger, director of administration. Ann. June 26.

Designated for hearing

■ Rapid City, Lead, S.D.—Mutually exclusive applications of Western Television Co. and Dakota Broadcasting Co., each for new TV on ch. 7 at Rapid City, S.D., and for new satellite on ch. 5 at Lead, S.D., have been designated for hearing by Chief, Broadcast Bureau. Issues to be determined include whether Western can comply with personal guarantee requirements of its bank loan, and whether it is financially qualified; whether proposal of Western or Dakota would better serve public interest, and which application should be granted (Docs. 20093-6). Action June 26.

Existing TV stations

Final action

■ WWNV-TV Carthage, N.Y.—FCC granted ap-

plications of The Brockway Co., (BLCT-2160 and BLCT-2161) for licenses to cover CP for increased power and aux. trans. for WWNV-TV Carthage; at same time, commission admonished licensee for engaging in advertising practices which "may be misleading as to location" of station. Grant of application for increased power from 178 kw to 302 kw extends Grade B contour of WWNV-TV three additional miles into Canada. Action July 2.

Actions on motions

■ Administrative Law Judge William Jensen in Lansing, Mich., renewal proceeding for WJIM-AM-FM-TV, granted motion by Gross Telecasting Inc. and ordered that letter involving blackout of Lansing City councilman, and audio tape and transcript of Lansing City Council meeting of Feb. 9, 1968, be made available to Gross for inspection and copying; and by separate action, granted motion by Gross to compel answer by Broadcast Bureau

to interrogatories and ordered Broadcast Bureau to answer interrogatories 32-35 (Doc. 20014). Actions June 25. Also denied motion by ACLU for protective order; dismissed reply to opposition to motion by ACLU as unauthorized pleading; and denied motion by Broadcast Bureau for production of documents. Actions June 26.

Other actions

■ Review board in New York TV proceeding, in response to motion by RKO General, applicant for renewal of license for WOR-TV New York, added misrepresentation issue in connection with survey of community leaders made by Multi-State Communications, competing applicant for new station on same channel (Docs. 19991-2). Action June 28.

■ Dallas—FCC, in WFAA-TV proceeding, granted petition by WADECO Inc. for reconsideration of

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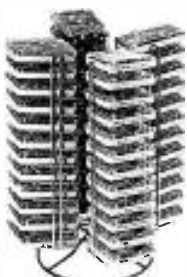
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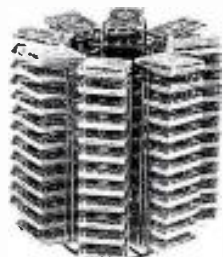
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commission's designation order indicating competing applicants would not be compared on basis of integration of ownership and management (Docs. 19744-5). Action June 26. In separate action, Review Board denied petition of WADECO to add issues relating to candor of Belo Broadcasting Corp., competing applicant. Action July 1.

Fine

■ **KPLM-TV** Palm Springs, Calif.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for willful or repeated violation of rules on filing of contracts and supplemental ownership report form 323, by failing to observe provisions of rules in operation of KPLM-TV. Licensee has 30 days to pay or contest forfeiture. Ann. June 24.

Call letter application

■ **WOAI-TV** San Antonio, Tex.—Seeks KMOL-TV.

Designated for hearing

■ **KTVO(TV)** Kirksville, Mo.—FCC designated for hearing application of KTVO Inc., licensee of commercial station KTVO (ch. 3) Kirksville, Mo.—Ottumwa, Iowa, for CP to relocate trans. from point about 25 miles north of Kirksville to about 25 miles east of Kirksville; relocate main studio to U.S. Highway 63, 1.8 miles north of Kirksville; increase ant. height to 1,981 ft. above average terrain, and increase aural effective radiated power to 15 kw (Doc. 20100). Action June 26.

New AM stations

Applications

■ **Berwick, La.**—Phillips Radio seeks 1170 khz, 1 kw-D. P.O. address: c/o Houston Pearce, 400 3rd Avenue, Jasper, Ala. 35501. Estimated construction cost \$28,330; first-year operating cost \$58,400; revenue \$90,000. Principals: William H. and Patsy T. Phillips (together 50%) and Houston L. and Voncile R. Pearce (together 50%). Mr. and Mrs. Pearce have interest in WDAL-AM-FM Meridian, Miss. Mr. Pearce also has interest in WARF(AM) Jasper, Ala. Mr. Phillips is student and Mrs. Phillips is junior high school teacher in Tuscaloosa, Ala. Ann. July 3.

■ **Fort Kent, Me.**—MelVoc Inc. seeks 1340 khz, 250 w-U. P.O. address: Box C, Madawaska, Me. 04756. Estimated construction cost \$28,413; first-year operating cost \$16,200; revenue \$22,000. Principal: Vaughn P. Currier (99.9%) owns WSJR(AM) Madawaska. Ann. July 1.

■ **Franklin, N.C.**—Mountain Broadcasting Co. seeks 1480 khz, 5 kw-D. P.O. address: Route #5, Franklin 28734. Estimated construction cost \$51,964; first-year operating cost \$40,000; revenue \$75,000. Principal: Joe M. Henry is gem and antique dealer in Franklin. Ann. July 1.

■ **Dickinson, N.D.**—Roughrider Broadcasting Co. seeks 1460 khz, 5 kw-U. P.O. address: c/o Ronald Riechert, 235 Simms, Dickinson 58601. Estimated construction cost \$90,500; first-year operating cost \$64,500; revenue \$60,000. Principals: Ray David (35%), former promotion manager at KEYZ(AM) Williston, N.D.; Earl Bolinske (25%), drug store owner; Duane Liffbrig (25%), state director of Department of Housing and Urban Development et al. Ann. July 3.

■ **Bowling Green, Va.**—Eastern Communications Associates seeks 1570 khz, 500 w-D. P.O. address: 9520 Long Look Lane, Columbia, Md. 21045. Estimated construction cost \$7,538; first-year operating cost \$40,378; revenue \$45,000. Principals (each 33⅓%): Edwin Lee Afferbach, Gordon H. Daugherty, William H. Hall, all engineers. Ann. July 1.

Action on motion

■ **Administrative Law Judge Lenore G. Ehrig** in Salem and Derry, N.H. (Salem Broadcasting Co. and Spacetown Broadcasting Corp.), AM proceeding granted motion by Spacetown for summary decision and found that Derry, N.H. is particular city, town, political subdivision or community, as defined by rules, and by separate action, granted joint request by Salem and New Hampshire Broadcasting Corp. and approved agreement of merger; granted petition by Salem to amend application in order to reflect legal, financial and other changes resulting from merger; dismissed New Hampshire's application (BP-18479); and granted joint request by Salem and New Hampshire for extension of time to file reply pleading (Docs. 19434-6). Actions June 26.

Call letter application

■ **Gulf Broadcasting Co.**, Gulfport, Miss.—Seeks WGUF.

Existing AM stations

Applications

■ **KRIZ** Phoenix—Seeks CP to increase ant. height to 472 ft. Ann. July 5.

■ **KDOL** Mojave, Calif.—Seeks CP to increase daytime power to 1 kw and change type trans. to Raytheon, RA-1000A. Ann. July 1.

■ **KILX** Fort Collins, Colo.—Seeks CP to add nighttime operation with 1 kw, DA-2. Ann. July 3.

■ **KHVV** Honolulu—Seeks CP to change frequency to 1010 khz and increase power to 10 kw and change type trans. to RCA, BTA-10H. Ann. July 1.

■ **WRTL** Rantoul, Ill.—Seeks mod. of CP to reinstate original MEOV's of DA system. Ann. July 3.

■ **KOEL** Oelwein, Iowa—Seeks CP to change nighttime DA pattern and remove one tower. Ann. July 1.

■ **WTLK** Taylorsville, N.C.—Seeks CP to move ant.-trans. site to 109 5th Avenue, S.W., Taylorsville and make changes in ant. system. Ann. July 1.

■ **KWCO** Chickasha, Okla.—Seeks CP to change ant.-trans. and main studio location to 500 Country Club Road, Chickasha, and change type trans. to Gates, BC-1H. Ann. July 1.

■ **WXEW** Yabucoa, Puerto Rico—Seeks mod. of CP to change ant.-trans. and main studio location to By-pass Road No. 3 and Road No. 901, Yabucoa. Ann. July 1.

Start authorized

■ Following station was authorized program operating authority for changed facilities on date shown: WCBK Martinsville, Ind. (BP-19,494), May 23.

Final actions

■ **WGUN** Decatur, Ga.—Broadcast Bureau granted mod. of license for main and aux. trans. to operate trans. by remote control from 215 Church Street, Decatur (BRC-3715). Action June 24.

■ **KPEL** Lafayette, La.—Broadcast Bureau granted mod. of license to operate trans. by remote control from 319 Audubon Boulevard, Lafayette (main and aux.) (BRC-3703). Action June 26.

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

Actions on motions

■ **Administrative Law Judge John H. Conlin** in Lemoore, Calif., renewal of license proceeding for KOAD(AM), ordered record in this proceeding closed (Doc. 19922). Action June 27.

■ **Administrative Law Judge Lenore G. Ehrig** in Stamford, Conn. (Western Connecticut Broadcasting Co. [WSTC] and Radio Stamford), AM proceeding, scheduled hearing for Oct. 22 (Doc. 19872-3). Action June 27.

■ **Administrative Law Judge William Jensen** in Buena Vista, Va. (Harry R. Peyton and WANV Inc.), AM proceeding, scheduled hearing for Sept. 4 (Docs. 20036-7). Action June 26.

Fines

■ **WKYX(AM)-WKYQ(FM)** Paducah, Ky.—FCC admonished WKYX Inc., licensee, for conducting giveaway contest featuring unusually large prize at same time special one-day survey was being taken, and for disseminating results of survey without qualification. Action June 26.

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

■ **WDIX** Orangeburg, S.C.—FCC ordered WDIX Inc., licensee of WDIX Orangeburg, to forfeit \$2,000 for willful or repeated failure to log total duration of commercial matter broadcast. In separate but related action, WDIX was admonished for broadcasting program-length commercial and failing to log accurately duration of commercial announcements, WDIX has 30 days to pay or contest forfeiture. Action June 25.

New FM stations

Applications

■ **Jacksonville, Ala.**—Board of Trustees Jacksonville State University seeks 91.9 mhz, 10 w. HAAT 98 ft. P.O. address: Box 124, Jacksonville 36265. Estimated construction cost \$16,356; first-year operating cost \$20,267. Principal: Michael D. Sandefer, business manager. Ann. July 2.

■ ***East Moline, Ill.**—Moody Bible Institute of Chicago seeks 89.3 mhz, 100 kw. HAAT 500 ft. P.O. address: 820 North LaSalle Street, Chicago 60610. Estimated construction cost \$92,745; first-year operating cost \$10,000. Principal: E. Brandt Gustavson, director of broadcasting. Moody owns *WDLM(AM) East Moline. Ann. June 27.

■ ***Fort Wayne, Ind.**—Fort Wayne Bible College seeks 90.3 mhz, 50 kw. HAAT 269 ft. P.O. address: 1025 West Rudisill Boulevard, Fort Wayne 46807. Estimated construction cost \$58,718; first-year operating cost \$38,760. Principal: Timothy M. Warner, president. Ann. July 2.

■ **Pella, Iowa**—Tulip City Broadcasting Co. seeks 103.3 mhz, 59 kw. HAAT 339 ft. P.O. address: 2047 Winnebago Street, Madison, Wis. 53704. Estimated construction cost \$26,800; first-year

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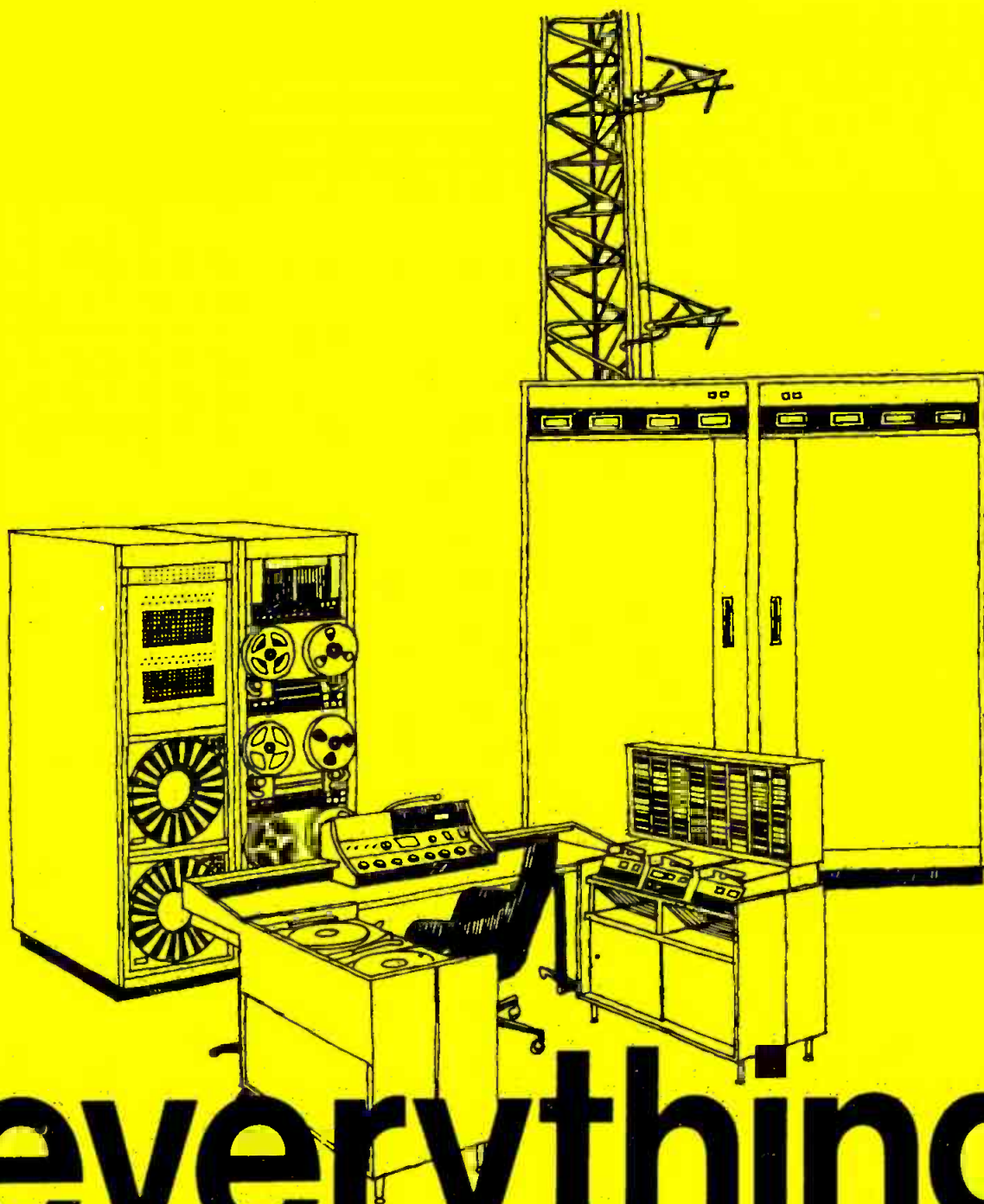
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Summary of broadcasting

According to the FCC, as of June 30, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,388	2	19	4,409	.58	4,467
Commercial FM	2,503	0	44	2,547	166	2,713
Commercial TV-VHF	505	1	8	514	4	520**
Commercial TV-UHF	190	0	2	192	35	239**
Total commercial TV	696	1	10	706	39	759**
Educational FM	661	0	23	684	80	764
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	131	0	12	143	4	150**
Total educational TV	219	0	15	234	8	246**

* Special temporary authorization

** Includes off-air licensees

operating cost \$30,000; revenue \$60,000. Principals: Joseph L. Stone (50%), station manager, and Earl W. Fessler (50%), owner, both of WMFM(FM) Madison, Wis., now sold to Midcontinent Broadcasting Co. of Wisconsin. Ann. July 2.

■ Ocean City, Md.—Atlantic Broadcasting Co. of Ocean City, Maryland seeks 99.9 mhz, 50 kw. HAAT 316 ft. P.O. address: Box 301, Pocomoke City, Md. 21851. Estimated construction cost \$11,850; first-year operating cost \$114,033; revenue \$121,303. Principals: William E. Esham, Klein G. Leister (both 30%), et al. Messrs. Esham and Leister are real estate businessmen in Ocean City and Pocomoke City. Ann. July 5.

■ Gulfport, Miss.—Gulfshore Broadcasting Co. seeks 96.7 mhz, 3 kw. HAAT 248 ft. P.O. address: 923 41st Avenue, Gulfport 39501. Estimated construction cost \$42,820; first-year operating cost \$70,500; revenue \$100,000. Principals (both 50%): William W. Fulgham, broadcast and sound engineer, and Thomas E. Webb, advertising agent. Ann. July 2.

■ Lewistown, Mont.—Montana Broadcast Communications seeks 95.9 mhz, 3 kw. HAAT 228 ft. P.O. address: 620 N.E. Main, Lewistown 59457. Estimated construction cost \$45,503; first-year operating cost \$28,680; revenue \$37,260. Principals: Fred Lark (56%), Lewis G. Boucher (25%), et al., have major interest in KXLO(AM) Lewistown. Ann. July 5.

■ Edenton, N.C.—Chowan Broadcasters seeks 100.1 mhz, 3 kw. HAAT 295 ft. P.O. address: Box 21874, Greensboro, N.C. 27420. Estimated construction cost \$33,300; first-year operating cost \$28,600; revenue \$54,000. Principals: Carmen Sarai Barry (80%), student, and Roy E. Godwin (20%), salesman at WKQB(AM) Garner, N.C. Ann. June 26.

■ Greensboro, N.C.—North Carolina Agricultural and Technical State University seeks 90.5 mhz, 10 w. P.O. address: 312 North Dudley Street, Greensboro 27411. Estimated construction cost \$33,050; first-year operating cost \$32,965. Principal: Dr. Lewis C. Dowdy, chancellor. Ann. June 26.

■ Mars Hill, N.C.—Mars Hill College seeks 90.5 mhz, 10 w. P.O. address: Box 94-T, Mars Hill 28754. Estimated construction cost \$2,000; first-year operating cost \$2,000. Principal: Walter P. Smith, director of public information. Ann. June 27.

■ Okmulgee, Okla.—Brewer Communications seeks 104.9 mhz, 3 kw. HAAT 101 ft. P.O. address: 410 West 6th Southeast, Okmulgee 74447. Estimated construction cost \$28,518; first-year operating cost \$36,000; revenue \$48,000. Principals: James R. and Jack G. Brewer own several Oklahoma stations, including KOKL(AM) Okmulgee. Ann. June 27.

■ San Antonio, Tex.—Trinity University seeks 88.1 mhz, 18 w. P.O. address: 715 Stadium Drive, San Antonio 78284. Estimated construction cost \$21,365; first-year operating cost \$15,000. Principal: Bill Hays, department chairman, journalism and broadcasting. Ann. July 2.

Starts authorized

■ WWTR-FM Bethany Beach, Del.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 300 ft. Action June 18.

■ WSOJ-FM Jesup, Ga.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 300 ft. Action June 26.

■ *WZRD Chicago—Authorized program operation on 88.3 mhz, TPO 10 w. Action June 26.

■ WKRV Vandalia, Ill.—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 164 ft. Action May 23.

■ WLFQ Crawfordsville, Ind.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 300 ft. Action May 23.

■ KJLS Hays, Kan.—Authorized program operation on 103.3 mhz, ERP 100 kw, HAAT 463 ft. Action June 26.

■ WDHK Wilmington, Ohio—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT 300 ft. Action June 17.

■ WRUT Rutland, Vt.—Authorized program opera-

tion on 97.1 mhz, ERP 830 w, HAAT 2,589 ft. Action June 19.

■ WSWV-FM Pennington Gap, Va.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 58 ft. Action June 26.

Final actions

■ Huntsville, Ala.—Oakwood College. Broadcast Bureau granted 90.1 mhz, 25 kw. HAAT 230 ft. P.O. address: Oakwood Road NW, Huntsville 35806. Estimated construction cost \$42,865; first-year operating cost \$20,000. Principal: C. B. Rock, president (BPED-1767). Action June 14.

■ Franklin, La.—KFRA Inc. Broadcast Bureau granted 95.3 mhz, 3 kw. HAAT 154 ft. P.O. address: Box 427, Franklin 70538. Estimated construction cost \$19,495; first-year operating cost \$7,000; revenue \$9,000. Principals: Lionel B. DeVille, Chris Duplchain, Paul H. and Thomas A. DeCloutet (each 22.5%) and L. J. N. duTreil (10%). Messrs. DeVille, Duplchain and DeCloutet own KFRA(AM) Franklin. Messrs. DeVille and DeCloutet own KVPI-AM-FM Ville Platte, La. and Messrs. DeCloutet also own KEUN(AM) Eunice, La. Mr. duTreil is consulting radio engineer in New Orleans (BPH-8742). Action June 20.

■ Rumford, Me.—Rumford Broadcasting Co. Broadcast Bureau granted 96.3 mhz, 29.5 kw. HAAT 1,425 ft. P.O. address 638 Congress Street, Portland, Me. 04101. Estimated construction cost \$32,878; first-year operating cost \$5,500; revenue \$12,000. Rumford Broadcasting is licensee of WRUM(AM) Rumford. Principals: Melvin L. Stone, president (76%), et al. Mr. Stone owns 55% of WGUY(AM) Bangor, Me. He also has minority interests in WDCS-FM Portland, Me. (BPH-8735). Action June 26.

■ Lebanon, Mo.—Lebanon Broadcasting Co. Broadcast Bureau granted 92.1 mhz, 3 kw. HAAT 300 ft. P.O. address New Buffalo Road, Lebanon 65536. Estimated construction cost \$29,935; first-year operating cost \$4,000; revenue \$7,200. Principals: Zoe A. Wright, H. L. Harmon (48% each), et al., own KLWT(AM) Lebanon and local newspaper company (BPH-8841). Action June 21.

■ Plymouth, N.H.—Pemigewasset Broadcasters. Broadcast Bureau granted 100.1 mhz, 160 w. HAAT 120 ft. P.O. address 2 High Street, Plymouth 03264. Estimated construction cost \$14,045; first-year operating cost \$8,345; revenue \$8,345. Principal: Richard F. Morse Jr. has controlling interest in WPNH(AM) Plymouth (BPH-8110). Action June 18.

■ Tyler, Tex.—Tyler Broadcasting Co. Broadcast Bureau granted 99.3 mhz, 3 kw. HAAT 275 ft. P.O. address Box 4248, Tyler 75702. Estimated construction cost \$28,179; first-year operating cost \$10,800; revenue \$40,000. Principal: R. Thomas Gibson (100%) owns and operates KEZY(AM) Tyler, and owns KJET-AM-FM Beaumont, Tex. (BPH-8347). Action June 26.

Initial decision

■ Dayton, Tenn.—Grant of application of Norman A. Thomas for new FM at Dayton has been proposed in initial decision by Administrative Law Judge Ernest Nash. Competing application of Erwin O'Conner (Erwin O'Conner Broadcasting Co.) would be denied. Mr. Thomas would be granted 104.9 mhz, 3 kw. HAAT 198 ft. P.O. address Box 290, Dayton 37321. Estimated construction cost \$11,073; first-year operating cost \$13,400; revenue \$4,800. Principal: Mr. Thomas owns WDNT(AM) Dayton (Docs. 18547, 8). Ann. July 5.

Action on motion

■ Administrative Law Judge Jay A. Kyle in Charlotte Amalie, St. Thomas, V.I. (Arroyo and Figueroa Associates), FM proceeding, granted motion by Arroyo and Figueroa for summary decision and granted application; canceled hearing scheduled for July 15 and terminated proceeding (Doc. 19993). Action July 2.

Other actions

■ Review board in Ogallala, Neb., granted application of Industrial Business Corp. for 93.5 mhz,

3 kw. HAAT 300 ft. P.O. address 201 South Spruce Street, Ogallala 69153. Estimated construction cost \$56,099; first-year operating cost \$45,000; revenue \$50,000. Principals: Willard Soper (9.8%), et al. Mr. Soper and other 12 stockholders are Ogallala businessmen (Docs. 19559-60). Board denied mutually exclusive application of Ogallala Broadcasting Co., licensee of KOGA(AM) Ogallala, for same facilities. Action June 26.

■ Review board in Brownsville, Tex., reversed initial decision and granted application of Media Properties for 100.3 mhz, 100 kw. HAAT 449 ft. P.O. address Drawer 4300, Brownsville, Tex. 78520. Estimated construction cost \$121,000; first-year operating cost \$55,397; revenue \$92,000. Principals: Paul G. Veal (37½%), accountant, G. E. Roney (37½%), banker, and Ron Whitlock (25%), account executive at KRGV(AM) Brownsville (Doc. 19956). Action June 24.

Rulemaking petitions

FCC received following petitions to amend FM table of assignments as shown (ann. July 1):

■ WPXC(AM) Prattville, Ala.—Seeks to assign ch. 237A to Prattville.

■ Lowell Stephen Jumper, North Little Rock, Ark.—Seeks to assign ch. 292A to Lonoke, Ark.

■ KKOK(AM) Lompoc, Calif.—Seeks to assign ch. 265A to Lompoc.

■ Rainbow Associates, Aspen, Colo.—Seeks to assign ch. 269A to Snowmass Village, Colo.

■ Triplett Broadcasting Co., Marlton, N.J.—Seeks to assign ch. 225 to Cape May Court House, N.J., and substitute ch. 288A for 224A at Rehoboth Beach, Del. Correction ann. July 1.

■ KDET(AM) Center, Tex.—Seeks to assign ch. 272A to Center.

■ WIZM(AM) LaCrosse, Wis.—Seeks to assign ch. 269A to LaCrosse.

Rulemaking actions

■ California, Florida, Iowa, Maine and Puerto Rico—FCC amended FM table of assignments to assign ch. 269A to St. Helena, Calif.; ch. 296A to Lehigh Acres, Fla.; ch. 288A to Rockwell City, Iowa; ch. 249A to Millinocket, Me., and ch. 288A to Aguada, P.R. All are first assignments. Commission dismissed request of Dr. Claud Anderson for assignment of ch. 292A to Monticello, Fla., since Dr. Anderson had withdrawn his interest in establishing radio station there. Rule change, which terminated proceeding, becomes effective Aug. 16 (Doc. 19962). Action July 2.

Call letter applications

■ *Minnesota Educational Radio, Duluth, Minn.—Seeks WSCD-FM.

■ *Educational Broadcasters of Mississippi, Jackson, Miss.—Seeks WVLS.

■ Pentecostal Church of God of America, Joplin, Mo.—Seeks KPCG.

■ *Columbia Bible College Broadcasting Co., Columbia, S.C.—Seeks WMHK.

■ *Black Hills State College, Spearfish, S.D.—Seeks KBHU-FM.

Call letter actions

■ *Western Apostolic Bible College of Stockton, Stockton, Calif.—Granted KCJH.

■ *Board of Control of Grand Valley State College, Allendale, Mich.—Granted WSRX.

■ KAO Inc., Duluth, Minn.—Granted KAOH-FM.

Existing FM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KCRJ Helena, Ark. (Doc. 19,551), May 17; WMYQ Miami (BPH-8948), June 19; WXFH Chicago (BPH-8161), June 19; WRLB Long Branch, N.J. (BPH-8367), June 25; KYFM Bartlesville, Okla. (BPH-8512), June 19; WIBF-FM Jenkintown, Pa. (BPH-8834), June 25; WZPR Meadville, Pa. (BPH-8469), June 24; KETX-FM Livingston, Tex. (BPH-8076), June 26.

Final actions

■ KARL-FM Carlsbad, Calif.—Broadcast Bureau granted CP to install new ant.; ant. height 96 ft. (BPH-8983). Action June 28.

■ KUTE Glendale, Calif.—Broadcast Bureau granted CP to install new ant.; ERP 640 w; ant. height 2,850 ft. (BPH-8977). Action June 26.

■ WAXY Fort Lauderdale, Fla.—Broadcast Bureau granted request to identify as Fort Lauderdale-Miami. Action June 21.

■ WQYK-FM St. Petersburg, Fla.—Broadcast Bureau granted mod. of license to change main studio and remote control locations to trans. site just outside city limits at 11300 Morgan Street, St. Petersburg (BMLH-495). Action June 21.

■ WOJO Evanston, Ill.—Broadcast Bureau granted

CP to install new aux. ant.; ERP 4.2 kw; ant. height 1,150 feet; remote control permitted (BPH-8992). Action June 28.

■ **KRVR** Davenport, Iowa.—Broadcast Bureau granted CP to change trans. and studio location to Mid Town Plaza, 1706 Brady Street, Davenport, Iowa; install new trans., new ant.; make changes in ant. system (increase height); change TPO; ERP 60 kw; ant. height 210 ft. (BPH-8937). Action June 20.

■ **KARD** Wichita, Kan.—Broadcast Bureau granted CP to operate remote control from studio site, 833 North Main, Wichita; install new trans.; change TPO and ERP 98 kw; ant. height 860 ft. (BPH-8891). Action June 21.

■ **WVEZ** Louisville, Ky.—Broadcast Bureau granted CP to change ERP to 50 kw (BPH-8984). Action June 28.

■ **WDET-FM** Detroit.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; add circular polarization to ERP; ERP 79 kw; ant. height (change) 450 ft.; remote control at studio-trans. site at 5037 Woodward Avenue, Detroit (BPH-8961). Action June 26.

■ **KKHS** Lincoln, Neb.—Broadcast Bureau granted CP to change trans. location to Vine & Grape Streets, Lincoln; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 100 kw; ant. height 430 ft.; remote control from main studio in Stuart Building, 13th & P Streets, Lincoln (BPH-8870). Action June 20.

■ **WRFY-FM** Reading, Pa.—Broadcast Bureau granted request to identify as Reading-Pottstown, Pa. Action June 21.

■ **WMYB-FM** Myrtle Beach, S.C.—Broadcast Bureau granted CP to change trans. location to 21st Avenue, 0.8 mile northwest of Oak Street & 21st Avenue, Myrtle Beach; install new ant.; install new trans.; make changes in ant. system (increase height); change TPO; ant. height 300 ft., and add circular polarization to ERP; ERP 3 kw (BPH-8879). Action June 21.

Actions on motions

■ Administrative Law Judge John H. Conlin in Santa Paula and Fillmore, Calif., FM proceeding, granted petition by Class A Broadcasters to amend its application with respect to certain aspects of its financial proposal and coordinates of its proposed trans. site (Docs. 19865-8). Action June 26.

■ Administrative Law Judge Jay A. Kyle in Monroe, Ga. (Community Broadcasting Co. [WKUN], et al.), FM proceeding, granted petition of Charles M. Haasi, James N. Williamson and Raymond L. Dehler, joint venture, to amend application to reflect disassociation of Haasi from application, and substitution of similar bank loan commitment to remaining applicants from Farmers Bank of Monroe, for \$200,000 (Docs. 20060-62). Action June 26.

■ Administrative Law Judge James F. Tierney in Elgin and Glen Ellyn, Ill. (Board of Education, Union School District #46 [WEPS(FM)] and College of DuPage District 502), educational FM proceeding, scheduled hearing for Oct. 8 (Docs. 19820-2). Action June 27.

Rulemaking petitions

FCC received following petitions to amend FM table of assignments as shown (ann. July 1):

■ **WJNJ-FM** Atlantic Beach, Fla.—Seeks to assign ch. 283 to Jacksonville, Fla. and ch. 288A to St. Augustine, Fla., and delete ch. 285A from Atlantic Beach.

■ **WDUZ-FM** Green Bay, Wis.—Seeks to substitute ch. 253 for ch. 252 in Green Bay.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate on June 21: **KCSR**(AM) Chadron, Neb.; **KEZZ**(FM) Aitkin, Minn.; **KHAS-TV** Hastings, Neb.; **KNBU**(FM) Baldwin, Kan.; **KNED-AM-FM** McAlester, Okla.; **KNLV**(AM) Ord, Neb.; **KRNY**(AM) Kearney, Neb.; **KSEO-AM-FM** Durant, Okla.; **WBSC**(AM) Bennettsville, S.C.; **WVFS**(AM) Crystal Lake, Ill.; **WLAG-AM-FM** LaGrange, Ga.; **WRCH**(AM) New Britain, Conn.; **WRHL**(AM) Rochelle, Ill.; **WSMG**(AM) Torrington, Conn.; also **WIND**(AM) Chicago, conditioned on outcome of pending civil antitrust action in which Westinghouse Electric Corp. is party defendant.

■ **WGRD-AM-FM** Grand Rapids, Mich.—FCC granted applications by Regional Broadcasters of Michigan, for renewal of licenses for short-term period ending Oct. 1, 1975. Action June 26.

Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

■ **KBAS**(FM) Lake Havasu City, Ariz.—Extend

completion time to Oct. 14 for new station (BMPH-14143). Action June 27.

■ **KHUM**(AM) Eureka, Calif.—Extend completion time to Dec. 1 for new station (BMP-13803). Action June 25.

■ **WGMS-FM** Washington—Change trans. location to Massachusetts and Nebraska Avenues, Washington; change trans.; change ant. system (decrease height); change TPO; ERP 47 kw; ant. height 510 ft.; remote control from main studio 8301 Belts Mill Road, Potomac district, Md.; conditions (BMPH-14142). Action June 24.

■ **WWDC-FM** Washington, D.C.—For main trans., make change in ant. system (increase height); change trans. line; change ERP 50 kw, and ant. height 500 ft. (BMPH-14104); granted CP for aux. trans.; ERP 21 kw; ant. height 500 ft. (BPH-8938). Actions June 24.

■ **KKEA**(FM) Hilo, Hawaii—Extend completion time to Dec. 21 for new station (BMPH-14147). Action June 26.

■ **WVOY**(AM) Charlevoix, Mich.—Change studio location to 211 Bridge Street, Charlevoix, and operate by remote control from main studio location; CP on 1270 khz, 5 kw-D (new) (BMP-13802). Action June 26.

■ ***KQBC**(FM) Joplin, Mo.—Change trans. and modulation and frequency monitors; condition (BMPED-1128). Action June 24.

■ **WBQN**(AM) Barceloneta, Puerto Rico—Extend completion time to Dec. 1 for new station (BMP-13807). Action June 26.

Translators

Application

■ Navajo Tribe, Canada & Greasewood, Ariz.—Seeks ch. 3, rebroadcasting KOOL-TV Phoenix. Ann. July 1.

Action

■ Prescott, Ariz.—FCC denied request by Prescott Area Antenna Television for authority to originate local announcements on its VHF translator K07AP Prescott, soliciting or acknowledging local public financial support. Action June 2.

Ownership changes

Applications

■ **KHAP**(AM) Aztec, N.M. (1340 khz, 1 kw-D, 25 w-N). Seeks assignment of license from Stephen F. Grover, receiver to San Juan Broadcasting Co. for \$9,000. Seller: Mr. Grover is court-appointed receiver selling station at sheriff's sale. Buyers: Louis C. Erck, et al. Mr. Erck owns 68% of KGMV(AM) Missoula, Mont. San Juan owned KHAP from 1966 to 1972. Ann. July 3.

■ **WLAB**(AM) St. Pauls, N.C. (1060 khz, 250 w-D)—Seeks assignment of license from Larry A. and Nancy C. Barker dba Barker Broadcasting Co. to St. Pauls Broadcasting Co. for \$100,000. Buyers: Richard D. Brooks, et al. Mr. Brooks was 20% owner and manager of WVRG(AM) Spencer, W. Va., until October 1973. Ann. July 3.

■ **WOTR**(AM) Corry, Pa. (1370 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Olivia T. Rennekamp to Corry Broadcasting for \$120,000. Seller: as executive of Kenneth E. Rennekamp Sr. estate, owns WKRZ(AM)-WDJR(FM) Oil City, Pa., 50% of WKBI(AM) St. Marys, Pa., and 25% of WTRA Latrobe, Pa. She has applied to sell Oil City stations to Progressive Publishing Co., Clearfield, Pa. Buyers: Arthur Arkelian (70%) and Robert J. Shupala (30%). Mr. Arkelian has interest in and is general manager at WYWN(AM)-WWFM(FM) Erie, Pa. Ann. July 3.

Actions

■ **KMBY**(AM) Monterey, Calif.; **KVEC**(AM) San Luis Obispo, Calif.—Broadcast Bureau granted involuntary transfer of control of licensee from James L. Saphier to Arna and Michael Saphier, and Norman R. Ryre, executors of estate of James L. Saphier (BTC-7453). Action June 28.

■ **KNAB**(AM) Burlington, Colo. (1140 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Burlington Radio to KNAB Inc. for \$97,000. Seller: Al Ross (100%) is also manager of KNAB. Buyers: Ray H. Lockhart (40%) Marvin A. Ronig (30%) and E. Charles Robacker (30%) also own KOGA(AM) Ogallala, Neb. (BAL-8117). Action June 24.

■ **WLCY**(AM) St. Petersburg and WLCY-FM Tampa, Fla.; **WLCY-TV** Largo, Fla.; **WNDE**(AM)-**WFBQ**(FM) Indianapolis; **WKAP**(AM) Allentown, Pa.; **WNNR**(AM) Beckley, W. Va.—Broadcast Bureau granted transfer of de facto control of Rahall Communications Corp. (parent corporation of licensees) from N. Joe Rahall, Farris E. Rahall, and Sam G. Rahall, et al. (family group) to N. Joe Rahall, Farris E. Rahall, and Richard O. Jacobs, voting trustees contributing stock (BTC-7407). Action June 27.

■ **WFKN**(AM) Franklin, Ky. (1220 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Franklin Favorite-WFKN Inc. from Howard H.

Ogles, L. L. Valentine, et al. (together 80% before, none after) to Gleaner and Journal Publishing Co. (none before, 80% after). Consideration: \$292,140. Principals: Ralph C., Walter M. and David R. Dear (each 18.44%), et al. Dear family has newspaper interests in Kentucky and elsewhere (BTC-7353). Action June 25.

■ **WEZJ**(AM) Williamsburg, Ky.—Broadcast Bureau granted Whitley County Broadcasting Co. transfer of control from Keith Buck and Peggy Buck, joint tenants, to Keith Buck alone; consideration \$30,000 (BTC-7402). Action June 27.

■ **WEAW**(AM)-**WOJO**(FM) Evanston, Ill. (Broadcast Communications); **KMO**(AM) Tacoma, Wash. (Broadcast House)—Broadcast Bureau granted involuntary acquisition of positive control of licensee corp., Broadcast Communications (parent corp. of Broadcast House) by Jana A. Dayton (Mrs. Leonard V. Dayton), individually and as executrix of estate of Leonard V. Dayton (BTC-7375). Action June 27.

■ **WFST-AM-FM** Caribou, Me. (AM: 600 khz, 5 kw-D; FM: 97.7 mhz, 220 w)—Broadcast Bureau granted relinquishment of negative control of Northern Broadcasting Co. from each, R. M. Briggs and Allison J. Briggs (50% before, 37.5% after each) to John M. Michaud (0 before, 25% after). Consideration: \$75,000. Principals: Mr. R. M. Briggs is president of Northern, Mr. Michaud is general manager of WEST-AM-FM (BTC-7274). Action June 20.

■ **WABJ**(AM) Adrian, Mich., **WGER-FM** Bay City, Mich.—Broadcast Bureau granted involuntary transfer of control of licensee from James Gerity Jr. to James J. Murtagh, William Murtagh and Robert J. Kirk, advisory committee to Toledo Trust Co., ancillary administrator of estate of James Gerity Jr. (BTC-7339). Action June 28.

■ **WMBH**(AM) Joplin, Mo. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted Big Chief Broadcasting Company of Missouri transfer of control from Lowell M. (Jack) Beasley, M. A. Eichhorn, and Gene C. Howard (33½% each) to Messrs. Beasley and Eichhorn (50% each); Mr. Beasley owns 24% in KKEG(FM) Fayetteville, Ark.; all three have interests in KFAY(AM) Fayetteville and KKUL(FM) Tulsa, Okla. (BTC-7307). Action June 27.

■ **KLFJ**(AM) Springfield, Mo.—Broadcast Bureau granted Gary Acker, Billy Wolfe, Don Burrell, Charles Burton, and Paul L. Bradshaw, dba Queen City Broadcasting Co., assignment of CP for new station to Queen City Broadcasting Co., Inc.; sale of interest by Mr. Bradshaw to Messrs. Burton and Burrell for \$3,967 (BAP-818). Action June 27.

■ **KHAS-TV** (ch. 5) Hastings, Neb.—Broadcast Bureau granted Nebraska Television Corp. transfer of control of Seaton Publishing Co. (parent corp. of licensee) from Fred A. Seaton and Richard M. Seaton to Gladys D. Seaton and U.S. National Bank of Omaha, co-executors of estate of Fred A. Seaton, Richard M. Seaton and Donald R. Seaton (BTC-7383). Action June 19.

■ **WSNY**(AM) Schenectady, N.Y. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Radio WSNY/1240 inc. to Schenectady Broadcasters for \$375,000. Sellers: Enrico F. Frank A., Anthony J. and Guy F. Bove, and Thomas Marcuccilli also own WGOM(AM) and WMR(AM) Marion, Ind. Buyer: KSTT Inc., owned by Frederick (70.3%) and Judith C. Epstein (15.3%), et al., is licensee of KSTT(AM) Davenport, Iowa (BAL-8126). Action June 28.

■ **WEAL**(AM) Greensboro, N.C.—Broadcast Bureau granted WEAL Inc. involuntary assignment of license to Eugene S. Tanner Jr., trustee in bankruptcy (BAL-8120). Action June 20.

■ **KMAD**(AM) Madill, Okla. (1550 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Harold E. Cochran to Radio Station KMAD for \$70,000. Seller: Mr. Cochran has interest in new FM, KKAJ Ardmore, Okla., now under construction. Buyers: Glenn E. (40%), H. E. (20%) and Larry W. Corbin (20%) and Gerald M. Coleman. Mr. Corbin owns KLLL-AM-FM Lubbock, Tex.; Mr. Coleman is announcer there (BAL-8129). Action June 28.

■ **KCCT**(AM) Corpus Christi, Tex. (1150 khz, 1 kw-D, DA)—Broadcast Bureau granted assignment of license from International Radio Co. to Radio KCCT Inc. for \$300,000. Sellers: Hector De Lena, Gabriel Lozano, et al. (100%). Buyers: Manuel G. Davila, Manuel Davila Jr. (each 40%) and Willie G. Egerton (20%). Messrs. Davila and Egerton own KEDA(AM) San Antonio, Tex. (BAL-8095). Action June 28.

■ **KWGO-FM** Lubbock, Tex.—Broadcast Bureau granted pro forma assignment of license from Clyde R. Stephens (100% before) to Clyde R. Stephens (51% after) and Robert D. Craig (0% before, 49% after) dba KWGO Radio Station, for \$30,000. Mr. Craig is president of Buckner, Craig and Armstrong advertising agency (BALH-1974). Action June 19.

■ **KWOR**(AM) Worland, Wyo. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control to KWOR Inc. from Leland H. P. Kurz, Tony A. Kehl and Kermit G. Kath (each 33½% before) to Tony A. Kehl and Kermit G. Kath (each 50% after). Consideration: \$20,000 (BTC-7331). Action June 19.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance. FCC announced June 26 (stations listed are TV signals proposed for carriage):

- Better TV Cable Co., 213 West Lawrence, Russellville, Ala. 35653, for Moulton (CAC-3956) and Russellville (CAC-3957), Ala.: Request certification of existing CATV operations.
- The Times Mirror Co., Times Mirror Square, Los Angeles, for Ramona, Calif. (CAC-3964); KFM-TV, KGTV, KCST San Diego; XETV, XEWT Tijuana, Mexico; KPBS-TV San Diego; KABC-TV, KCOP, KHJ-TV, KNBC, KNXT, KTLA, KTTV Los Angeles.
- Peninsula Cable Television Corp. of San Carlos, for San Carlos (CAC-2858), Peninsula Cable Television Corp., for Redwood City (CAC-2859), and Belmont Cable Television Co., for Belmont (CAC-2861), all California, all at Box 10727, University Park Station, Denver 80210: Add KTLA Los Angeles and KTLX Sacramento, Calif.
- Storck Cable TV, 1177 Kane Concourse, Miami Beach, Fla. 33154, for San Joaquin county, Calif. (CAC-3962); KCRA-TV, KVIE, KXTV, KTXL, KMYU-TV Sacramento, Calif.; KLOC-TV Modesto, Calif.; KQVR Stockton, Calif.; KTVU Oakland, Calif.; KBBK-TV, KEMO-TV San Francisco; KGSC-TV San Jose, Calif.
- Cablevision of Estes, Route 27, Kansas City, Mo. 64152, for Estes Park, Colo. (CAC-3987): Requests certification of existing CATV operations.
- Sunshine Communications, Box 1374, Ocala, Fla. 32670, for Spring Hill, Fla. (CAC-3970); WFLA-TV, WTVT, WEDU, WUSF-TV Tampa, Fla.; WLCY-TV Largo, Fla.; WTOG St. Petersburg, Fla.; WDBO-TV, WFTV, WMFE-TV Orlando, Fla.; WESH-TV, Daytona Beach, Fla.; WCJB Gainesville, Fla.
- Idaho Video, Box 50, Jerome, Idaho 83338, for Wendell, Idaho (CAC-3996); KMTV Twin Falls, Idaho; KTVB, KBOI-TV, KAID Boise, Idaho; KITC Nampa, Idaho.
- Cabletronics, Box 125, Geneseo, Ill. 61254, for Geneseo (CAC-2963): Add WTTW, WSNB Chicago and delete WFLD-TV Chicago.
- Washash Cablevision, North Cherry Road, Mount Carmel, Ill. 62863, for Mount Carmel (CAC-3955); WTVW, WNIN, WFIE-TV, WEHT Evansville, Ind.; WVUT Vincennes, Ind.; WUSI-TV Olney, Ill.; WSIU-TV Carbondale, Ill.; WTTV Bloomington, Ind.: WDRB-TV Louisville, Ky.
- Paxton Community Antenna System, Box 265, Paxton, Ill. 60957, for Paxton (CAC-3959): Add WMAQ-TV, WLS-TV Chicago: WTWO Terre Haute, Ind.
- Liberty TV Cable, 610 North Wayne Plaza, Angola, Ind. 40703, for Angola (CAC-3986): Add WKBD-TV Detroit; CKLW-TV Windsor, Ont. and delete WJIM-TV Lansing, Mich. and WDHO-TV Toledo, Ohio.
- Spirit Lake Cable TV, Box 267, Spirit Lake, Iowa 51360, for Spirit Lake (CAC-3982); KUSD-TV Vermillion, S.D.; KTVI, KCAU Sioux City, Iowa; KELO-TV, KSOO-TV Sioux Falls, S.D.; WTCN-TV Minneapolis; KEYC-TV Mankato, Minn.; KVFD-TV Fort Dodge, Iowa.
- Video Enterprises, Box 1159, Holyoke, Mass. 01040, for Holyoke (CAC-3966): Add WSBK-TV Boston.
- Six Star Cablevision, 3047 East Riverview, Bay City, Mich. 48706, for Genoa township, Mich. (CAC-3977); WNEM-TV Bay City, Mich.; WJRT-TV Flint, Mich.; WEYI-TV Saginaw, Mich.; WJBK-TV, WWJ-TV, WXYZ-TV, WXON, WKBD-TV Detroit; WUAB Lorain, Ohio; CKLW Windsor, Ont.; WJIM-TV Lansing, Mich.; WUCM-TV University City, Mich.; WTVS Detroit.
- Paw Paw Lake Area Cable TV Co., 108 East Washington Street, Indianapolis 46204, for Water-vliet township, Mich. (CAC-3961); WKZO-TV Kalamazoo, Mich.; WUHO-TV Battle Creek, Mich.; WKAR-TV East Lansing, Mich.; WOTV, WGVC Grand Rapids, Mich.; WGN-TV, WSNB, WBBM-TV, WMAQ-TV, WLS-TV Chicago; WKBD-TV Detroit; WNDU-TV, WSBT-TV, WNIT-TV South Bend, Ind.; WSJV Elkhart, Ind.; WZZM-TV Grand Rapids, Mich.
- Minnesota All-Channel Cablevision, 8 East Minnesota Avenue, Glenwood, Minn. 56334, for Alexandria, Minn. (CAC-3980) and Glenwood, Minn. (CAC-3976): Add KTCA-TV St. Paul.
- Border Area Cable TV, 401 Main Street, Baudette, Minn. 56623, for Baudette (CAC-3991); KXJB-TV Valley City, N.D.; WDAZ-TV Devils Lake, N.D.; KTHI-TV Fargo, N.D.; CBWCT Fort Francis, Ont.: CJAY-TV Winnipeg, Man.
- Sleepy Eye CATV, Box 262, Windon, Minn. 56101, for Ghent (CAC-3967) and Lynd (CAC-3968), Minn.: WCCO-TV, KMSP-TV, WCTN-TV Minneapolis; KCMT Alexandria, Minn.; KWCN-TV

Appleton, Minn.: KELO-TV, KSOO-TV Sioux Falls, S.D.

- Platte County Communications Co., Route 27, Kansas City, Mo. 64152, for Weston, Mo. (CAC-3985); KBMA-TV, KCMO-TV, KMBC-TV, WDAF-TV, KCPT Kansas City, Mo.; KQTV St. Joseph, Mo.; KTWU Topeka, Kan.; KPLR-TV, KDNL-TV St. Louis.
- Upper Valley Cable Corp., 20 Maple Street, St. Johnsbury, Vt. 05819, for North Haverhill, N.H. (CAC-3992); WCAX-TV, WVMY-TV Burlington, Vt.; WMTW-TV Poland Spring, Me.; WPTZ North Pole, N.Y.; CHLT Sherbrooke, Ont.; WPTA Windsor, Vt.; WLED-TV Littleton, N.H.
- Teleprompter Manhattan CATV Corp., 5120 Broadway, New York 10034, for Manhattan, New York (CAC-3979): Add WSNL-TV Patchogue, N.Y.
- Tele-Cable of Eden, Box 3018, Winston-Salem, N.C. 27102, for Eden, N.C. (CAC-3995); WFMV-TV Greensboro, N.C.; WGHF-TV High Point, N.C.; WXII-TV Winston-Salem, N.C.; WUNC-TV Chapel Hill, N.C.; WSLV-TV, WDBI-TV Roanoke, Va.; WTTG, WDCA-TV Washington; WRET-TV Charlotte, N.C.
- MBS Cable TV, 101 South Market Street, Minerva, Ohio 44657, for Beloit, Ohio (CAC-3988); WFMJ-TV, WKBN-TV, WYTV Youngstown, Ohio; WJAN Canton, Ohio; WAKR-TV, WCOT-TV Akron, Ohio; WCTF, WEWS, WJW-TV, WKBF-TV, WKYC-TV, WVIZ-TV Cleveland, Ohio; WUAB Lorain, Ohio; WPGH-TV, WQED Pittsburgh; WNEO-TV Alliance, Ohio.
- Cadiz Cable TV Corp., 40 North Park Avenue, Lisbon, Ohio 44432, for Hopedale, Ohio (CAC-3993); WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAE-TV, WIIC-TV, WQED, WPGH Pittsburgh; WOUC-TV Cambridge, Ohio; WKBF-TV Cleveland.
- Norseman Communications, 14 South Hanover Street, Box 7, Minster, Ohio 45865, for Versailles, Ohio (CAC-3958); WLWD, WHIO-TV, WKEF Dayton, Ohio; WOET-TV Kettering, Ohio; WLWT, WCPQ-TV, WKRC-TV Cincinnati, Ohio; WXIX-TV Newport, Ky.; WLIO Lima, Ohio; WBNS-TV Columbus, Ohio.
- Klr View Cable Co., Box 34, Anadarko, Okla. 73005, for Anadarko (CAC-3965); KFDX-TV, KAUZ-TV Wichita Falls, Tex.; WKY-TV, KOCO-TV, KWTW, KETA Oklahoma City; KSWO-TV Lawton, Okla.; KTEN Ada, Okla.; KTVT Fort Worth; KXII Ardmore, Okla.; KXTX-TV Dallas.
- Chester County Broadcasting Co., Box 231, Coatesville, Pa. 19320, for Coatesville (CAC-3971), Caln township (CAC-3972), Valley township (CAC-3973), South Coatesville borough (CAC-3974) and Modena borough (CAC-3975), all Pennsylvania: Add WOR-TV, WPXI-TV New York.
- Twin County Trans Video, R.D. #4, Allentown, Pa. 18103, for Nazareth borough, Pa. (CAC-3994); WBRE-TV Wilkes-Barre, Pa.; WNEP-TV, WDAU-TV Scranton, Pa.; WTAZ-TV, WPVI-TV, WPHL-TV, WKBS-TV, WCJU-TV, KYW-TV Philadelphia; WLVT-TV Allentown, Pa.; WNEW-TV, WOR-TV, WPXI-TV, WCBN-TV, WNBC-TV, WABC-TV New York; WHP-TV, WTPA Harrisburg, Pa.; WNJU-TV Linden, N.J.; WGAL-TV, WLYH-TV Lancaster, Pa.; WXTV Paterson, N.J.
- Television Cable Co., Box 895, Myrtle Beach, S.C. 29577, for Horry county surrounding Myrtle Beach (CAC-3983) and surrounding Conway (CAC-3984), S.C.; WWAY-TV, WECT Wilmington, N.C.; WSOC-TV, WRET-TV Charlotte, N.C.; WCIV, WSCS-TV, WCBD-TV Charleston, S.C.; WIS-TV Columbia, S.C.; WBTW, WJPM-TV Florence, S.C.
- Lockhart Cable T.V. Service, Box 829, Junction City, Kan. 66441, for Eagle Lake, Tex. (CAC-3990); KPRC-TV, KHOU-TV, KTRK-TV, KVRL, KLTW, KUHT Houston; KVUE, KTVV, KTBC-TV Austin, Tex.
- Seymour Cable Television, Box 34012, Dallas 75234, for Seymour, Tex. (CAC-3980); KFDX-TV, KAUZ-TV Wichita Falls, Tex.; KXTX-TV, KERA-TV, KTVT Dallas; KSWO-TV Lawton, Okla.
- Texas Telecable, 3027 Southeast Loop 323, Tyler, Tex. 75701, for Willis, Tex. (CAC-3978); KPRC-TV, KVRL, KUHT, KHTV, KTRK-TV, KHOU-TV Houston; KBTX-TV Bryan, Tex.
- Brunswick County Cable TV, 2661 Garfield Avenue, Silver Spring, Md. 20910, for Brunswick county, Va. (CAC-3989); WTVR-TV, WWBT, WCVF-TV, WCVW Richmond, Va.; WLEX-TV Petersburg, Va.; WYAH-TV Portsmouth, Va.
- V-R Corporation of Virginia, Box 430, Independence, Va. 24348, for Hillsville, Va. (CAC-3981); WFMV-TV Greensboro, N.C.; WHIS-TV Bluefield, W.Va.; WDBJ-TV, WSLV-TV, WFTV-TV, WBRA-TV, WYII-TV, WUNL-TV, Winston-Salem, N.C.; WCYB-TV Bristol, Va.; WJHL-TV Johnson City, Tenn.: WRET-TV Charlotte, N.C.
- Auburn Telecable Corp., Box 720, Norfolk, Va. 23501, for Lee county (CAC-3997), Auburn (CAC-3998) and Opelika (CAC-3999), all Alabama: Add WTGC Atlanta.
- The American Cablevision Co., 115 East McLeod, Ironwood, Mich. 49938, for Pence, Wis. (CAC-3969); CKPR Thunder Bay, Ont.; KDAL-TV, WDSF-TV, WDOJ-TV Duluth, Minn.; WKBD-TV

Detroit; WLUC-TV, WNPB Marquette, Mich.; WDSM-TV Superior, Wis.; WLWK-TV Green Bay, Wis.; WAEO-TV Rhinelander, Wis.

- Pine Bluffs Community Television System, Box 517, Pine Bluffs, Wyo. 82082, for Pine Bluffs, Wyo. (CAC-3960): Requests certification of existing CATV operations.

Final actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Flanery & Dings T.V. and Electronics, Prestonburg, Ky. (CAC-1579); Community Cable, Gold Beach, Ore. (CAC-1843); Sunray Cablecomm, Ulysses, Kan. (CAC-2133); Telesonic CATV, borough of Emletton, Pa. (CAC-3014); Cable TV of Chattanooga, Chattanooga, Fla. (CAC-3025); Appalachia Cable TV, Blountstown, Fla. (CAC-3026); Florida Cable T.V., Florida (CAC-3027); Samson Cable T.V. Co., Samson (CAC-3028), Hartford Cable T.V., Hartford (CAC-3029), all Alabama; Warner Cable of Cedar-town, unincorporated areas of Polk county, Ga. (CAC-3060); Long Island Cablevision Corp. of Southampton, Southampton (CAC-3081), Southampton Village (CAC-3082), East Quogue (CAC-3083), Quogue (CAC-3084), Hampton Bays (CAC-3085), Westhampton Beach (CAC-3088), village of Westhampton Beach (CAC-3089), village of Quogue (CAC-3090), Remsenburg (CAC-3091) and West Hampton (CAC-3092), all New York; Elizabeth City Video, Elizabeth City, N.C. (CAC-3201); Middle-town Trans-Video Corp., Middletown, Dela. (CAC-3330); Tele-Media Co. of Lake Erie, Van Wert, Ohio (CAC-3348); Palm Beach Cable Television Co., North Palm Beach (CAC-3355), Palm Beach Gardens (CAC-3356), Lake Park (CAC-3357), Palm Beach Shores (CAC-3358) and unincorporated areas of Palm Beach county (CAC-3363), all Florida; Hornell Television Service, Hornell (CAC-3401), Hornellsville (CAC-3402), Canisteo (CAC-3403) and North Hornell (CAC-3404), all New York; American Video of Lighthouse Point, Lighthouse Point, Fla. (CAC-3433); Telecable Communications Corp., Frederica, Dela. (CAC-3438); Owensboro-on-the-Air, Owensboro, Ky. (CAC-3457); Community TCI of Ohio, Martin's Ferry (CAC-3576), Yorkville (CAC-3577), Tiltonsville (CAC-3578), Rayland (CAC-3579), all Ohio, and Moundsville, W. Va. (CAC-3580); American Cablevision Co., Allouez township (CAC-3602), Copper City (CAC-3603) and Ahmeek (CAC-3604), all Michigan; Fox Cities Communications, Grand Chute, Wis. (CAC-3627); American Television and Communications Corp., Hartford, Ky. (CAC-3634); Capital Cablevision Systems, town of Guiderland (CAC-3669), Albany (CAC-3670), village of Menands (CAC-3671) and Watervliet (CAC-3672), all New York; Teleprompter of Jamestown, Kiantone (CAC-3673) and Busti township (CAC-3674), both New York; Arizona Cable TV, Superior, Ariz. (CAC-3696); Fremont Cable Television, Fremont, Calif. (CAC-3715); Peninsula Cable Television Corp., San Mateo, Calif. (CAC-3716); Nationwide Cablevision, Millbrae, Calif. (CAC-3717); Peninsula TV Power, Sunnyvale, Calif. (CAC-3721); Dearborn Cablevision, Batesville, Ind. (CAC-3727); LVO Cable of Northern Illinois, Algonquin (CAC-3728), Carpentersville (CAC-3729), Gary (CAC-3730), Crystal Lake (CAC-3731), East Dundee (CAC-3732), Fox River Grove (CAC-3733), Lake in the Hills (CAC-3734), Lakewood Village (CAC-3735) and West Dundee (CAC-3736), all Illinois; Clearview Cable, Surfside Beach (CAC-3738), Litchfield Beach (CAC-3739, CAC-3690), Pawleys Island (CAC-3740, CAC-3691), portions of Georgetown county (CAC-3742, CAC-3693) and portions of York county (CAC-3743, CAC-3694), all South Carolina; MBS Cable TV, Amsterdam (CAC-3744), Bergholtz (CAC-3745) and Salineville (CAC-3746), all Ohio; Communicable, Cane Canaveral (CAC-3747), Cocoa Beach (CAC-3748) and adjacent areas (CAC-3749), all Florida. Actions June 30.
- Sanford, Casselberry, Winter Springs, Fla.—FCC granted Seminole Cablevision certificates of compliance to carry nonnetwork programming of cable systems in Sanford, Casselberry, Winter Springs, for period of one year or until independent signal of WCIX-TV becomes available (CAC-2477-2479). Commission added condition that distant network signal WTVT Tampa, Fla., on its network and syndicated program exclusivity requirements be met. Action June 26.
- Warren, Mich.—FCC granted application by Warren Cable TV for certificate of compliance for proposed cable system at Warren, located in Detroit, Mich., major television market. Warren proposed to carry WJBK-TV, WWJ-TV, WXYZ-TV, WXON, WGPR, *WTVS Detroit; WKBF-TV Cleveland, Ohio; WUAB Lorain, Ohio; and CKLW Windsor, Ont. (CAC-3336). Action July 2.
- New York—FCC granted applications of Lackawanna Cablevision, Lackawanna, N.Y.; Bladell Cablevision, Bladell, N.Y.; Cheektowaga Cablevision, Cheektowaga, N.Y.; Hamburg Cablevision, Hamburg, N.Y.; West Seneca Cablevision, West Seneca, N.Y.; and Cheektowaga Cablevision, Sloan, N.Y., for certificates of compliance to add CBLT-TV and CFTO-TV Toronto to their systems (CAC-129-34). Systems are in Buffalo, N.Y., suburbs and operate from single headend at Lackawanna, carrying WKBW-TV, WBEN-TV, WGR-TV, *WNET-TV, WUTV Buffalo, as well as two requested Canadian stations. Action June 25.

Classified Advertising

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

RADIO

Help Wanted Management

Part ownership available in good Oklahoma small market station to a capable working manager. Family individual with small market experience. \$7,000.00 cash required. Send resume to box G-109, BROADCASTING.

Tired after 29 years as owner-manager N. Central only station market AM grossing 200M and rising yearly. Want to do news/sports only and let experienced/progressive manager control entire operation. Must be very good on sales. Stock or sale to right person. Box G-125, BROADCASTING.

Assistant general manager, prospering FM, M.O.R., vicinity Aurora, Illinois. Must be experienced in all phases of operations. Excellent growth opportunity. Send complete resume. Box G-139, BROADCASTING.

Southwest New Mexico—Beautiful music FM stereo station looking for a top-notch manager/salesperson. A great opportunity in a growing market. Guarantee: commission, company insurance, etc. Do not apply unless you have a proven track record and at least three years experience. Equal opportunity employer. Send complete resume to Dave Button, General Manager, KSVF AM/FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

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.

Help Wanted Sales

Top Phoenix radio station seeks young experienced broadcast sales executive. Management opportunity. Excellent company benefits. Draw plus commission. Replies confidential. Resume to Box G-74, BROADCASTING.

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.

FM salesperson-manager. WJTN (Western New York) will have opening August 1st for salesperson for FM Stereo operation WWSE. 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.

South Carolina's top contemporary station, WTMA in Charleston is seeking a dedicated, aggressive salesperson. An established account list is waiting if you have the ability. References will be checked. WTMA is an equal opportunity employer. Contact General Manager—John Trenton at 803-556-5660. No collect calls!

Small market station seeks experienced individual in local sales/news. Prefer person with multiple broadcast talent and years for challenge. Send resume, air check, and salary requirements to WWHC, Hartford City, IN 47348.

Vermont—the beckoning country. Present staff of eight sales people can't handle our account list. Excellent copy, research and production staff backs up sales. Top producers can earn top money. Please write: General Manager, WWSR, WWSR-FM, WSNO, WORK, Box 270, St. Albans, VT 05478.

If you have some sales experience and want a bigger opportunity, come to sunshine country. I have a position with excellent future for hard worker in small market Arizona. EOE. Jim Brady, 602-289-3364.

Salesperson. Experienced self-starter with management potential. Must have proven ability to deliver sales. Guarantee-Commission. Call collect 212-757-3275.

Help Wanted Announcers

New country-western station—full time, Eastern Pennsylvania, accepting applications now. Box G-143, BROADCASTING.

Learn sales, announcing experience preferred, hard worker, small town, east, no tapes. Box G-156, BROADCASTING.

\$80 per week base, sales-announcer, no tapes. Box G-157, BROADCASTING.

Morning personality with bright, family-type conversational humor. Must identify with local area immediately. Beautiful Colorado city close to lakes and skiing. Call Don Bittle 303-243-1230 or write KEXO, P.O. Box 1448, Grand Junction, CO 81501. EOE M/F. No collect calls please.

Experienced jock to start August 15. Network affiliate, MOR, mature sounding. Some fringes, good pay, pleasant community. KMCD, Fairfield, IA 52556.

Experienced Radio Announcer. AM-FM Stereo station. Room to grow in sales, news or programming. Blue Cross paid. Housing good for small family. Darrell Burns, Radio Station KRSN, Los Alamos, NM 87544.

Beautiful music station seeks stable, young announcer with pleasant, mature sounding voice. Rush tape, recent photo, resume and salary requirement today to Andy Anson, KWEN, 1502 So. Boulder, Tulsa, OK 74119.

Wake up announcer and sales-services position open. Contact manager—WCBK, 217 East Washington Street, Martinsville, IN 46151.

Growing company needs key people. Immediate need for experienced morning jock for adult contemporary and gold format. Must be sharp production and programmer for overall inside man. Extra for engineer. WCSM, Box 341, Celina, OH 45822.

Modern community FM needs volunteers. Beginners and dedicated invited to move to Memphis to participate. Station will assist in procuring gainful employment. WLYX, 200 N. Parkway, Memphis, TN 38112.

Entertainer, creative male or female for midday slot. Production and good board a must. 3rd phone. Rush tape, resume, and salary to WRMN, 181/2 Douglas Ave., Elgin, IL 60120.

Kentucky—Young individual with ideas and self starter MOR. Can sell what he produces. Also some play by play. Immediate opening. Call 606-248-5842.

Top rated small-medium rocker seeks personality with good pipes, production, stable. Benefits, big market sound in great area. Box 309, Waynesboro, PA 17268.

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

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.

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

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

First phone engineer-announcer. WAMD, Aberdeen, MD 21001.

Chief engineer, eastern Iowa, AM-FM Stereo,, strong transmitter and studio maintenance ability, salary negotiable. Contact Bill Mason at 319-583-6471.

Experienced engineer for AM and automated FM stereo. Maintenance experience on transmitter and studio equipment required. Salary open and benefits. Send resume to Robert Dailey, One South Parker, Janesville, WI 53545.

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.

Like news and small market radio? Resume only. Box G-158, BROADCASTING.

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.

Sports director position, Radio and Television and play-by-play. Some Jock work preferred. WELK Radio, Box 1294, Charlottesville, VA 22902.

AM-FM-News operation. Suburban NYC seeks broadcast journalist to start mid-August. Prefer experience but dedication more important. Send resume, writing sample, and tape to: Bill Schweizer, news director, WGNV/WFMN, P.O. Box 591, Newburgh, NY 12550; EOE.

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

Help Wanted Programing Production, Others

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.

Top news and commercial voice and delivery required, plus capability of advancing to news directorship or program directorship. Excellent pay and fringe benefits, plus opportunity to train for eventual management. Midwest, nonsuburban, but near major city. Send background info and references. Audition tape will be requested. Box G-136, BROADCASTING.

Creative commercial and program production individual with a good voice and first tickler. Will have potential for growth at flagship station of young, aggressive group. Send resume to Box G-151, BROADCASTING.

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, WNCT'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, WNCT, Greenville, NC Phone 919 758-2324.

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

General manager—heavy major market experience—selling my medium market station and anxious to get back to the big leagues. Available August 1. Prefer West Coast, but money talks. Box G-115, BROADCASTING.

Situations Wanted Management Continued

Experienced GM/SM, strong sales; programing knowledge; good background all phases of broadcasting. Desire association with stable, progressive organization. Box G-128, BROADCASTING.

Situations Wanted Sales

Salesman-announcer, first phone, single, middle age. Good all around radio man. Sales oriented. Will move into management. No tapes. Resume only. Box G-137, BROADCASTING.

Sports/salesman—5 years experience proven sales record. College basketball, pro-football pbp. Box G-165, BROADCASTING.

14 year veteran of all formats, anxious to sell for your medium market operation, will consider some announcing plus sales, want to re-locate before school starts in fall, will consider all areas, best references, available immediately, phone 717-248-3680.

Situations Wanted Announcers

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

Experienced radio personality desires weekend part-time within 150 miles of Cincinnati. Write Box F-194, BROADCASTING.

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

Adult, beautiful, EZ music. Major market background. Salary open for right permanent move in east. Now employed. Mature voice. Third endorsed. Industry references. Resume, tape. Box G-102, BROADCASTING.

All formats, endorsed third, three years experience, some college, speech, acting, writing background, talented, good voice. Box G-118, BROADCASTING.

I love: "modern country," long air shifts, large play-lists. Experienced music director, air personality. Third; creative; co-operative. Box G-122, BROADCASTING.

MOR, top-40 rock D.J. Recent broadcasting school graduate. Wants to learn news and sales. Will relocate. Box G-123, BROADCASTING.

First class license. First class experience. Programming, production, talk, news, farm, sports. Good knowledge all types of music. Some studio and transmitter engineering. Mature, personable. Looking for permanent position, medium market: west, southwest, midwest. Box G-126, BROADCASTING.

Creative air personality, BA, Third, Specialist in Production, 4 yrs. college air, 2 yrs. PD, 1 yr. commercial. Desires top 40 or MOR. Tape and resume upon request. Box G-129, BROADCASTING.

Beginner, looking for first break, tight board, good news and commercial, willing to go anywhere, now. Box G-131, BROADCASTING.

Announcer, music director, BA. Four years experience, seeks Northwest US MOR Station. Wish top, experienced PD from which to learn. Professional, creative atmosphere a must. Box G-155, BROADCASTING.

Northwest Ohio small market announcer looking for advancement. Seven years experience, five at present job. Degree. Family, stable. Box G-159, BROADCASTING.

PD, MD, and morning man on 50,000 watt top 40 and country giants. You need a seasoned pro, I need his money. Box G-163, BROADCASTING.

If you're looking for a 1st phone with get up & go. Seek no further, I'm your man. Ready to go—Box G-166, BROADCASTING.

Third endorsed. Experienced in major market. Tight board, good production. Any format, all shifts. College grad., good reader. Prefer midwest. Call 313-293-4172 or write Ken Bator, 31292 Schoenherr, Warren, MI 48093.

Born & raised in Calif., anxious to come home! 5 years exp. M.D. and/or P.D. in southeast. 28, married, good voice. Presently morning man/M.D. in 4-station market. Will consider swing or all night, C&W or MOR, in San Diego, L.A. or in between. Call 404-366-4252, Atlanta, for tape & resume.

5 Yrs. T40/MOR. First phone, dlg graveyards (maintenance experience). New York, adjacent states. Bernie Bacon 603-924-3834.

Situations Wanted Announcers Continued

If you have an important slot to fill, please consider my 14 years experience. I'm conversational & warm with background in major & medium markets. Call 614-264-2532. Will consider small market PD or manager.

Multi-talented black radio personality looking for break in AM/FM. Soul, R&B, Rock, Top Forty or Jazz Format. Creative, versatile, good voice. College grad. 3rd endorsed, able to move and with your help moving. Write D. Spencer, 161 N. Arlington Avenue, Apt. 17, East Orange NJ.

Experienced personality, currently rocking, desires better opportunity. Good voice, creative, humorous, dependable, and first phone. Rocker, top 40, contemporary, 605-224-8971.

One year experience in top 40. Good copy, production, news. Three months as P.D. College grad. Available now. Call 215-884-7044, ask for Ted or write 607 Laverock Rd., Glenside, PA 19038.

Christian D.J., experienced, enthusiastic. Jim Clark, 1941 S. Ninth St., Anaheim, CA 92802.

Looking for a good, hard working contemporary jock? I am looking for a job in a market over 50 thousand. Two years in radio. Will go anywhere. Not looking for a short term position. Steve Sandahl, 7120 Garfield So. Minneapolis, MN 55423, or 612-866-7332.

Young, creative DJ-announcer with 3rd endorsed and some experience seeks small market station with contemp. or C&W music. Harold Maas, 15309 Maddelein, Detroit, MI 48205, 313-839-5877.

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.

Situations Wanted Technical

Engineer looking for chief position. Experience includes AM, FM, Stereo, SCA. STL and construction. Box G-153, BROADCASTING.

Situations Wanted News

News department plodding along? Here's one newsman who doesn't horse around. Available for medium market director, major field work, Alaska, Canada considered. Box G-101, BROADCASTING.

News and/or sports, 5 years experience. Prefer western United States. Box G-104, BROADCASTING.

Experienced, creative news director, 25. Expert in national, international politics, BA, MA. Exciting, innovative news concept, unique delivery that communicates. Incisive, intelligent analysis. Please write only if you want a reputation for professionalism, community concern, and #1 ratings. Box G-117, BROADCASTING.

News director, major-medium market. Highly experienced, take charge professional seeks stable position. Can produce award winning results. First ticket, will relocate. Box G-119, BROADCASTING.

Second best—top runner-up for recent major league pbp job. Ability is there. Now doing prep., small college pbp. Looking to increase sports pbp with university. Degree, experience. Hard worker. Box G-121, BROADCASTING.

Two years radio, three years TV news production, first phone, college degree. Seeking opportunity with radio news team. Box G-127, BROADCASTING.

Looking for a sportscaster? I'm doing news and sports in radio and CATV. Want fulltime sports. Experienced PBP, basketball, football, and baseball. Box G-138, BROADCASTING.

No nonsense, mature professional, 12 years experience, can write, report, edit, announce. Six years present position, AS degree, early 30s. Want position in established news dept. All replies considered. Box G-152, BROADCASTING.

Veteran newsmen seeks change. 10 years news director, creative, personal, young, single, ambitious. Experienced in all broadcasting. Excellent voice. Box G-167, BROADCASTING.

News Director, Major-Medium Market. No gimmicks, secret sounds or awareness causes. Just 20 years of solid journalism/programming experience. Consider Telephone Talkshow. Box G-171, BROADCASTING.

Looking for stable station or group. I have a first phone with 5 years experience on-air, news, sports, PBP, and one year sales manager exp. 26, wants to relocate. Looking for news-sports-announcer position. Min. \$800 please. Tom Maupin, 1927 9th St., N.W., Minot, ND 58701.

Situations Wanted News Continued

All sports, play by play. Tapes available. Contact Marty Burns, 710 9th St., S.E., Washington, DC 20003. Phone 202-543-0735.

Excellent reporter, writer, editor. J-School graduate with some experience. Sports-oriented, 46, married. Southern California preferred. 213-831-3090.

Profitable Public Affairs! Paul Young: Four years media researcher/writer/consultant/news/PA formatting. Authored two books. Major market background. First PA program produced 1968 aired twenty markets. Raised in L.A. newsroom. Majored English, minored Psychology, UCLA. Requirements? Opportunity to build quality, localized, realistic, people-oriented PA; news; to make station more vital communicative tool and garner/maintain increased ratings; sales volume. I'm affordable! Box 1642, Studio City, CA 91604. 1-213-766-7421.

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 Programming, Production, Others

Sports and News—Producer/director. Experienced with network and local operations. Seeking a new challenge with a future. Willing to travel or relocate. Extremely heavy radio background. Best of references. Salary open. Box G-11, BROADCASTING.

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

Production director, young, bright, hard worker, 6 years' experience in radio, former jock still hold 1st phone. Ass't chief engineer. Degree from Syracuse Univ. in radio and TV with concentration in production. Married, salary open, will relocate. Box G-105, BROADCASTING.

Contemporary program director with four years experience and first phone. Currently at suburban station with numbers in a major market. Prefer southeast or eastern medium market. Salary \$190-200 weekly. Box G-106, BROADCASTING.

20 year MOR PD—Play by play professional builder of local news and talk show ratings. I do it all and with class. Also cable TV. Box G-124, BROADCASTING.

Program director for contemporary station in any size market. Four years experience in small, and medium markets. First phone, married, salary negotiable around \$190 weekly. Prefer eastern or south-eastern states. Box G-140, BROADCASTING.

Christian Broadcaster. 5 years present station. Operations manager, personality, production automation, technical, 1st phone, young, family. Christian, classical or adult FM preferred. 503-258-8605.

TELEVISION

Help Wanted Management

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.

Help Wanted Announcers

Host for daytime show aimed at rural and small town viewers. Knack for interviewing, appreciating, mingling with plain everyday people and programming to their interests. Box G-168, BROADCASTING.

Help Wanted Technical

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

Immediate opening—1st phone with technical training, prefer some experience. Excellent opportunity for advancement and experience in all phases of commercial UHF operation. WVIR-TV, Box 751, Charlottesville, VA 22901. 804-977-7082.

Help Wanted Technical Continued

Experienced UHF transmitter and microwave maintenance technician. Must be self-reliant, considerable in-state travel with network vehicle. Good working conditions, and excellent fringe benefits. Send complete resume to Director of Engineering, New Hampshire Network, Box Z, Durham, NH 03824. An equal opportunity affirmative action employer.

Engineer for extensive CCTV system and Ed. FM station at St. Louis Jr. College. Need person oriented to maintenance and production. 1st phone 2 yrs. training and or experience. Salary: \$11,400-\$18,700. Send resume to Mr. Herbert Niemeyer, Florissant Valley Community College, 3400 Nemeshall Road, Ferguson, MO.

Transmitter Technician immediate opening, excellent working conditions and fringe benefits. 1st class required, experience preferred, others considered. Send complete resume to Director of Engineering, New Hampshire Network Box Z, Durham, NH 03824. An equal opportunity affirmative action employer.

Help Wanted News

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.

Top-rated network affiliate in medium size midwest market seeks strong, authoritative individual to anchor 6 p.m. and 10 p.m. television news segments. Must have anchor experience and be an effective writer. Salary open. Send resume, photo and audio tape to News Director, WSBT-TV, 300 S. Jefferson, South Bend, IN 46635.

Help Wanted Programing, Production, Others

PI Manager—southeast PBS station. Individual needs minimum two years experience in copywriting, layout, publicity and development, PR and management. Send resume with salary requirement. Box G-144, BROADCASTING.

WBBH-TV, Fort Myers, Florida, has an opening for an innovative commercial cinematographer. We're proud of our reputation as a good film production station and want to maintain this position. The work is fast-paced, with plenty of challenge. Southwest Florida's climate insures excellent year-round outdoor shooting conditions. Please send a resume and demo tape of your recent production to Tina Halsted or Howard Hoffman, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. We are an equal opportunity employer.

Production Manager—Florida PTV. Prefer minimum 5 years television experience. Strong background desirable in directing, remotes and ITV/PTV production. Be able to supervise 8-10 person department. Starting salary range \$10,000-\$12,000. Equal Opportunity Employer. Contact: Stephen M. Steck, General Manager, WMFE-TV, 2908 West Oakridge Rd., Orlando, FL 32809, 305-855-3691.

Producer-Director—Florida PTV. Prefer minimum 2 years live/tape directing experience. Strong background desirable in lighting, set design, switching, remotes and ITV/PTV production. Resume with references and sampler tape required. Starting salary range \$7,500-\$9,000. Equal Opportunity Employer. Contact: Gary Yeomans, WMFE-TV, 2908 West Oakridge Rd., Orlando, FL 32809, 305-855-3691.

RTV Faculty—Instructor in radio-television. Ability to teach TV directing, seminar in broadcasting, broadcast advertising preferred, other combinations perhaps acceptable. Master's or Ph.D. Send resume to Chairman, Division of Radio-Television, Arkansas State University, Box 48, State University (Jonesboro) AR 72467. Equal Opportunity Employer.

Television script writer—experienced required; must have strong background for factual accuracy and a lively imagination; to begin full-time work immediately on consumer affairs program for PBS affiliate. Send resume with credits and writing samples to Richard George, Maryland Center for Public Broadcasting, Bonita Ave., Owings Mills, MD 21117.

Situations Wanted Management

Chance of a lifetime to hire extremely effective Broadcast Manager. Strong in News, Programming and Film Buying. Top references. Box G-120, BROADCASTING.

Situations Wanted Announcers

Major Market D.J., good background in programming, looking for major or medium market contemporary MOR or personality top 40 with television affiliate that would allow some on camera work. Box G-141, BROADCASTING.

Experienced announcer, 29, background in radio and South Florida TV. Have done voiceovers and operated cameras and VTR equipment. Box G-146, BROADCASTING.

Versatile, experienced announcer, weatherman, with some news & sports. Available now. Mike Shrigley, 313-694-5864, afternoons.

Situations Wanted Technical

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

Responsible position, twenty years broadcast engineering, seven network, three chief; technical school graduate, details first letter please. Box G-100, BROADCASTING.

Situations Wanted News

Weather-caster, announcer. Top ten background. Excellent appearance. Salary open for solid, growing station. Top industry references. Will wear other hats on staff. Box G-103, BROADCASTING.

Three years TV switching, directing, producing—two years radio, first phone, college degree, responsible, seeking new opportunity in TV news. Box G-116, BROADCASTING.

Weatherman with strong background in meteorology and professional delivery seeks station that wants more than an average weather show. Box G-142, BROADCASTING.

Black woman, 22, receiving journalism M.A. in July, currently reporter for middle-market network affiliate, seeks relocation after graduation. Box G-161, BROADCASTING.

Weatherman and commercial announcer. Age 33. Eleven years experience. Now employed in top 30 market. BA degree. Prefer large market. Box G-162, BROADCASTING.

Major market broadcast journalist seeks major market position. After 16 years I'm still growing. If you demand professionalism and your aim is quality in television, we should talk about what I can contribute. 814-642-7513 or Box G-164, BROADCASTING.

Award-winning reporter to make or keep your news #1. Proof: 7 yrs. distinguished journalism experience. Charles Baireuther, 502 N. Davis Rd. #6, Palm Springs, FL 33460. 305-967-5657.

Radio-TV newsmen; group experience. Reporter, writer, photographer, airman. Available mid-August. Ted Wolfe, 703-289-5425 or 304-595-3970.

Newswoman, experienced in writing, reporting and film. For VTR and resume call: 915-581-3917, mornings.

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

Experienced major market director with national credits seeks greater production opportunity—free lance or full time—video or film. Box G-61, 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.

Asst. to the (line) producer, experienced network/local/independent. NY or LA only. Box G-149, BROADCASTING.

Degree and experience. Indiana University grad. seeks production position. Directing experience including live, tape, remotes. Network production credit. Currently in engineering at top-15 midwest station. Jay Meisenhelder, 703 W. Gourley Pike, #123, Bloomington, IN 47406, 812-339-0929.

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, inch tape equipment and color cameras. 1st Class FCC license. Send resume: Huntington TV Cable Corporation, 10 Stepar Place, Huntington Station, NY.

CATV Chief Technician, willing and able to work long hours for good wages in nation's fastest growing county. Must have knowledge of system design, layout, maintenance and construction. Drafting and permit experience preferable. Must have thorough knowledge of head end gear and ability to perform FCC proof measurements. First phone license or equivalent knowledge required. Contact Walter Welch, Vice President-Manager, South Florida Cable TV, Bonita Springs, FL. 813-463-6145.

WANTED TO BUY EQUIPMENT

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

Midwest production house has a need for a broadcast quality Film Island color camera in good to excellent condition. A TP-7 slide projector, 16mm. telecine film projector, 35mm. telecine capable film projector, and broadcast quality multiplexer are also needed. Equipment desired should have had good technical care. No junk or cctv equipment please. Send details of your equipment, prices, and date it's available to Box G-130, BROADCASTING.

3 Color Studio camera chains, recent models, must be in top operating condition. Box G-169, BROADCASTING.

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

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Irburde St., Laredo, TX 78040.

FOR SALE EQUIPMENT

2 Marconi Mark 7 broadcast color cameras 10-1 zoom lenses, excellent condition. \$8,000 each. Box G-133, BROADCASTING.

Used GE Transmitter Package. Ch. 6. Consisting of 4TF3A1 35 kw amplifier with PY32B V.S.B. filter; 4TT40A3 5 kw driver; (2) Andrew 6740 3/8" Coax switches; spare water pumps for 4TF3A1 transmitter, and many spares for both transmitters. Box G-148, BROADCASTING.

Consoles: Sparta A-208, McMartin B-501, Tape: Ampex AG600B, Tapecaster 700RP, 700P, Spotmaster 405A, On-air lights, cart racks. 214-824-7646 or Box G-170, BROADCASTING.

IGM 500 Automation, auto logging, Network Switcher, time announcer, remote control, revox, carts. Cost \$37,000. Used 18 months. Best offer over \$15,000. Call Borgen KFIL, Preston, MN 55901, 507-765-3856.

Schafer 902 Automation Control Unit; (3) Ampex AG-445-2 Stereo Playbacks; (2) ITC SP-0004R Stereo, Cartridge Playbacks; (3) Racks. \$9,600 or by individual pieces. Call Mitch Hastings, WBCN, 617-542-1800.

For Sale Equipment Continued

Two Dynamic Presence Equalizers, CBS Labs Model 450, Serial #184 & 241. \$150 each or \$250 for both. In good condition, recently taken out of service. Contact Curt Pierce, WEAW, Evanston, IL 60202, 312-869-8900.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Old Records!!! You've heard nostalgia. Now Super Nostalgia. Approximately 2,000 MOR oldies. Format change: In comes new music; out goes the old. Fair to mint condition. Entire lot only. Call Gerry for inspection, 312-346-5411, Chicago, IL.

4 Solid State Carousels: 2 Model 248 Stereo Sequential; 2 Model 252RS Random Select Stereo. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

New Trompeter Video Jacks J-3 RCA type \$2.50; Video Rec.—Play heads IVC 800 \$75.00. RCA MI-40790AZ Low Band Head Assembly \$275. Ampex 350-2 two track recorder \$950. Norman Gillaspie, Box 2124, Monterey, CA 93940, 1-408-375-7424.

For Sale—Used 200 foot self supporting tower. Heavy gauge steel. No lighting. Dismantled. Ready for shipping. Best offer. Call or write: 120 S. Washington, Constantine, MI 49042, 616-435-7989.

Gates 1 KW stereo transmitter, Gates 4 Bay Antenna, Gates 10 watt exciter with M6146 stereo generator, Sta-Level, 75' Andrew 15% Air Heliast 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 Twining, Dallas, TX 75227.

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

MISCELLANEOUS

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.

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

Non-profit organization seeking AM broadcasting equipment for educational radio station in Colombia, South America. Joseph Sheppard, 43740 Citrus View Drive, Hemet, CA 92343, 714-927-1923.

INSTRUCTION

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

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed re-sit! 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.

Instruction Continued

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.

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, 1060D Duncan, Manhattan Beach, CA 90266 Telephone 213-379-4461.

RADIO

Help Wanted Sales

SOUTHEASTERN REGIONAL SALES MANAGER

The fastest-growing firm in the Nation providing minicomputer-based paperwork systems for broadcasting and related industry is ready to add a fourth Regional Sales Manager to the staff.

Based in a central Southeastern city, probably Atlanta, the person selected will travel extensively an average of three or four days per week. Responsibility will include sales representation in an exclusive territory. Compensation comprises a guaranteed draw against commissions, plus reimbursement of travel expenses. Our present people in this job enjoy growing, substantial five-figure incomes.

Candidates, preferably, will be college graduates with a background in broadcasting and substantial knowledge of traffic, accounting, and other operations functions; they will be at ease dealing with top management of large groups and small stations; and they will be experienced in the use of sales skills or able to learn them quickly.

After a thorough, salaried, training program, the PAPERWORK SYSTEMS INC., P. O. Box 38, 2000 "A" Street, Bellingham, WA. 98225

Help Wanted News

WAVZ, New Haven needs a newperson. If you can find it first and report it best, rush tape and resume to Anne Avery, 152 Temple St., New Haven, 06510.

Kops-Monahan Communications
E O E

Situations Wanted Sales

LOOKING — TV

Excellent reputation as one of top salesmen at major rep in NYC for 12 years. Looking for Gen/Nat'l/Local sales position in medium sized mkt—quality operation. Best agency & station ref available.

Box G-35, BROADCASTING

Aggressive personality with a good background in radio and TV production interested in a career in sales. Want to locate in the Southeast with an organization that has a future for me. Tim Dalstrom, 1603 Woodland Street, Decatur, Alabama, 35601. (205) 353-3782. All replies confidential.

Situations Wanted Announcers

A versatile, negotiable first phone pro with Top 10 market experience seeks a new challenge and new learning opportunities working with other professionals dedicated to radio. A resume, picture, and aircheck are available at

Box G-134, BROADCASTING

MR. MUSIC. Director, program dir., sports dir., I'm tired of directing already! Give me a chance to concentrate on a first class, entertaining show for you. Univ. grad. with 6 yrs. solid experience MOR Contemp Formats. Versatile, warm, humorous, topical—total believability. No subpoena necessary, will gladly supply tape, resume, color photo with no expletives or anatomical parts deleted. Major markets.

Box G-145, BROADCASTING

Situations Wanted News

NEWS DIRECTOR

RADIO OR TV. Administrator. Air shift. Award winner. Excellent background. 25 Media years; 16 in present market. Heavy on writing, high morale, long hours. News is my way of life.

Box G-132, BROADCASTING

Situations Wanted News

Aggressive, creative news director, Full-time local news with small staff. Community oriented learning broadcast journalism from beat to board. Over four years with several awards. Recently saw greener pastures outside broadcasting. Sincerely miss radio, especially news. Seek medium market-up position with both inside and outside responsibilities. Prefer southeast location, growth opportunity with solid station dedicated to local news in professional environment. Capable of bringing strong local news operation on line. Let's talk—listen and discuss my achievements and potential for your station. Reply

Box G-135, BROADCASTING

Situations Wanted Programing, Production, Others

MANAGERS AND OWNERS: Do you have trouble getting women? Are spending more than your FM returns? Does your programmer give you the ratings like a sales manager? Plug into Reality.

Summon: Dwight Douglas (412) 823-0455.

TELEVISION

Help Wanted Management

VICE PRESIDENT/GENERAL MANAGER

Desirable Southeastern top 50 market. Once in a lifetime opportunity to move into the top spot without previous GM experience. We want nothing less than exceptional administrative performance. This executive can now be in programming, promotion, news, sales or financial management. Send detailed resume with salary requirements to President:

Box G-147, BROADCASTING
All responses confidential.

Regional Salesmanager Broadcast Equipment

We are expanding our sales offices and need TV equipment salespeople for the East coast and Midwest offices.

Applicants must have an operational and technical understanding of Production switching techniques.

We will give thorough training.

Salary plus commission.

Contact: B. Presti
Sarkes Tarzian, Inc.
Broadcast Equipment Div.
Bloomington, IN 47401

Help Wanted Technical

TV FIELD ENGINEERS

Our Service Department is seeking well-trained and experienced TV Field Engineers. Experience should be in trouble shooting and maintaining UHF and VHF TV transmitters. Extensive travel is required. Expenses paid by company.

Salary commensurate with experience, comprehensive benefits including hospitalization, life insurance, plus paid relocation expenses. Please send resume and salary history in confidence to:

Tom Bedford, Employment Supervisor

HARRIS CORPORATION Gates Broadcast Equipment Division
123 Hampshire Street, Quincy, Illinois 62301
an equal opportunity employer m/f

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

Help Wanted News

Chattanooga, TN Anchor Person
We are searching for a strong anchorperson who will maintain a continuity of excellence in our news presentations. The person we hire will possess a complete knowledge of television news plus the added ability to succeed in Tennessee's most competitive news market. If you have these qualifications we'd like to hear from you. Contact: Reeve Owen, WTVC Television, Box 1150, Chattanooga, TN 37401.

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

ASSIGNMENT EDITOR/PRODUCER

Military PIO, still bored, wants to return to demanding news operation . . . 29 . . . aggressive . . . Top 20 TV market news experience . . . AB/MA Broadcast Journalism/Film. Available anytime . . . resume . . . references.

Box G-150, 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.

You belong in

Broadcasting
The newsworld of broadcasting and allied arts

Help Wanted Sales

2 Key Sales Positions In TV Broadcast Equipment

Gates Radio, a leading producer of TV and Radio Broadcast Equipment, offers career opportunities to professionals who are ready to assume responsibilities in these areas:

MANAGER/HEADQUARTERS SALES

This position involves working for our Sales Support and Headquarters Management. You will support field salesmen as well as manage the sales support personnel in the Quincy Office. You must have a record of strong sales experience with good technical background in TV equipment. An applicable degree preferred and up to 10 years experience including TV station experience and direct TV broadcast equipment sales with some management responsibility preferred.

TV RF SALES SPECIALIST

This position, headquartered in Quincy, requires technical sales support in TV RF products and their application to TV broadcasting. You must be qualified in TV station engineering or broadcast manufacturing with RF products and some sales experience needed.

Salaries commensurate with experience, full company benefits, including hospitalization & life insurance, plus paid relocation expenses. Send resume and salary history in confidence to:

TOM BEDFORD, Employment Supervisor

HARRIS CORPORATION Gates Broadcast Equipment Division
123 Hampshire Street, Quincy, Illinois 62301
an equal opportunity employer m/f

Miscellaneous

AMPEX AVR-1

2 years old.

Less than 400 hours operation.

Spare new Mark XX head.

Principals only inquire to:

Applied Video Electronics, Inc.

Post Office Box 25

Brunswick, OH 44212

Employment Services

LOOKING FOR A CAREER IN BROADCASTING?
Then Subscribe To



Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for Radio, TV PD's, DJ's, News, Sales and Engineers.

\$5.00 per month (4 issues); \$12.00 3 months (12 issues); \$30.00 12 months (50 issues). Remit Cash With Order, Please.

For Sale Stations

FOR SALE 25,000 SUBSCRIBER CATV MSO

Asking 8.5 x cash flow. Cash offers only considered. Prospectus available to qualified purchasers.

Box F-193, BROADCASTING

50 KW AM and 100 KW FM
in top 10 market. Will sell
separately or together. Principals only.

Box F-146, BROADCASTING

FOR SALE: Profitable full time north Alabama radio station. Located in fast growing industrial city. No brokers please. Has excellent equipment & real estate. Owner wishes to retire.

Box G-154, BROADCASTING

FULL TIME AMs

SOUTH DAKOTA. Small, friendly market. Profitable. Not a gold mine but offers security as your "first station", or for retirement. Real bargain at \$70,000. Flexible terms.

WYOMING. Busy, small market with excellent potential. Clean facility. Showing nice profit. FM channel allocated. Includes 4 acres at transmitter site. \$105,000 cash.

MOUNTAIN STATES MEDIA BROKERS
Box 99, Broomfield, Colorado 80020
(303) 466-3851

For Sale Stations Continued

New England

Radio Stations for sale AM & FM

Only financially qualified buyers.

Save time. State price range.

Harold H. Segal, Broadcast Brokers

495 Walnut St.,

Newtonville, Mass. 02160

617-527-3740

617-332-8725

Specialists in
New England Radio only.

For Sale Stations Continued

MW small profitable	\$270M terms
NE small FM	175M 29%
SW metro daytime	150M 29%
SE metro daytime	315M terms



Atlanta—Chicago—Detroit—Dallas

Please Write: 5 Dunwoody Park,
Atlanta, Georgia 30341

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

BROADCASTING'S CLASSIFIED RATES

August 1, 1974

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

"An ad we placed in BROADCASTING really paid off. We were swamped with applicants for a news position and finally chose a BROADCASTING applicant after having a pleasant selection from whom to choose."

For Fast Action Use

BROADCASTING'S
Classified Advertising

FM. Profitable. Mid-western city of 13,000. Price \$225,000.00 on terms. Real estate included.

AM day-timer in Mid-western city of 40,000 population. Average monthly gross \$13,000.00. \$200,000.00 down payment on total price of \$300,000.00.

RICHARD A.
SHAHEEN, INC.

Media Brokers

435 N. Michigan Avenue
Chicago, Illinois 60611
312 - 467-0040

5 KW DAYTIMER

Near major market. Accounts receivable and transmitter real estate included. Class 'A' FM channel available. Excellent coverage. Transmitter 6 years old. Price: \$148,000, \$40,000 down, liberal terms to qualified buyer. Contact Jim Moore.

George MOORE
& ASSOCIATES

6116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

PRIME PLUS

That's our interest. Our interest in serving you with a unique and creative approach to your selling or buying needs. Call us. You'll get the kind of attention and service you've been seeking from a media broker. We're busy, but never too busy to serve your personal needs. That's why we're America's fastest-growing media brokerage firm. (This is where the action is!)



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to the
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THE KEITH W. HORTON COMPANY, INC.
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P.O. Box 948 • (607) 733-7138



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BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

Profile

Sev Severino: from coaching football to coaching ABC's KABC-TV Los Angeles

"Sev" Severino has moved 12 times in the 14 years he has been in the broadcasting business. Not a good reference if you're a father checking out a prospective son-in-law perhaps, but definitely an asset as a traveling salesman. Mr. Severino was a salesman and he's still wed to the college sweetheart he married 14 years ago. But, he's in a business where the more people move around inside one company, the more they are considered on the road up. And that he is. Only recently he was named vice president and general manager of ABC-owned KABC-TV Los Angeles.

Consider. An ABC spot salesman in New York, then Chicago, then New York again. An ABC station sales executive in Chicago, then Detroit. A management executive in Chicago, and now in Los Angeles where he succeeded Don Curran, now president of Kaiser Broadcasting Co.

That's a pretty good history for the 37-year-old son of an Italian immigrant, who went to college on an athletic scholarship and who claims he got into broadcasting because one of the owners of WCSH-TV Portland, Me., was part-owner of the Portland Sea Hawks of the Atlantic Coast Pro Football League, a team that needed a coach. Mr. Severino agreed to wear two hats: one as a salesman on the TV station's staff and one as coach of the Sea Hawks. Mr. Severino had played tackle on the football team at the University of Connecticut and had coached the freshman team there during two years that he attended graduate school.

He was not just another jock, however. He was on the dean's list during his undergraduate days, and at graduation he won an award for having the highest average grades in his four years of college.

Today, his hair is thinning slightly and his frame is slimmed down considerably from his football days. And he confesses almost shyly that he doesn't watch football too much, although of course he's glued to the set for the big games. But, he insists—almost boasts in fact—that he's a great TV watcher. Naturally, it's line-of-duty, but his fascination with the tube is worth itemizing: At rising he clicks on a small portable while he's shaving and dressing. When he moves to the breakfast room another set comes to life. In fact, he has seven scattered throughout his house. En route to the office, his car radio is tuned to the audio channel of his station. At the office, there are four TV sets in a row displayed in front of his desk, three black-and-white, and one in color.

This indicates a man who is pretty



John Clement Severino—vice president-general manager, KABC-TV Los Angeles; b. Nov. 29, 1936, Hamden, Conn.; BA, economics and business administration, University of Connecticut, 1959; two years graduate school of business, 1959-61 (coached freshman football team at same time); sold insurance in Boston area, then salesman, WCSH-TV Portland, Me., 1962-63 (also coached Portland Sea Hawks of Atlantic Coast Professional Football League); salesman, WBZ(AM) Boston, 1963-64; local salesman, WABC-TV New York, 1965; account executive, ABC TV Spot Sales, New York-Chicago-New York, 1966-68; sales manager, WBKB(TV) (now WLS-TV) Chicago, 1968-69; general sales manager, WXYZ-TV Detroit, 1969-70; vice president-general manager, WLS-TV Chicago, 1970-74; vice president-general manager, KABC-TV Los Angeles, 1974-; m. Sally Anne Ingalls, Aug. 24, 1960; two children: John Mark, 10, and David 7.

wrapped up in his work. That's a correct assumption, but there's an extra element that makes Mr. Severino different from the ordinary businessman. As capable and tough as he is in business (and those adjectives are his colleagues'), he has an indefinable touch that wins not only the loyalty but the hearts of his staff. Those who have worked with him fairly gush in their admiration for his warmth and empathy.

When Mr. Severino took over WLS-TV Chicago in 1970, he inherited a station that had climbed to number-two position in that market under the baton of Richard A. O'Leary, now president of ABC-Owned Television Stations division of ABC Television. It is to Mr. Severino's credit that he did not just coast along on that momentum, but actually moved the station into the number-one slot in some periods, according to knowledgeable Chicagoans who are familiar with the broad-

cast situation in that major market—unique in having three network-owned TV stations competing with one another, plus an outstanding independent, WGN-TV.

Of course it wasn't simple. Mr. Severino didn't just follow a master plan. He had to face his own problems. One of these was ascertainment procedures for license renewal applications that at that time had become more and more important. Exhibiting what is probably a fundamental element in his character, Mr. Severino did not find it onerous, as so many other broadcasters maintain. In fact, Mr. Severino finds good in the ascertainment process. "What it does," he says, "is give the people at the station knowledge of what the people in the community want." And, he adds, "You'd be a darned fool not to give the people what they want because it's going to come back in ratings."

He tells of the time WLS-TV put on a program that described what apartment dwellers should do to protect their homes from being burgled—an appropriate subject at that time because Chicagoans living in North Shore high rises were being burglarized constantly. The program was aired in the time period normally devoted to the Chicago Bears football game, blacked out that particular day because they were playing at home. That protection program, Mr. Severino comments, got a higher rating than the average Bears games had been getting. Of course, he smilingly admits, it was heavily promoted too.

This attitude that you get back what you put into your community is primary Severino. "For too many years," he observed recently, "most broadcasters felt they have had a license to make sizable profits. Now they have learned they have to put something back into the community. But there are benefits to be derived."

Mr. Severino has a theory that television is approaching a period where people are changing from watching a station to watching a particular program. This, he notes, occurred in radio, and thus becomes another reason for giving the public something it can relate to. What TV can do, he points out, is to provide more local live programs, especially those related to news and community affairs.

It was a quick jump from Portland to a position where he has to consider daily his theories about local television. Perhaps it's his Italian heritage and perhaps it's his humor that led to the rapid rise.

One of his favorite stories is of his 72-year-old father, who learned that this eldest son of his was making less financially in management posts than he had been as a salesman. "I think," the elder Mr. Severino said paternally, "you can't afford to be promoted too many times."

Editorials

Off limits

The appellate court's order to the FCC to postpone the imposition of changes in the prime-time access rule has stimulated the market for syndicated programming, as is recounted elsewhere in this issue. The court's decision may, however, have laid the groundwork for less salutary developments.

The FCC has announced an intention to revive a policy of issuing waivers for programs it thinks have special merit. Unless its new policy differs radically from its actions of the past, the agency will once again be venturing into program judgments of the kind that found *Animal World* worthy of waiver but not *Hogan's Heroes*. The mere consideration of such a retrogression bespeaks a continuing bureaucratic itch to get into program control, no matter who happens to be sitting on the commission.

It may be recalled that in issuing its access modifications last January, the commission professed an interest in eliminating waivers. In the same document, however, it included permanent exemptions for a half-hour a week of "good" network programming, defined as documentaries, public affairs or children's specials, and for certain categories of sports.

This publication believes that the FCC should never have gotten into an access rule in the first place. But having meddled with schedules and content for more than four years, the agency may be in too deeply to get all the way out. It should, however, get out of content altogether and as far out of scheduling as it can.

As was suggested here during an earlier reconsideration of access, if there is to be a limit on the time the government will permit an affiliate to fill with network programming, let the limit be set for one and all and without reference to the nature of the programming to be carried. The minute the FCC makes exceptions for this kind of program or that, it puts itself in the program vice president's chair. The First Amendment denies government that occupancy.

The new, whole FCC

The FCC begins its "new season" after Labor Day with its full quota of seven commissioners, a record-breaking budget of about \$47 million for the fiscal year that began July 1, and — as always — an unequaled backlog of weighty problems.

One can only speculate as to how the two brand-new commissioners — Republican Abbott M. Washburn, 59, and Democrat Professor Glen O. Robinson, 38 — will perform. The third nominee sworn in last Wednesday just happens to be the FCC's dean — Robert E. Lee.

If past is prologue it isn't difficult to assess the probable postures of two of the three sworn in last week. Mr. Lee's philosophy is an open book. He hasn't allowed partisan politics to blight his judgments. He believes licensees are honest until they prove themselves otherwise. And he loves UHF operators, mainly because they have had to make it the hard way.

With both a business (General Mills) and a government (deputy director, USIA) background, Mr. Washburn has an expert's knowledge of the international communications so vital in FCC's future. He should prove an asset from the start.

Professor Robinson, bright, young and energetic, comes straight from the campus and that, without provocation, is enough to make him controversial. Anticrossownership and

fairness doctrine comments attributed to him (*Broadcasting*, July 1) have aroused the interest of diverse groups.

Chairman Richard Wiley, since he assumed the FCC helm last March, has shown a talent for leadership to go along with his incredible capacity for work.

As fate would have it, the first major case to confront the full commission with its three new members involves the knotty issue of crossownership (oral arguments are scheduled for July 24-25-26). But that is only one of perhaps a dozen priority subjects confronting the FCC. With the indefatigable Chairman Wiley cracking the whip, there won't be many open dates after Labor Day.

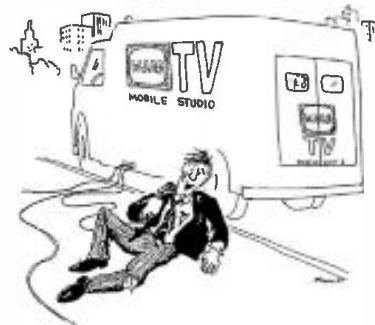
They can't win them all

A new note of reasonableness, not always the dominant characteristic of decisions emanating from there, is to be read into the affirmation by the U.S. Court of Appeals of an FCC renewal of the licenses of WBNS-AM-FM-TV Columbus, Ohio. The court rejected an appeal by a local group that had raised all the old familiar objections to programming, hiring and multimedia ownership.

The details were reported here a week ago in an issue that also contained a story about another kind of reasonableness in the negotiation of settlements between a number of Texas stations and local groups. We were particularly attracted to a quotation attributed to the head of a group that reached an agreement with KTBC-TV Austin: "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."

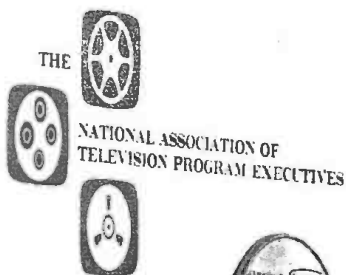
That kind of statement will, of course, be coolly received by the foundation-supported "public interest" lawyers whose grants depend upon a showing of continuous litigation against broadcasters. Reasonableness is the last quality the agitators wish to detect among the locals whom they have been educating to make outrageous demands on threat of petitions to the FCC and appeals to the courts.

Yet the court decision in the Columbus case gives local groups even more reason to seek realistic accommodations. The appellants had been represented by lawyers of the Citizens Communications Center, the most active broadcast-baiting law firm in Washington. What this decision means is that an appeal filed in the name of a citizen group by a noncommercial lawyer is no longer certain to succeed merely because of its origins. That considerably reduces the size of the club in militant hands.



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