

Pastore throws key block at performers' copyright
Biggest bill yet for football: \$80.3 million

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July 22, 1974

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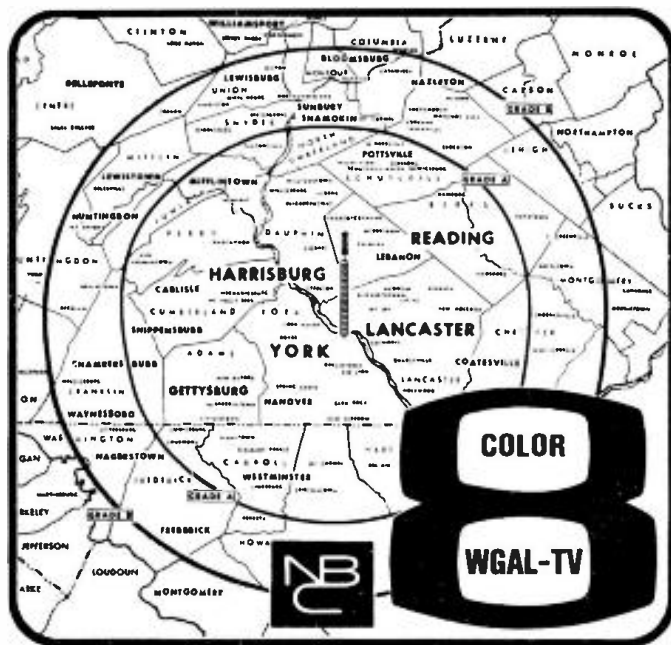
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Quick study. New FCC Commissioner Glen O. Robinson is impressing colleagues and staff with speed of his adaptation to commission business. Beginning with first meeting he attended two weeks ago, former administrative law professor at University of Minnesota is said to have demonstrated detailed knowledge of many pending issues. Though his manner seems professorial to some, he is said to ask pointed and numerous questions that challenge staff on practices and assumptions. Other new commissioner, Abbott Washburn, is also adapting fast, but most talk is about Mr. Robinson.

So far, however, associates see no clue to philosophical road Commissioner Robinson will travel. There may be chance for reading this week at FCC's oral argument on media crossownership rulemaking. Although qualified by more recent statements (*Broadcasting*, May 27), some of Mr. Robinson's comments of past indicated he was against concentrations of control.

Spend more, get more. Though inflation did take some toll, advertisers not only spent more but got more network TV time in first half of this year than in same period year ago. Analysis of estimates compiled by Broadcast Advertisers Reports shows they bought 52,820 network minutes, about 4.5% more than in 1973 first half. For these they paid \$1.081 billion, or 10.1% more than they spent in year-ago period. In only one major day-part did minute sales decline: Monday-Friday periods before 10 a.m. NYT dropped 7.6% in minutes, 4.5% in dollars. Across entire day, average cost per minute went from \$19,437 to \$20,469, up 5.3%.

Retreat on divestiture? FCC Chairman Richard E. Wiley may try to turn commission around on rule requiring breakup of existing crossownerships of cable systems and TV stations in same communities. Now pending are scores of requests for waivers of rule, all shelved while FCC was below full strength. When they come up for consideration, probably in early fall, chairman may try for rule's repeal before attacking waiver cases. Outcome could be affected by decision FCC reaches on newspaper-broadcasting cross-ownership, on which arguments are to be heard this week.

One other hot cable item that has been deferred for action by full-complement commission is pay cable. Relatively early action is expected on that too, but not before parties are given chance to freshen comments.

Freedom fighter. Broadcasters can count on new and lusty warrior for their cause against further encroachments on free enterprise in person of North Carolina's distinguished Senator Sam J. Ervin. Judiciary Committee member, who until now has been preoccupied with Watergate, is conferring with fellow Democrat, John Pastore, of Rhode Island, chairman of Senate Communications Subcommittee, on what he regards as "frightening prospect that the federal government will continue to broaden its control over the broadcast industry unless appropriate action is taken."

Senator Ervin was importuned by his long-time friend and constituent, Charles H. Crutchfield, president of Jeffer-

son Pilot Broadcasting, Charlotte, N.C., to acquaint himself with threats against children's programming and premium offers by both FCC and Federal Trade Commission, notably in light of what happened to cigarette advertising and consumption after radio-TV advertising ban three years ago. Chairman Pastore has been practically one-man gang in belaboring FCC and FTC to put arm on broadcasters in latest children's television crusade.

No child's play. At least one big group owner — Metromedia — is considering resignation from National Association of Broadcasters because of rule, effective next January, that will require subscription to television code as condition of membership in NAB. Cutbacks in commercial time and restrictions on content (*Broadcasting*, July 1, 8, 15) were projected by TV code board and ratified by TV board July 1, after being advocated by FCC and Federal Trade Commission. Presumption is that non-NAB and code members would be subject to FCC disciplines if they do not adhere to code standards after effective date.

Metromedia, which has only one network affiliate among its six TV stations, did not subscribe to TV code because even present limitations and other restrictions were construed as too onerous for independents. But FCC is keeping pressure on independents through Association of Independent Television Stations to accept code limitations on children's periods.

Backtracking. New fee schedule that would return about \$17 million (40%) of FCC's fiscal 1975 budget of \$48 million will be submitted to commission by fee committee on July 31. If FCC buys it, schedule will become basis of new rulemaking, with comments invited from all licensees.

Before Supreme Court called halt (*Broadcasting*, March 11), FCC had been using schedule that was intended eventually to recover 100% of its expense. Court ruled fees must be assessed on basis of benefits derived by licensees, not on cost of service rendered to public. Fee committee, under chairmanship of Deputy General Counsel Daniel Ohlbaum, reportedly had trouble agreeing on value of FCC service to licensees. While FCC works on new fee schedule, it faces half-dozen petitions for rebates of old fees, plus appeals to tax courts by broadcasters and cable operators.

Big and bigger. FCC will try something new in its budget requests for fiscal 1976, which begins next July — two-part budget. Part I will be in line with ceiling imposed by Office of Management and Budget — \$48.5 million. Part II, reflecting congressional action of past two years giving FCC more than OMB wanted it to have, will be fatter — \$50.1 million.

Part I would provide 101 more jobs than are accommodated in 1975 appropriation bill now moving through Congress. Part II would provide 175 more.

The opener. National Citizens Committee for Broadcasting's next kick may be campaign to open TV and radio stations to "free-speech" messages. It has sent Washington station's long questionnaire on access policies. Aim is to develop "more creative, informative public programming." Letterhead includes names of Nicholas Johnson, chairman, and Albert Kramer, president.

Top of the Week

Blue pencil. Copyright bill's short stay at Senate Commerce Committee could cost it one of its most controversial components as legislators, following Mr. Pastore's lead, vote to scrap Section 114 (performers' royalty). Provision promises to be object of floor fight with McClellan and company pushing for section's retention. Page 12.

Combatants. Senator Pastore's warring ways aren't limited to copyright. Senate floor provides forum for debate with Proxmire over necessity for fairness doctrine, Section 315. Latter feels they're expendable. Page 12.

Warnings. State broadcast associations hear forboding news from Washington: Javits warns New Yorkers that if Nixon escapes Watergate, media will be hard pressed to escape Nixon. Herschensohn, at same gathering, does little to allay those fears. Page 14. On West Coast, California delegates learn that FTC's regional office has a mission to monitor. Page 15.

Turnaround. Nixon, at urging of key staffers — and particularly Clay T. Whitehead — reverses on long range public broadcasting funding. OTP's long awaited bill goes to Congress. Page 16.

Lose one, win one. George Hernreich's defense against charges of impropriety in payment to network official proves only partially effective as FCC splits decision on his Arkansas televisions. He loses KAIT-TV Jonesboro, is exonerated on KFPW-TV Fort Smith. Page 18.

Diversity of opinion. Most agree TV sales will be up this season, Broadcasting survey finds. But projections as to how great advances will be depend on who's doing the projecting. Page 21.

Taking the pill. Officials at Teleprompter Corp. were breathing easier last week after SEC concluded investigation of firm's corporate practices. Result was consent ruling barring company from further alleged violations of anti-fraud statutes and mandating policy of candor. Teleprompter says it never did former, is already doing latter. Page 24.

Stay away. Cities tell FCC that transfers of cable franchises are purely local matters, warn against federal interference. Page 27.

First vs. Sixth. Does freedom of press take precedent over right to fair trial? Supreme Court, in New Orleans murder case, has been asked to find out. Page 32.

Fact of life. CPB's Phil Rubin feels much could be done to correct disparity between quality of VHF and UHF — but not enough to make them equal. U's, he asserts, just aren't as good as V's. Page 38.

First down. Broadcasting's annual survey of football's relationship with electronic media finds much has changed in year's time. With emergence of WFL, there's a lot more to be had by television. With restrictions on sports blackout, there's much less of value to radio. And with more than \$10 million increase in rights payments — to \$80,292,457 — the biggest winner is the gridiron. Page 47.

Pathfinder. Much has happened to public broadcasting in the 23 years Hartford Gunn has been associated with it. Much of it might not have happened had it not been for that association. Broadcasting profiles the PBS president. Page 65.

Prospects favorable for radio-TV coverage of Judiciary's impeachment deliberations; go-ahead, action could come early in week

House Rules Committee took first step toward opening Judiciary Committee to broadcasters last Thursday when it voted out resolution to allow broadcast media to cover open meetings as well as hearings on presidential impeachment. Broadcasters have been able to cover committee hearings if open, but Judiciary Committee Chairman Peter Rodino (D-N.Y.) interprets existing House Rules as permitting print but not broadcast at nonhearing sessions.

Rules decision does not, however, insure broadcast coverage. Final decision rests with Judiciary, although members predict it will grant permission if House does. Resolution was initiated by Representative Wayne Owens (D-Utah), and floor vote is scheduled Monday. House approval is considered likely.

Although rule change would apply to all House committee meetings from now on, attention was focused on clearing the measure in time for Judiciary Committee's deliberations beginning Tuesday.

Rules Committee's Republican members voiced fears that television would create circus atmosphere in proceeding one said should be conducted with dignity of grand jury proceeding. Republicans worried further that networks might not give equal time to arguments for and against impeachment.

"The networks have got to be eminently fair in handling this," said Representative Delbert Latta (R-Ohio), member of both Rules and Judiciary. "But you can't tell me that the networks are going to give all that costly time to the Judiciary Committee. They are going to cut out some portions and give the American people what they [the networks] want."

Another resolution, sponsored by Representative Sidney R. Yates (D-Ill.), would allow live broadcast coverage of impeachment debates on House floor in event Judiciary votes out bill of impeachment. Rules Committee has agreed to rule on Yates resolution Tuesday or Wednesday. Hopes for passage—bill already has 91 cosponsors—were buoyed by Rules Committee action on Owens resolution.

If both House and Judiciary committee give green lights, networks will begin day-by-day pool rotation, with ABC up first, NBC and CBS next in order. Network that has pool will broadcast proceedings "wall-to-wall," other two may pick up at option. Public Broadcasting Service, through National Public Affairs Center for Television, has indicated it will carry full coverage on delayed basis in prime time, as it did during last year's Senate Watergate hearings.

Starr group agrees to buy WVUE(TV) from Screen Gems for \$12 million-plus

Starr Broadcast Group Inc., New Orleans, one of most acquisitive group owners in recent years, has agreed to buy — for sum estimated between \$12-12.5 million — Screen Gems' WVUE(TV) (ch. 8) New Orleans. Purchase would bring Starr's station portfolio to six AM's, five FM's and five TV's.

Company, headed by Peter H. Starr (columnist William F. Buckley Jr. is among largest stockholders), currently owns KXLR(AM) North Little Rock, Ark.; KABL(AM) Oakland and KABL-FM San Francisco; KHVO(TV) Hilo and KITV(TV) Honolulu, both Hawaii; KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas; WBLG(TV) Lexington, Ky.; WBOK(AM) New Orleans; WWWW(FM) Detroit; WNCN(FM) New York; WLOK(AM) Memphis; KDTX(FM) Dallas; KYOK(AM) Houston, and WCYB(TV) Bristol, Va.

Screen Gems Stations, subsidiary of Columbia Pictures

Adult view on children's commercials. Number of adults who object to having commercials in children's TV programs declined from 32% to 23% between November 1972 and May 1974, while those considering such commercials acceptable rose from 60% to 66%, according to survey results being released today (July 22) by Television Information Office. Among parents, changes were even more marked: Objectors dropped from 34% to 23% and acceptors increased from 62% to 70%, rising further as age of children increased. Among objectors there was no change in percentage (12% of total sample) favoring elimination of commercials even if it meant big reduction in children's programming, but those voting to keep commercials in order to keep programs declined from 17% to 9%. Sponsored by TIO, 1972 survey was conducted by Roper research organization on sample of 1,982 adults; one in 1974, using same questions, was by R.H. Bruskin Associates on sample of 2,547.

Industries Inc., retains WYDE(AM) Birmingham, Ala.; WNJU-TV Linden, N.J.; KCPX-AM-FM-TV Salt Lake City; WVVA-AM-FM Wheeling, W. Va., and WOLE-TV Aguadilla and WAPA-TV San Juan, both Puerto Rico.

WVUE, ABC affiliate, operates with 316 kw visual, 31.6 kw aural, antenna 988 feet above average terrain. Blackburn & Co. brokered sale, which is subject to FCC approval.

Commerce Committee gets oar in on sports blackout in second copyright amendment

Senate Commerce Committee Thursday amended Senate Judiciary Committee's copyright revision bill to direct FCC to promulgate sports blackout rule. Final wording of amendment is FCC's, was solicited from commission by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.). It passed committee by 9-to-3 vote.

When it left Judiciary Committee, copyright bill had no blackout provision, after Senator Hugh Scott's (R-Pa.) strong pro-blackout provision was excised. The new amendment inserted in Section 111 is a watered-down version of one by Senator Philip Hart (D-Mich.). It directs FCC to promulgate rules governing secondary transmission of sports events, "provided that, in adopting such rules the commission may consider the effect upon broadcasting, cable television, sports, the policy objectives of Public Law 87-331 and any other factors it deems appropriate." Key words "may consider" were not contained in Senator Hart's amendment, which gave six criteria FCC was required to consider in rulemaking.

Vote to amend Section 111 followed move by Senator Pastore to drop entire section. Section 111 outlines rules for compulsory licensing. Commerce Committee day before struck broadcast royalties for performers (Section 114) from bill (see page 12).

Sun Oil ads labeled misleading

High-performance and uniqueness claims for Sun Oil Co.'s Sunoco gasolines have been ruled misleading in initial decision by Federal Trade Commission administrative law judge. But, while cease and desist order was issued, judge did not call for corrective advertising, primarily because energy crunch has put new slant on gas ad themes making challenged Sunoco claims of little significance to consumer.

Judge ruled that Sunoco ads provide misleading representation that gas provides more engine power than competing brands; that only on Sunoco "custom blends" will autos operate at maximum efficiency. In fact, judge found, octane ratings have no effect on power, but only on anti-knock qualities, and that Sunoco brand is not superior in its anti-knock capabilities to competing brands.

INTV falls in line on ad standards

Members of board of Association of Independent Television Stations (INTV) voted unanimously Friday (July 19) to recommend that all independents phase down nonprogram elements in children's programming, beginning Jan. 1, 1975, with second and final step effective one year later. For Monday-Friday children's programming, upper limits would be 14 minutes per hour starting Jan. 1, 1975, 12 per hour starting Jan. 1, 1976. For weekends: 12 minutes per hour starting Jan. 1, 1976. These recommended limits are same as those adopted for National Association of Broadcasters code for Monday-Friday, but differ slightly on weekends: NAB's starts at 10 minutes first year, then drops to nine and one-half. INTV defined children's programming as non-prime shows designed specially for children under age 12. Herman Land, executive director, noted INTV has no code of its own, therefore can only recommend. In past, children's commercial limits have varied widely among independents.

INTV board, headed by Roger Rice of Cox Broadcasting, also agreed that during coming year it would explore other children's advertising questions with INTV members. Among these: Separation of programs and commercials and hosts' delivery of commercials. Board also will name committee to study broader question of independents' time standards as whole, for presentation to NAB code board. Meeting was held at KTLA(TV) Los Angeles with 10 of board's 11 members on hand.

In Brief

Soliciting opinions. FCC, noting that its modification of prime-time access rule has been stayed by U.S. Court of Appeals until September 1975, has asked for comments on how it should deal with requests for waiver of rule until then; commission's intention had been to revert to old waiver policies. Comments are due by July 24, replies by July 30. Commission says it will issue its statement on subject "by about Aug. 1."

Archie's turn. Tandem Productions, having persuaded Redd Foxx to show up for NBC's *Sanford & Son*, now has Archie Bunker to contend with. Carroll O'Connor, who plays role in CBS's *All in the Family*, missed first taping for new season last week; he's suing Tandem for clarification of contract and \$64,000 in disputed fees. Norman Lear, creator and executive producer, says he'll give Mr. O'Connor three weeks, after that will write him out of show. Mr. Foxx missed nine episodes.

Three if by land. FCC has extended to three major cities its program of permitting land mobile radio to share unused UHF channels as means of easing pressure on spectrum set aside for land mobile. By vote of 6-to-1, commission marked for sharing channel 14 in Miami, channel 16 in Dallas-Fort Worth and channel 17 in Houston. Lone dissenter was Robert E. Lee, commission's chief supporter of UHF. Majority included commission's two newest members — Abbott Washburn, who concurred, and Glen O. Robinson.

Proliferation. Cable operators and broadcasters continue to file comments on network program exclusivity with FCC; deadline is now extended to July 30. Cable operators, including Teleprompter Corp. and Heritage Inc., ask for revision of existing rules, specifically for exemptions based on larger number of subscribers or total franchise population figures. Both cite National Cable Television Association study suggesting same-day nonduplication for Mountain time zone serves no necessary purpose, push for only simultaneous nonduplication in those areas. "Significantly viewed stations" within 35-mile contour should be exempt,

they added. On other side, number of broadcasters voiced fear of economic threat imposed by such revision in rules, and concern over audience loss through competition with CATV use of microwave signals from distant stations. WPSD-TV Paducah, Ky., and WENY-TV Elmira, N.Y., went further to suggest stronger rulemaking applicable to all CATV systems regardless of size, and to force CATV compliance with broadcasters who request exclusivity protection.

Beginning. Associated Press Radio will begin audio news service Oct. 1, according to Managing Editor Bob Benson. Washington-based service will be manned 24 hours daily, seven days weekly, will have 5½-minute newscasts hourly with positions for one 60-, one 30-second commercial spot.

View from the other side. FCC Commissioner James Quello is telling his former colleagues in broadcasting that day when it was assumed licensee was "aware of and responsive to the needs and interests of his community simply because he lived there is gone forever." Commissioner, in speech to Wisconsin Broadcasters Association in Oshkosh last week, acknowledged there is room for argument as to whether commission's rules governing manner in which licensees ascertain needs offer best approach. And he said broadcasters should make recommendations as to how mechanics for determining ascertainment might be improved. But, he added, "arguments hinging solely upon the 'burden' placed on the licensee by ascertainment are not likely to be persuasive."

Head hunt. Nine candidates for presidency of Television Bureau of Advertising were interviewed by TVB search committee over two-day period last week, and still others are due to be interviewed in next 30 days, William B. Faber of WFLA-TV Tampa, Fla., search committee chairman, said Friday (July 19). Members of TVB executive committee, to which search committee reports, sat in last week.

House's turn. All-channel radio bill hearings are set for today (Monday) before House Communications subcommittee headed by Representative Torbert H. Macdonald (D-Mass.). It will receive testimony on Clarence J. Brown's (R-Ohio) bill to require AM and FM built into all radios. Senate has passed similar measure.

Double damned. Commissioner Ben Hooks says FCC was doubly inconsistent in denying one license renewal to Arkansas broadcaster George Herreich, granting him another (story page 18). In dissenting opinion, he said decision was inconsistent with similar, earlier cases involving affiliation contract bribes (in which licenses were renewed), and, moreover, "if Mr. Herreich...committed such a heinous crime against the moral ethics of the country," he should have been denied both licenses. Mr. Hooks favored granting both applications.

Taylor tackles inflation. Appointment of presidential commission of "10 renowned leaders of American society" to develop national anti-inflation program promptly, "say [within] 30 days," was proposed by CBS Inc. President Arthur R. Taylor in speech Thursday (July 18) at American Bankers Association symposium on inflation in Washington. He said "dramatic gesture" was needed to rally American people in face of "not merely a fiscal crisis" but also crisis of spirit, direction and leadership "not only in

government but throughout society." Mr. Taylor also advocated specific moves to stem inflation including programs to reduce growth rate of consumer spending by increasing consumer saving, although latter would "probably result in some discomfort for those who are heavily dependent upon consumer spending—including my own industry." But in long run, he said it would benefit entire economy, and "in any case we certainly cannot continue as we are at present."

Half-way. Board of directors of Ridder Publications has agreed in principle to merger with Knight Newspapers—deal that would put number of broadcast properties on market (*Broadcasting*, July 15). Knight board will meet on matter tomorrow (July 23).

Overkill. Federal Bureau of Investigation officials three years ago blamed White House for mix-up in signals that, they said, resulted in full field investigation of CBS Newsman Daniel Schorr. All that was intended, according to internal memorandum that became available last week, "was background information on Schorr and a check of bureau files similar to that which has previously been requested by [H.R.] Haldeman's office on other news personalities." Memorandum was one of some 30 documents Mr. Schorr obtained from FBI under Freedom of Information Act and made available to news media.

Moving ahead. Senate Commerce Committee has set hearings for Aug. 6-7 on Office of Telecommunications Policy's public broadcasting long-range funding bill, cleared for transmittal to Congress by President last week (see page 16.)

No to the mayor. FCC has denied complaint of Marquette, Mich., mayor, renewed license of WLUC-TV there. Issues were station's location outside city limits, quality of city-grade signal.

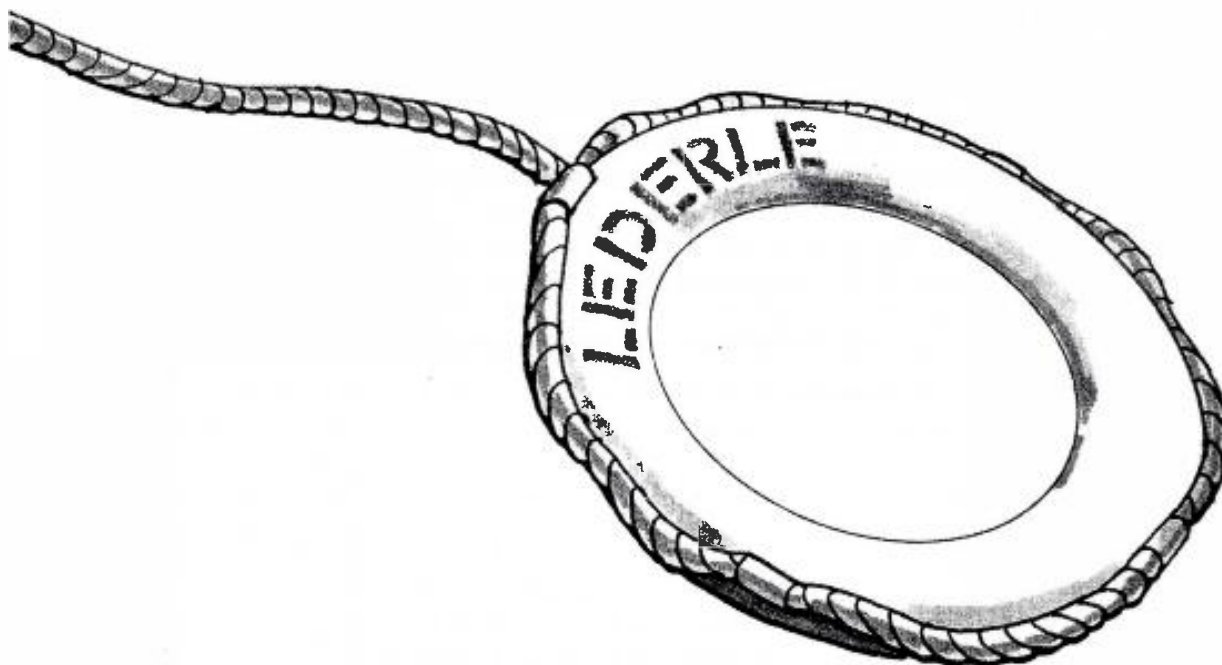
Blair named. WBAL-TV Baltimore, owned by Hearst Corp., has named Blair Television as national representative, effective July 29. Blair has represented Hearst's WISN-TV Milwaukee since 1970.

Late Fates. Leonard H. Goldenson, chairman of ABC Inc., named to receive 1974 Gold Medal of Hundred Year Association of New York at its annual dinner Oct. 1, in recognition of "outstanding contributions to the achievement of New York." Ray L. Beindorf, executive VP, CBS-owned television stations, moves from New York to Los Angeles, effective today (July 22), in line with division's increased West Coast production and development activity in prime-time access entertainment and public-affairs programming. For earlier reports see "Fates & Fortunes," page 51.

Headliner

J. William Grimes, VP and general manager, CBS-owned WEEI(AM) Boston, appointed VP, CBS-owned AM stations, with responsibility for company's seven AM stations and CBS Radio Spot Sales, effective today (July 22). He replaces Neil E. Derrough, named VP of CBS-owned WBBM-TV Chicago (*Broadcasting*, July 8). Mr. Grimes' successor at WEEI has not been named.

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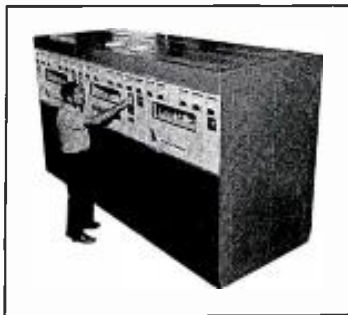


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EDITOR: I was happy to receive from Metromedia's Herb Klein a copy of a press release describing energy-information actions taken by television stations across the nation during our critical energy shortage. I wrote Vincent Wasilewski of the National Association of Broadcasters expressing my appreciation to the television industry for the quiet and efficient manner in which it disseminated information on both the national and local levels.

We here at the Federal Energy Administration know how vitally important it was for the public to be kept informed about the true dimensions of the problem. Television was instrumental in quelling the panic that could have easily resulted during the first chaotic days of the fuel shortage.

I caution the leaders of the television media not to be lulled into thinking that our energy problems are behind us. An oil embargo—past or future—only dramatizes the fact that our energy demands far exceed our energy supply. Our plan for the future calls for conservation and for energy development. Because so much lead time is required to implement the available options for energy production, the immediate emphasis must be placed on conservation. Principal conservation savings can take place in household and industrial uses of energy.

To achieve this goal we need the support and participation of an informed and committed American public. We hope that our program will merit your support and that we will receive your help in communicating our conservation suggestions to your readers.—*John C. Sawhill, administrator, Federal Energy Administration, Washington.*

Who, us?

EDITOR: I normally let your anti-Citizens Communications Center editorial of the month go by without comment, but your July 15 editorial is totally without foundation. You state that Citizens and other public interest lawyers will not be pleased by the rise in local negotiations between citizens groups and broadcasters, making FCC and court litigation unnecessary. In fact, as your own July 8 article on the Texas agreements notes, Citizens advised the very local groups you reported on to engage in early local discussions with their broadcasters, and to litigate only as a last resort. Local, good-faith dialogue has always been, and continues to be, our primary goal.—*Frank W. Lloyd, executive director, Citizens Communications Center, Washington.*

The Walson 'Profile'

EDITOR: I was very much pleased with [assistant editor] Donald Richard's "Profile" in your May 27 issue. The article exemplifies the character of employees you have on your staff. I was very much impressed in the way [it] was written; it brought out the facts of a new industry being born.

I have received in excess of 500 favorable comments from people in the broadcasting and cable TV industry. It shows the tremendous interest BROADCASTING can generate. *John Walson Sr., president, Service Electric Cable TV Inc., Allentown, Pa.*

Proof of performance

EDITOR: "Onward and Upward in FM Penetration" [July 1] should be of great help [in convincing] doubters that we have arrived.—*Nathan Safir, vice president-general manager, KQXT(FM) San Antonio.*

Datebook

■ Indicates new or revised listing.

This week

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.

Also in July

■ **July 30**—New deadline for comments in notice of inquiry and proposed rule-making concerning amending subpart F of part 76 of commission's rules and regulations with respect to network program exclusivity protection by cable television systems. Previous deadline, July 17.

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

August

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

Aug. 9-11—Concert Music Broadcasters Association 1974 meeting. Holiday Inn, Lenox, Mass.

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

Aug. 9-16—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.

■ **Aug. 27**—New deadline for reply comments in Notice of Inquiry and Proposed rulemaking concerning amending Subpart F of Part 76 of commission's rules and regulations with respect to network program exclusivity protection by cable television systems. Previous deadline, Aug. 12.

September

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Sept. 29-Oct. 2—Institute of Broadcasting Financial

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.

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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 motel, Nashville.

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

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

Oct. 4-6—American Women in Radio and Television midwest 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. 16-18—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. 22-23—NAB fall conference. Waldorf-Astoria hotel, New York City.

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

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

November

Nov. 2-4—Texas Association of Broadcasters convention. Engineering conference and exhibits. Sheraton hotel, Dallas.

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

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

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

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

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

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

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

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Monday Memo®

A broadcast advertising commentary from Gerald S. Matthes, vice president, Doyle Dane Bernbach, New York

Making spontaneity more spontaneous for Stroh's beer

For anyone in advertising, it occurs fairly often. Perhaps when a friend is talking about a new product which he has found to be really good. Or it may be triggered when one overhears an endorsement informally exchanged in an elevator, on a street corner or while walking through a store.

The thought then flashes through one's mind—that was a great commercial right there. It was fresh, spontaneous and genuine. If only there'd been a camera to capture it.

Slice-of-life testimonials, of course, are re-enacted by Madison Avenue all the time. The only thing is, they often do not come off as fresh, spontaneous or genuine. And the same has to be said of many other types of commercials as well.

Something gets in the way. Maybe it's some of the over-planning the advertising industry has built into its structured, disciplined way of doing things these days. Is the fine tuning imposed on creative work today diluting some of the very essence and character that are present in storyboards and scripts?

Maybe this process contributes to the dreadful sameness that permeates so much advertising and to a drop in the level of persuasiveness. Yet, advertising must be persuasive to fully justify the hard-earned backing a client provides in the shape of a budget. When the consumer is not touched and persuaded, we belie the meaning of the term "reach."

To cope with clutter it becomes all important to leave a clear imprint with the consumer. And to do that, a long hard look should be taken first at the industry trends towards pre-preproduction meetings, corner caucuses while cameras are rolling, "take forty-five" (just to be sure), and some of the other practices that have tended to diminish spontaneity and originality.

Support for this hypothesis was lent by the results of an unorthodox filming session Doyle Dane Bernbach recently carried out for Stroh's beer. It wasn't slice-of-life, but it was a documentary and it had to be spontaneous and real.

We had already contracted with singer Nancy Wilson to record a 60-second music spot for use on radio. The recording studio was booked for a Tuesday afternoon.

But on the Friday before, the idea came: Wouldn't it be great to have a



Gerald S. Matthes has been with Doyle Dane Bernbach, New York, for almost 10 years and has had considerable experience with broadcast oriented accounts during that period. He was account executive for Polaroid International from 1964-68 and was named account supervisor in 1968. He also has worked on Whirlpool, Stroh's beer and Quaker Oats' Life cereals. He was elected vice president and account supervisor in 1973. Mr. Matthes was born and educated in England, and prior to joining DDB he was associated for six years with advertising agencies in London.

camera there? Surely, it would be an occasion that would yield exciting film.

Needless to say, we were in the 11th hour. Only two working days were available to set things into motion. The phones began to hum then and on through the weekend. The first stage was to see if Nancy Wilson would agree. And happily, she did. The music company too. And good fortune remained with us. We learned that the brilliant Maysles brothers were available to work their magic in 16mm.

So far so good, but would the client agree to all of this? After all, it was a fairly expensive roll of the dice. Yes, it might result in a great TV commercial, but the filming also might produce very little. There could be no guarantees.

Well, the client was courageous and gave the green light. The Stroh Brewery, over the five-and-a-half years it has worked with Doyle Dane Bernbach, has encouraged the breaking of new ground in beer advertising. Perhaps that is why it's one of the few really successful breweries in America today.

So, all the pieces fell into place beautifully. And Tuesday came with a rush. No time for pre-preproduction meetings. No time to second guess every contingency. No time for the dehydration process to take effect.

The studio was at capacity. Fourteen musicians, the conductor and arranger were there. Nancy Wilson was there. The Maysles brothers were there. And a few apprehensive agency and client people were there.

But there was no need for apprehension. The next one-and-a-half hours revealed that the formula was formidable—a beautiful set of lyrics, an exciting arrangement, mightily skillful filmmakers and a great star (not just a big-name performer).

It was a "happening" in the real sense of the word. No rigging, no contrivances. And when the film was cut, it was honest and fresh, spontaneous and persuasive.

The commercial result was a fine radio spot, as well as the bonus of an exciting TV spot—a documentary of a great artist at work. And the lyrics, including the selling message, came through with resounding clarity in both the radio and TV spots.

After it was all over, we talked about the synergism (awful ad word!) of TV and radio working together. And all the talk was true. But equally true were the moments captured, just the way they happened.

Appropriately, this "Monday Memo" can close with a letter Doyle Dane Bernbach received on a Monday, from Robert Hodous, general manager of WHIZ-TV Zanesville, Ohio. It reads: "Congratulations for another scoop with the Nancy Wilson/Stroh's beer commercial. This seems to point out that it takes more than just good taste to make a front-runner out of a beer."

Now the documentary technique can hardly be raised up as the panacea for all the ills of sameness and dullness in advertising. The manner in which the Nancy Wilson spots came into being simply provides one indication that there is merit to blending some old-fashioned, impromptu ways with the structure and discipline of modern planning.

Media

Pastore turns the tables on copyright, deletes 114

Commerce Committee follows his lead, by 7-to-4 vote, in striking section providing performers' royalties; McClellan, Judiciary colleagues expected to oppose change on floor

Any question about what Senator John Pastore had in mind when he asked the Judiciary Committee to refer its copyright bill (S. 1361) to his Communications Subcommittee (and thence to the parent Commerce Committee) was dispelled last Wednesday. By a 7-to-4 vote, the senator and his colleagues on Commerce threw out Section 114, the performers' royalty provision that has been the dismay of broadcasters since its introduction.

Dispelled at the same time was any question about why Copyright Subcommittee Chairman John McClellan was so reluctant to let it go. The prospect now is for a vigorous floor fight over the Commerce Committee's amendment, which will become the first order of business, ahead of the bill itself. And, according to informed sources, the odds may favor elimination. "There are more states with broadcasters than states with performers," as one put it.

The outcome was not evident when last Wednesday's mark-up began. Indeed, said one who was there, sentiment at first favored retention of Section 114. Then someone remarked that there had never been any Senate hearings on the performers' royalty, and the defections began. Ultimately, Senator Pastore proposed striking the section and the vote followed his lead.

Left undecided at midweek was what the Commerce Committee would do about the sports blackout provision of Section 111 that was eliminated from S. 1361 in Judiciary—an action that then delighted the cable television interests that would have been hurt by it. Should Pastore and company reinstate the blackout, they will have turned the copyright bill's two most controversial provisions 180 degrees from the direction intended by Judiciary. Senator McClellan

has indicated he will support that committee's original position on the floor.

(If Commerce wins the day with its revision, another amendment designed to strike Section 114 will become unnecessary—one introduced last Monday by Senator Sam Ervin [D-N.C.], a Judiciary Committee member who has opposed it all along.)

In Wednesday's Commerce Committee vote, those voting to delete Section 114 were Warren G. Magnuson (D-Wash.), Commerce Committee chairman, Senator Pastore (D-R.I.), Howard W. Cannon (D-Nev.), Norris Cotton (R-N.H.), Ted Stevens (R-Alaska), J. Glenn Beall Jr. (R-Md.) and James B. Pearson (R-Kan.). Those voting to retain were Howard Baker (R-Tenn.), John V. Tunney (D-Calif.), Vance Hartke (D-Ind.) and Philip A. Hart (D-Mich.).

Senator Hart has submitted what he calls a compromise amendment for the sports issue that would direct the FCC to establish—with guidance from Congress—rules governing cable's right to show sporting events.

Two other proposals affecting broadcasters are also under consideration.

Senator Daniel K. Inouye (D-Hawaii) has proposed an amendment that would treat cable systems in Hawaii and Puerto Rico the same as those in the other states. It would tighten language intended to bring greater cable service to separated states and territories. Another amendment is Senator Cotton's plan to exempt stations operating prior to March 31, 1972, from having to pay copyright.

Battle joined on fairness repeal as Pastore takes on Proxmire

Communications chairman points out that Proxmire, now favoring repeal, was one that put fairness in law, but Proxmire says times have changed

It may not have been Lincoln versus Douglas, but debate flared in the Senate last week between Senators William Proxmire (D-Wis.) and John O. Pastore (D-R.I.) over an issue that some broadcast journalists regard as crucial to their freedom as journalists—whether they should be required to live with the obligations of the FCC's fairness doctrine.

Indeed, Senator Proxmire, who has announced his intention to make a series of speeches in a campaign to win for broadcasters the same First Amendment

rights as those enjoyed by the printed press (BROADCASTING, July 15), would not stop at excising the doctrine; he favors repeal of Section 315 of the Communications Act—the equal-time law—which incorporates the fairness doctrine.

But the senator from Wisconsin seemed to be going about his job the hard way; in attacking the doctrine as a device for "shutting up broadcasters," he suggested that Senator Pastore did not understand the First Amendment.

As chairman of the Senate Communications Subcommittee, Senator Pastore would be in a position to kill repeal legislation. And the peppery Rhode Islander responded to Senator Proxmire with some heat, to defend both his dedication to the First Amendment and the constitutionality and value of the fairness doctrine.

Senator Proxmire was not concerned about or surprised by the response. "There is no way you can disagree with Senator Pastore and get him to say you're right," he told BROADCASTING last week. "The only thing you can do is try to get his attention."

The Wisconsin senator, who in the past was not looked to by broadcasters as one of their favorites on Capitol Hill, plans to make additional speeches on the subject in an effort to arouse public support for his position. His aim, he said, "is to rally public and industry support for First Amendment rights for broadcasters. It's something people can understand."

Senator Proxmire used as his point of departure in his Senate remarks last week a speech Senator Pastore had made on May 31 to the Associated Press Broadcasters Association, in Kansas City. Senator Pastore had said, "Truth must be your standard and goal," to which Senator Proxmire replied: "The First Amendment never was intended to do that. The First Amendment . . . was intended to permit citizens, freed of monarchical bonds, to speak what they liked and to print what they liked without fear of reprisals."

Then after quoting a passage from the Kansas City speech in which Senator Pastore referred to the fairness doctrine as a guide to aid broadcasters in arriving at the truth, Senator Proxmire said, "There we have it: the fairness doctrine equated to truth and, if you will, the justification for maintaining a free press."

Later, Senator Proxmire described the term fairness doctrine in this manner—"a euphemism," one that "masks the unpleasant. Translated, it is the 'say what you will until I disagree with you and then I will shut you up doctrine.'"

Senator Pastore, loaded with indigna-

tion and background material, promptly responded. "I bow to no one, including the senator from Wisconsin, when it comes to defending the First Amendment of our Constitution—its origin, its purpose, its sanctity," he said.

His speech to the AP broadcasters, he added, was a defense of the Constitution, in that it pointed up the broadcasters' responsibility to carry out their obligations to the public. That was why he said in his speech, "Absent truth, there really is no justification for a free press."

Much of the basis of objections voiced to the fairness doctrine, Senator Pastore said, stems from the fact that it is misunderstood and misquoted. He said he is familiar with the doctrine as a result of his 20 years as chairman of the Communications Subcommittee.

And to educate his colleagues, including Senator Proxmire, he filled the pages of the *Congressional Record* with reference material. There were: an excerpt from a 1968 Commerce Committee staff report on the history of the doctrine; passages from the FCC's 1949 report on editorializing, which first enunciated the doctrine; the Supreme Court's Red Lion decision of 1969, which upheld the constitutionality of the fairness doctrine, and the FCC's report on a three-year study of the fairness doctrine, which was published only two weeks ago (BROADCASTING, July 8).

Senator Proxmire, Senator Pastore said, "does not agree with the Supreme Court. He does not agree with the Red Lion case. He does not agree with the FCC. And I am not surprised he does not agree with John Pastore."

Indeed, the Rhode Islander said, Senator Proxmire adds to the confusion when he says the doctrine is a means for enabling the government to "shut up" broadcasters with whom it disagrees. Broadcasters, Senator Pastore said, may say anything they wish on controversial issues; their only obligation is to afford a reasonable opportunity for conflicting views so that the public will be informed. "What, I ask, is wrong with that?"

Senator Pastore also recalled the origin of the 1959 amendment to the Communications Act that made the fairness doctrine a part of the law. It had been offered by Senator Proxmire who, at the time, Senator Pastore recalled, said: "My experience in my own state is that the preponderance of television and radio station owners in my judgment disagree with me rather often. The only protection I have had is the protection written into the law. I recognize the difficulty, and I recognize that the law should be changed. But I think we should do everything we can, not only to protect individual persons, but, far more important, to protect ideas which contradict the preponderant opinion of television and radio station owners throughout the country."

Late in the day, Senator Proxmire returned to an almost empty Senate chamber to get the last word, at least for the time being, in the exchange. He said he was "proud" that he had changed his mind about the fairness doctrine over the



Proxmire vs. Pastore. Of two minds on the fairness doctrine.

last 15 years. He said conditions had changed; technology now offers, through cable television, for instance, virtually unlimited channels of electronic communications. There are already far more broadcast stations than daily newspapers, he noted. More important, he said, has been the general elevation of professional standards on the part of daily newspapers, the fairness of whose coverage he felt left something to be desired 15 years ago.

And then, he said, there was the poll of 500 journalism professors and newspaper editors (broadcast journalists were deliberately excluded), which showed that 80% of the respondents felt broadcasters should have the same First Amendment rights as do the print media (BROADCASTING, June 24). (The results of the survey, which had been suggested by the senator's press secretary, Carl Eifert, a former newspaperman, had a profound impact on the decision to proceed with his campaign, the senator said.)

"The trouble with the senator from Rhode Island," Senator Proxmire said, "is that he is inveighing against the situation of 15 years ago, or perhaps 20 years ago, when he became chairman of the Communications Subcommittee."

Senator Proxmire has not yet mapped out the legislation to achieve the goal he has set. Legislation simply repealing Section 315 would not be hard to write. But he is considering problems that action would carry in its wake regarding licensing. Should present licensees be given licenses in perpetuity? Should licenses be auctioned off to the highest bidder, with proceeds going to public broadcasting? Should licenses be granted for a "generation," with machinery established to assure a turnover after that? These are proposals he touched on in his remarks last week.

But for openers he favors the five-year license period provided for in the license renewal bill (H.R. 12993) passed by the House and now under consideration by the Senate Communications Subcommittee. Actually, the senator said in an interview, he would favor license periods of "10 years or more." Licensing, he said,

"has no more justification in broadcasting than in the case of newspapers."

But in his closing remarks on the floor, he raised the question observers were quick to ask: Is his question an exercise in futility? "Will the Congress never give up this kind of power?" said Mr. Proxmire. "With Senator Pastore sitting firmly astride the Communications Subcommittee that would have life-and-death power over the bill I will introduce to abolish the fairness doctrine, will the bill have a chance in view of the vigor of the opposition to it expressed by the chairman today?"

In any case, he indicated he is ready for the long haul. "This fight to provide full First Amendment rights to broadcasters is going to win," he said. "It may take two or three years. It may take 20, but it is bound to win. Today may mark an important beginning for it. The idea is right. Its time has come. Today's discussion, strong and aggressive as the opposition of the chairman of the subcommittee seemed to be, is the right beginning."

More cons than pros in line to be heard in Senate's last round on license renewal

More than 50 witnesses are lined up to appear this week and next in the second round of hearings on license renewal legislation before Senator John O. Pastore's Communications Subcommittee. Most are expected to testify against the bill (H.R. 12993).

At issue are the lengthening of license terms from three to five years, revising standards for determining how responsive broadcasters have been to their service areas, and prohibiting the FCC from considering media crossownership in renewal deliberations.

Having already held five days of hearings on the bill in June, the subcommittee will limit testimony to 10 minutes per witness. Among notables in the tentative list is National Association of Broadcast-

ers President Vincent T. Wasilewski, who counts himself as one of the bill's few supporters this time around.

Among those who will oppose the bill are L. A. Hooser of Liberty Lobby, who will urge the subcommittee to leave license renewal legislation where it stands: "We don't need further government intervention"; Henry Geller, former general counsel for the FCC, now with the Rand Corp., who will testify on his own behalf that the bill is flawed, that strong objective comparative standards are needed in place of "marshmallow phrases," and Robert Choate, who will oppose the legislation in the interest of his Council on Children, Media and Merchandising and will recommend what he terms "certain compromises."

The list:

July 23: David G. Mugar, president, Community Broadcasting of Boston Inc.; Carlton B. Goodlett, San Francisco; Hugh B. Exnicios Jr., Truth in Advertising Inc., Metairie, La.; Rev. George Brewer, chairman, Greater Dallas-Fort Worth Coalition for the Free-Flow of Information; William G. Simon of Simon, Sheridan, Murphy, Los Angeles; L. A. Hooser, Liberty Lobby, Washington; Albert Kramer, Citizens Information Project, Washington; Bruce Linton, professor of speech and Journalism, University of Kansas, Lawrence; John DeLuca, executive director, DaVinci Center for Community Progress, Providence, R.I.; Errol Hunt, executive director, Urban League of Rhode Island, Providence; Raymond Lemoine, president, Rhode Island Workers Association, Providence; Pam Montgomery, treasurer, Central Rhode Island Chapter, National Organization for Women, Providence; John Perrotta, assistant professor of political science, Rhode Island College, Providence.

July 24: Charles O. Blaisdell, Multi-State Communications Inc., New York, N.Y.; Vincent T. Wasilewski, president, National Association of Broadcasters, Washington; Robert Zeller, Citizens' Inquiry into Public Broadcasting, Minneapolis; William E. Hanks, professor of speech and theater arts, University of Pittsburgh; R. Leslie Cizek Jr., Tropical Florida Broadcasting Co., Miami; Henry Geller, Alexandria, Va.; Jack Benney, president, Pollution & Consumers Protection Foundation, Tupelo, Miss.; Pluria Marshall, chairman, Black Citizens for Media Access, Houston; George R. Douglas Jr. of Misegades, Douglas & Levy, Washington; William B. Mills, director, St. Johns Television Co., Jacksonville, Fla.; Harold A. Lee, Task Force for Community Broadcasting, Chicago; Worth McDougal, head of radio, TV, film, University of Georgia, Athens; Richard Painter, general manager, KYSM-AM-FM Mankato, Minn.

July 25: George Murphy, former Republican Senator from California, Washington; Elizabeth S. Cowles, president, Women for Constitutional Government, Washington; Carl E. Lee, Felzer Broadcasting, Kalamazoo, Mich.; Robert B. Choate, Council on Children, Media and Merchandising, Washington; Robert B. Greenbaum, Washington; Robert Munoz, president, National Association for Puerto Rican Civil Rights, New York; Patti Johnson, director of communications, The Ohio Council of Churches, Columbus; Julio Rodriguez, Puerto Rican Media Action and Educational Council Inc., New York; William Dilday, Communications Improvement Inc., Washington; Emma L. Bowen, Black Citizens for Fair Media, New York; Ridley M. Whitaker, New Jersey Coalition for Fair Broadcasting, Trenton; Roy Rugless, chairman, Rochester Black Media Coalition, N.Y.; George R. Walker, Portsmouth, Va.

July 31: Robert Blackwell, mayor, Highland Park, Mich.; Lorenzo W. Milam, KTAQ(FM) Los Gatos, Calif.; Kazu Obayashi, Asian Americans for Fair Media, New York; Manuel D. Fierro, RAZA Association of Spanish Surnamed Americans, Washington; Edna Mosely, Colorado Civil Rights Commission, Denver; Clyde W. Hall, Detroit; Sharon L. Brooks, Coalition to "Shape Up" WOL, Oxon Hill, Md.; Bishetta Merritt with David Honig, Concerned Citizens of Columbus, Ohio; Tom Shiekman, Alexandria, Va.; William T. Downs, Inter-Faith Centers for Racial Justice, Detroit; Phillip Morrow, Connecticut Minority Communications Panel, Hartford; Louis J. Gothard, Delaware Communications Coalition, Wilmington; Rev. Samuel B. Kyles, PUSH (People United to Save Humanity), Memphis.

News, management problems occupy N.Y. broadcasters at annual meeting

Javits suggests journalists should be accredited professionally; news panel provides Herschensohn with forum; others deal with unions, crossownership, renewals, ratings, women and minorities

Broadcasters were cautioned last week that if President Nixon avoids impeachment or is impeached and acquitted, "he could come down on the press, radio and television like a ton of bricks."

The warning came from Senator Jacob K. Javits (R-N.Y.) in a speech Monday (July 15) at the New York State Broadcasters Association's 13th annual executive conference, held July 14-16 at Cooperstown. He cited the possibility in proposing that broadcast and print journalists establish or be subject to some kind of "peer review" to pass upon their professional qualifications.

"Self-discipline started early would be a big help" to newsmen in such a situation, Senator Javits said. He emphasized that he was merely citing a possibility and was not saying Mr. Nixon would or wouldn't, should or shouldn't, be impeached or, if impeached, be convicted or acquitted.

"On the whole," he said, "I consider the coverage [of Watergate]—leaving aside the comment and opinion clearly indicated as such of individual writers and editorialists—because of its very completeness, to have been generally fair."

But if newsmen want the confidentiality of their sources to be protected on a basis similar to that accorded doctors and lawyers, he said, "then the reporter must, like a lawyer or doctor, be a qualified professional and be subject to some professional discipline himself. Similarly, with a radio and TV station or a news publication, effective peer review by the industry will go a long way to protect against both irresponsibility and opportunism. But the freedom to publish cannot and need not be curtailed and the First Amendment right needs to be zealously defended."

He was not clear on the kind of self-discipline structure he was advocating or where it might originate. At one point he suggested it might be approached through "the Newspaper Guild and other sources."

In a brief question-and-answer session, Senator Javits said he "generally" favored a five-year license term for broadcasters, "but would make you more subject to proof that you're doing what you should be doing." He also said he favored continuation of daylight saving time.

A broader look at the performance of broadcast news was provided by a closing-day panel on which Bruce Herschensohn, special deputy assistant to Presi-

dent Nixon, reiterated his charges that the press is dominated by liberals and his criticism of TV network news generally and CBS News specifically (BROADCASTING, April 15, et seq.).

He realized, he said, that news decisions have to be made fast—"and that's when basic instincts come through." As a conservative, he said, he would have been happier if there had been criticism of President Nixon for his China trip and detente with Russia, for example, but he heard none because those events had liberal support. "I'm not pleading for less bias," he said, "but I suppose for more bias—but bias from both directions."

After he had cited several recent incidents that he said demonstrated bias or inaccurate reporting by CBS News, he was told by Philip Spencer of WCSS(AM) Amsterdam, N.Y., speaking from the floor, that he had just done the right thing. "Most of us in broadcasting think there is some bias, especially on CBS and [Correspondent] Dan Rather's part. We'd like you, when you see bias, to pinpoint it—don't just say the networks are biased."

Among incidents cited by Mr. Herschensohn were CBS News's alleged failure to report a news story unfavorable to Senator Hubert Humphrey (D-Minn.), Mr. Rather's description of President Nixon as looking "tired and sleepy" on arrival at NATO headquarters in Europe (when "I didn't think so" and in any case just showing the pictures would have let viewers draw their own conclusions), and Mr. Rather's reporting that "the President reached for hands to shake where there were no hands to shake," which Mr. Herschensohn said was "not true."

Even when not false, he said, items are written and reported in ways that are "negative" to Mr. Nixon, and "collectively they have tremendous impact." He said TV's ability to precondition viewers is so great that "everyone in the White House was surprised" when former Attorney General John Mitchell and former Commerce Secretary Maurice Stans were acquitted in the so-called Vesco case. Only after that acquittal, he suggested, did the media point out that the case was not related to Watergate.

Gordon Manning, vice president and assistant to the president of CBS News, argued that "the press is far from perfect" but that it's ridiculous to suggest that the news media "are responsible for the crisis of confidence in the country."

Political ideology, he insisted, doesn't distort a good journalist's objectivity. "A good journalist," he said, "isn't thinking liberal thoughts or conservative thoughts—he's trying to do his job." Even if Mr. Herschensohn were put in charge of CBS *Evening News With Walter Cronkite*, he said, "I think it would come out pretty much as it does now" (to which Mr. Herschensohn replied: "Not a chance.").

Mr. Manning does feel, he said, that the news cannot be reported fully in 30 minutes, and he added that although he knew many affiliates dislike the idea, he would still like to see the evening newscast lengthened.

The other panelists, Aaron Shepard,

news director of WROW-AM-FM Albany, N.Y., and Caryl Rivers, a freelance writer and associate professor at Boston University's School of Communications, tended to let Mr. Herschensohn and Mr. Manning carry the dispute over network news, although Mr. Shepard also observed that bias may depend upon the viewer's point of view, and Ms. Rivers contended that Mr. Nixon has "tried to use the press as a whipping boy."

Mr. Herschensohn left little doubt that he would continue to refuse to cooperate with the National News Council in its on-again off-again efforts to get from him some specifics to support the President's charge, last October, that network news coverage is "outrageous, vicious and distorted."

But, Mr. Manning wanted to know: Isn't the public entitled to be told the specifics behind the President's charge? Mr. Herschensohn agreed that it is—but then brought the session to end in laughter by saying he would need tapes of all CBS newscasts—and would not accept transcripts.

Other highlights of the annual meeting, attended by some 355 members and guests of the state association, included:

James Sirmons, CBS Inc. vice president for industrial relations, warned that some tough labor negotiations lie ahead in the next several years. "It's an extremely costly period we're in," he said, with wage demands spiraling along with the cost of living, with demands for fringe benefits virtually matching those for higher wages and with unions increasingly resistant to overtime, weekend work, late changes in scheduling and other manifestations of the old "the show must go on" concept.

Mr. Sirmons advised broadcasters to "avoid cost-of-living clauses [in labor contracts] like the plague" and, in anticipation of "several years of bitter jurisdictional disputes" over new technology and probably eventual mergers among unions, to "keep a lean and taut operation" and thus be better prepared for "the human problems we'll face in the next few years."

Bruce Wilson, deputy assistant U.S. attorney general, defended the Justice Department's move against media cross-ownership within the same communities as justified by the department's mandate to protect economic competition, and said it was pursuing this course through the FCC, rather than the courts, because the FCC's crossownership proceeding seemed the logical forum. If the FCC "goes against us" and is upheld on appeal, he thought it unlikely the department would then try again through the courts. But John Summers, general counsel of the National Association of Broadcasters, insisted that if cross-ownership were illegal, the Justice Department should oppose them in the courts in the first place, not through the FCC.

Mr. Summers said he was hopeful that pending license renewal legislation would be passed within "a few months," but urged broadcasters to solicit the support of local organizations in stressing to their senators that broadcasters need a law that will assure them of stability. In a similar

vein, Leslie G. Arries Jr. of WBBM-AM-FM-TV Buffalo, president of the New York association, told his colleagues that "never has there been a greater need for you to be closer to your congressmen."

Richard Shiben, chief of the FCC's renewal branch, reviewed at length the commission's requirements for community ascertainment surveys and the handling of programming sections of renewal applications. Frank Fletcher, Washington attorney, offered some advice on dealing with what he called "self-appointed, self-annointed guardians of the public interest": "We listen to them and talk to them but we sign nothing." He said he was confident "the FCC will back you up" in refusing to yield management privileges to such groups.

Mr. Fletcher also suggested that, "to be safe," broadcasters limit their telephone shows to call-ins and avoid making calls on the air. The FCC, he explained, is moving to protect listeners from being put on the air without advance knowledge—a step that, as one broadcaster put it, "could knock hell out of [promotions like] *Dialing for Dollars*."

Hugh M. Beville Jr., executive director of the Broadcast Rating Council, reviewed the council's work in auditing and accrediting rating services, which he said costs around \$250,000 a year and represents "one of the outstanding examples of self-regulation."

His reminder that, beginning this fall, local TV ratings books will carry symbols to indicate the degree of reliability of each rating ("Closed Circuit," June 10) stimulated questions suggesting that independent stations fear the new approach will hurt them more than affiliates.

Mr. Beville said that independents had not been consulted directly about the plan while it was being developed but that a number of organizations "whose concerns include independents," or in which independents are represented, had been consulted. He thought it possible that independents may have "more numbers flagged" than affiliates, but said this "is not necessarily so." The council, he said in response to another question, hopes eventually to apply the system to radio ratings but realizes "this is more difficult" and may take time to work out.

The broadcasters were told bluntly by a panel of five members of American Women in Radio and Television that they were not doing as much as they could, should or had better do, under the law, in hiring, training, paying and promoting women and in making use of the skills they offer. The panelists: Marie Murray of General Electric Broadcasting, an AWRT national vice president; Marion Stephenson, NBC vice president, planning; Mary Jean Parson, ABC director of employee relations; Wyoma Best, broadcaster-reporter, WHEC-TV Rochester, N.Y., and Dr. Florence Monroe, assistant administrative director, WNYE-FM-TV New York. Somewhat less bluntly if not less firmly, Commissioner Jack Sable of the New York State Human Rights Division said the state's broadcasters "have made noticeable progress" involving minorities but that "we all have to do more."

Regional office of FTC irks California broadcasters at their convention

Commission official says they are to be part of plan for monitoring commercials; other speakers touch on license renewals, journalism

California broadcasters discovered last week that they were to be saddled with another federal government overseer. They were told that they were to be the guinea pigs in a Federal Trade Commission experiment authorizing FTC regional offices to monitor local and regional advertising.

The word came at the California Broadcasters Association, meeting in Monterey July 14-16, from Harrison J. Sheppard, assistant director of the FTC's San Francisco office, which covers northern California, Nevada, Utah and Hawaii. Mr. Sheppard told the assembled broadcasters that they were to receive a letter from him asking for help in supplying transcripts of advertising copy for selected periods during the year. Mr. Sheppard told his audience that the commission, which for more than a decade has maintained an advertising monitoring division at its headquarters in Washington, had decided to decentralize this work and permit its regional offices to undertake intensive studies of local and regional advertising. The main FTC office in Washington, he said, would continue to monitor national advertising. He commented that if his region were successful in establishing a method of dealing with broadcast advertising, it would serve as a model for other FTC regions to undertake their own broadcast advertising monitoring.

Mr. Sheppard's call for help was immediately answered as soon as he began to read the eight questions that were addressed to broadcasters in his prospective letter. He seemed genuinely surprised to learn from a number of irate broadcasters in the audience that there are no such things as typescripts of advertising copy, for example; that virtually all advertising came on tape, either audio or video, from advertising agencies.

Other broadcasters were aghast that the FTC office had failed to confer even informally with a broadcaster before drafting the letter of inquiry. There was an indication from Mr. Sheppard that the letter might be redrafted before being mailed in the light of the comments from the California broadcasters. Some members of the audience inferred, however, that Mr. Sheppard would be loath to change a comma in the prospective letter, since he had emphasized again and again that permission to dispatch the letter had been secured from the FTC and from other government agencies. Don Curran, president of Kaiser Broadcasting Corp.

and chairman of CBA, offered the good offices of the California organization to help the FTC officials in their work.

Other highlights of the CBA meeting:

- The importance of the news department was stressed by Boz Johnson, WSAZ-TV Huntington-Charleston, W. Va. news director and president of the Radio-Television News Directors Association, as well as by John Salisbury, KXL-AM-FM, and Al Godfrey, KGW-TV, both Portland, Ore.

News, Mr. Johnson said, is worth money; it helps to sell the station to the community and to advertisers, and most significantly, he said, it is "the best yet for license protection." Mr. Johnson urged TV and radio to get into more investigative reporting, even though it might result in harassment of management "downtown and at the country club," possible loss of business and even lawsuits. Investigative reporting, Mr. Johnson said, is the coming thing in broadcast news. The importance of good news operations was stressed also by Mr. Godfrey, who noted that local and regional news plus public affairs programming gives the broadcasters a place in the community, results in ratings and ultimately in revenues. Mr. Salisbury spoke of the recently established RTNDA management relations committee whose goal is better relations between news directors and station management, and as a medium for the discussion of formats, costs, minority hiring, public affairs, new audio services, consumer reporting and the work of the National News Council.

California broadcasters also heard Robert Eunson, Associated Press vice president, urge: "Now that you are the possessors of [the new news technology], I beg you to accept the responsibility [to adhere to] the gospel of American journalism. Don't surrender that responsibility to a government, any army or a bunch of bums trying to take over the government and the freedoms which are the richest inheritance we own."

- Warning to take "a little more care" in filling out license renewal applications this year (California stations come up for renewal Dec. 1 this year) was sounded by a number of lawyers on a panel on renewals moderated by Harry Warner, Los Angeles attorney who is counsel for CBA. Such care is necessary, Richard Riehl, Washington lawyer, explained, for example, because so many of the lawyers in the Broadcast Bureau's renewal branch are new and thus might be inclined to "go by the book" in evaluating license-renewal applications. Mr. Riehl warned especially of promise and performance, but he also said he thought the dangers from petitions to deny from community groups was "thinning" out, since the FCC, he noted, was beginning to require specificity in complaints and there had been decisions where the FCC and the courts have held for the broadcaster (San Antonio and Washington, for example, Mr. Riehl noted).

- Bill Ray, chief of the FCC's complaints and compliance division, emphasized again and again that even under the new fairness policy statement by the commission (BROADCASTING, July 8)

broadcasters must be ready to provide "fair access," not necessarily equal time, to pro or con spokesmen for the discussion of controversial public issues.

- Houston Flournoy, Republican candidate for governor of California, challenged broadcasters to do a better job of covering the day-to-day grind of politics. "You've been magnificent on the big things—conventions, assassinations, the Watergate hearings. But in the day-in, day-out business of covering politics and covering government, you've too often been lazy, naive or indifferent."

President gives his approval to long-range funding

Public broadcasting gets more than half a loaf as Nixon unexpectedly approves OTP bill that provides five-year security under matching grants formula

In a dramatic reversal, President Nixon last week approved and sent to Congress the controversial Office of Telecommunications Policy bill that would provide five years of guaranteed federal funding for public broadcasting.

Mr. Nixon's sudden change of heart came as a surprise—albeit a most welcome one—to public broadcasting officials who, while never abandoning hope that the long-range funding measure would pass White House muster, had privately acknowledged a growing skepticism. "It's a brighter day today than it was yesterday," said Public Broadcasting Service President Hartford Gunn.

Hopes for presidential approval of the legislation—long a personal endeavor of OTP Director Clay T. Whitehead—had diminished last month after it was disclosed that Mr. Nixon had made clear to his staff his antipathy for the OTP legislation and the concept of long-range funding. He suggested, instead, that federal support of the noncommercial medium be scaled down, if not eliminated. Although White House officials had repeatedly emphasized that he had not made a final decision on the matter, a source close to the President last week acknowledged that reports of the June Nixon memo were "factually correct."

Mr. Nixon's turnaround, sources noted last week, was facilitated by lobbying efforts by several prominent governmental officials in support of the OTP legislation. A letter to Mr. Nixon by Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, was considered a catalyst. That letter was sent last month after Corporation for Public Broadcasting President Henry Loomis testified before an appropriations subcommittee (also chaired by Mr. Magnuson). Expressing a commitment to hold hearings on the OTP bill soon after its introduction in Congress, Senator Magnuson had asked the President for a clear indication of his intentions.

However, the definitive effort to per-

suade Mr. Nixon to accept the measure, was considered to have been initiated by Mr. Whitehead himself. After Mr. Nixon's views were circulated in a memo, it was reported, the OTP director wrote a "strong letter of appeal" to White House Chief of Staff Alexander Haig, expressing his continued conviction that the bill had merit. Mr. Whitehead conferred at length with Mr. Haig on the matter during the past month, and ultimately won a commitment from the chief of staff to press Mr. Nixon for his support. The effort, it was reported, was further expedited by the intervention—at Mr. Whitehead's urging—of presidential aide (and former FCC Chairman) Dean Burch, who committed his support to the bill.

The bill transmitted to Congress last week contains essentially the same provisions as those originally drafted by OTP last spring after extensive negotiations with public broadcasting officials. It provides for a five-year schedule of federal appropriations to CPB, commencing with fiscal 1976. The bill states that the federal government would provide a sum equal to no more than 40% of the funds obtained by the medium from other sources. Appropriations would be made under a matching-funds formula whereby the government would allocate \$1 for every \$2.50 raised elsewhere, with maximum federal grants placed at specific ceilings increasing over the five-year period. In fiscal 1976, the federal ceiling would be \$70 million; in 1977, \$80 million; in 1978, \$90 million; in 1979, \$95 million, and in 1980, \$100 million. The totals are precisely half of those the medium's leaders had requested for each year. Subsequent to the negotiations with OTP, it was agreed that public broadcasting officials could request higher allocations, but under the same matching formula, during congressional hearings.

The bill also mandates that in each of the five years a set percentage of the federal money must be allocated directly to the noncommercial stations by CPB. When the federal appropriation is between \$70 and \$90 million, at least 40% must go to the stations. Between \$90 million and \$99 million, the stations must receive 45% of the total; at the \$100 million federal level, the stations get half.

Mr. Whitehead expressed gratification that the bill finally survived administration scrutiny. "I've been wrestling with this thing ever since I've been at the White House," he noted. The OTP director was reluctant to discuss extensively the internal politicking that transpired prior to Mr. Nixon's approval, but indicated that the ultimate action was largely in response to the significant changes that have taken place within the public broadcasting system. "As in many of these things," he said, "there was a back and forth." Mr. Nixon, he noted, "expressed some misgivings" over the long-term financing schedule. Mr. Whitehead could not identify the specific action that led to the President's turnaround. "What consideration finally clicked it for him is hard to say . . . I don't know what was going through the President's mind."

"One of the reasons we've had so much

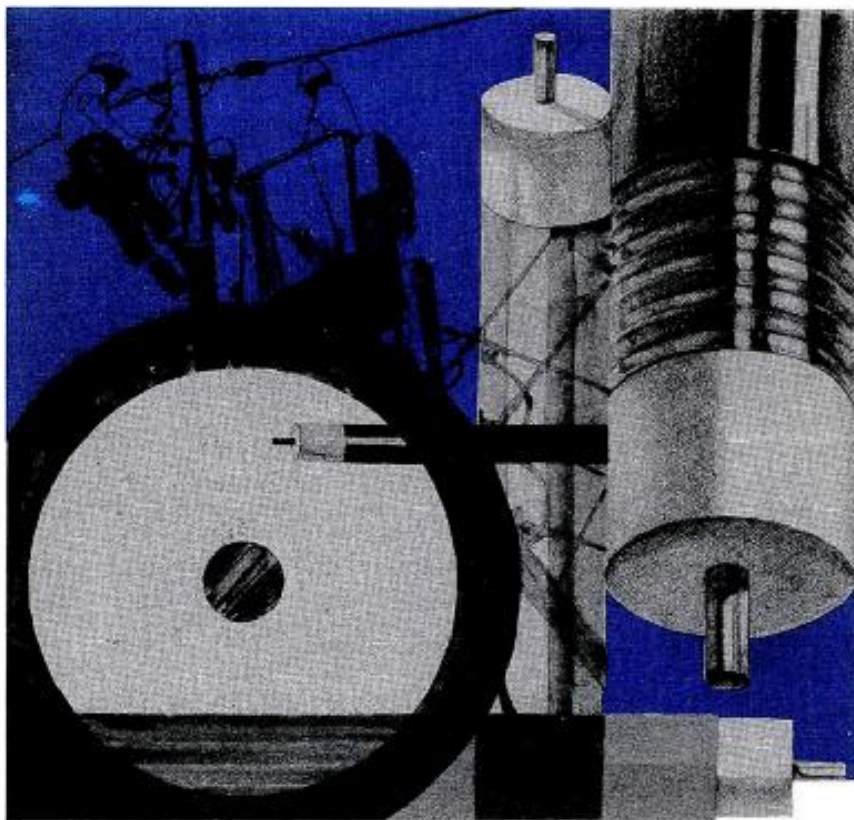
trial and tribulation with public broadcasting," Mr. Whitehead noted, was Mr. Nixon's "strong concern that another network was being set up." Clearly, he said, there was a need for "some internal checks and balances." Hence, "there was a very real concern that the local station have a major role in the decision-making process." Two years ago, Mr. Whitehead asserted, "that was not the case." But after Mr. Nixon vetoed CPB's 1973 authorization, thus forcing the medium to operate under a continuing resolution with a purportedly inadequate \$35 million in federal funding, "we did see a re-thinking," Mr. Whitehead said. With such developments as the "partnership agreement" of 1973 which involved the restructuring of the relationship among CPB, PBS and the stations and the new National Station Cooperative, he noted, "you saw a rather substantial shaking out which we felt was a healthy change in the right direction."

Indeed, in a letter accompanying the bill to Congress, Mr. Whitehead told House Speaker Carl Albert that the legislation is being proffered "in order to strengthen the structure and enhance the concept of localism." The multi-year appropriation, he said, "will minimize the possibility of any government scrutiny of or influence on programing that might occur in the course of the usual budgetary, authorization and appropriation procedure."

While no timetable for hearings had been fixed last week, officials at OTP and within public broadcasting were confident that the bill will receive expeditious attention on the Hill. An OTP spokesman said the administration "feels it has a commitment" from both Senators Magnuson and John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, to hold hearings soon after the legislation's introduction. Senator Pastore last January had told station officials that he would hold hearings "within a matter of weeks" after the White House delivered the bill.

"The bill is very clearly in their court now," Mr. Whitehead said, "and it's up to them to proceed. I think it will be interesting to see how it is handled." Noting that the administration's tardiness in delivering the promised legislation had given some interests on Capitol Hill "the opportunity to take pot shots" at a President allegedly bent on scuttling the the medium, the OTP director stated: "I think this bill shows that this wasn't true . . . In the final analysis, I think you've got to give the President the credit."

Although public broadcasting leaders were not unreserved in their praise of the Chief Executive, their reaction to the bill's approval took a conciliatory tone. While noting that the medium and the administration did not agree on the funding ceilings, CPB Chairman James Kilian said Mr. Nixon's endorsement of the "compromise bill" is "a most encouraging first step on the road to an adequately financed, truly independent" system. Added CPB President Henry Loomis: "... When you consider how far along we have come since 1972, I think we are all impressed with the good faith and



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positive approach reflected in this White House move."

Praising Mr. Whitehead and his OTP staff, PBS's Mr. Gunn said the bill "represents a welcome move toward a more amiable working relationship" between public broadcasting and the administration. However, Mr. Gunn and the CPB officials were explicit in their desire to see higher ceilings added to the bill in Congress. "If we in public broadcasting are to meet, even in a limited way, the services that are being asked of us, there must be a greater incentive for local contributions," Mr. Gunn said. "Higher ceilings in these annual appropriations would provide the needed incentives."

Hernreich loses KAIT-TV license, retains KFPW-TV's

Ark. broadcaster's renewal denied after FCC holds his payment of bribe for ABC affiliation favors beyond pale of Chairman Wiley's 'new ethic'

George Hernreich, a broadcaster since 1956 and one experienced in network-affiliation matters, was unable to convince a majority of the FCC that he was innocent of improper intent in paying \$6,000 to an ABC employee to obtain favorable changes in his affiliation contract.

As a result, the commission, by a 3-to-2 vote, last week denied Mr. Hernreich's application for renewal of KAIT-TV Jonesboro, Ark. However, at the same time, it granted his application for a license to cover a construction permit for KFPW-TV Fort Smith, Ark.

Thus, assuming the commission's decision is not appealed, or is affirmed if it is, Mr. Hernreich becomes the first broadcaster to lose a license as the result of an inquiry the commission began four years ago into charges that broadcasters had bribed ABC-TV employees to obtain more favorable affiliation contracts. Hearing orders were issued in 1971 involving one or more stations owned by four broadcasters.

The Hernreich opinion was supervised by Chairman Richard E. Wiley, and was the first of three cases involving alleged bribery to be resolved since he became chairman and pronounced his goal of a "new ethic" in broadcasting. But the case is also the first of the three in which the administrative law judge, in an initial decision, recommended the death sentence.

In fact, the commission did not go as far as the administrative law judge, Forest L. McClenning, recommended. He proposed stripping Mr. Hernreich of his authority to operate the Fort Smith station as well as the one in Jonesboro, on the ground that he lacked the necessary qualifications to be a commission licensee. The commission said that while Mr. Hernreich's action led to the conclusion that nonrenewal of KAIT-TV would be in the public interest, his misconduct did not touch KFPW-TV, which began broadcasting two years after the incidents for which the KAIT-TV renewal application

was being denied, and more than a year after their exposure. The commission also said it was unlikely that the "misconduct involving KAIT-TV will be repeated" at KFPW-TV.

Commission sources said Mr. Wiley would have preferred adopting the administrative law judge's recommendation, but was unable to command a majority for that position. And since the commission did not conclude that Mr. Hernreich lacked the necessary character qualifications to be a licensee, his chances of holding on to, and obtaining, other properties appear brighter than they were.

His renewal applications for KZNG(AM) Hot Springs and KFPW(AM) Fort Smith, both Arkansas, have been deferred pending the outcome of the payoff case. In addition, an administrative law judge's recommended grant of Mr. Hernreich's application for an FM license in Fort Smith is contingent on the case. And there is pending before the commission a Hernreich application to acquire KGTOTV Fayetteville, Ark.; he plans to operate the station, now dark, as a satellite of KFPW-TV.

Joining with Chairman Wiley to form the majority were Commissioners Charlotte Reid and James Quello. Mr. Quello, who did not become a member of the commission until April 30, did not hear oral argument in the case. His participation—which was needed to break a tie vote—came, the order noted, after he read the transcript of the oral argument.

The dissenters were Commissioners Robert E. Lee and Benjamin L. Hooks, both of whom favored renewal of the KAIT-TV license. The decision was taken on July 9, a day before the commission's newest members, Glen O. Robinson and Abbott Washburn, were sworn in.

The commission said that the critical issue in the case is Mr. Hernreich's "culpability in making two separate cash payments of \$3,000" to an official of ABC's affiliate relations department, Thomas Sullivan, in 1969. In return, the commission said, Mr. Hernreich received increases in the compensation rate of his ABC contract for KAIT-TV—first, a 5% increase, then a \$25 hourly increase. Mr. Sullivan was later fired by ABC, and the increases were rescinded.

"The question of Hernreich's culpability is not a close one," the commission majority said. "It is clear to us that in making the two payments to Sullivan, Hernreich was voluntarily and knowingly participating in a dishonest scheme for the purpose of obtaining an increase in his network compensation." The commission rejected as baseless Mr. Hernreich's assertion that he was "merely the innocent victim of Sullivan's extortion."

Nor would it accept Mr. Hernreich's "self-serving image as a credulous and naive victim of tangled business circumstances." It noted that Mr. Hernreich had been a licensee since 1956 and had dealt in network affiliation matters affecting two radio stations he owns and KAIT-TV.

In hearings in two previous cases involving payments to Mr. Sullivan—WJYY-TV Jacksonville, Ill., and KDOB-TV Dubuque, Iowa, were the stations—the owners were found by the administrative

law judges to have been duped. And the commission, in brief orders, affirmed those decisions. The judge in the WJYY-TV case was Mr. McClenning.

Mr. Hernreich had argued that all three cases should be resolved in the same manner. But the commission said the facts were different in the first two from those in the Hernreich proceeding. For instance, it said that although Mr. Hernreich was aware that Mr. Sullivan was not an authorized representative of the network so far as KAIT-TV was concerned, he made cash payments directly to him. In the two other situations, the commission added, Mr. Sullivan was sent to the stations as an ABC representative, and "he created a fictional corporation to receive the stations' payments."

Thus, while the evidence in the KDOB-TV and WJYY-TV cases did not warrant adverse conclusions, the commission said, "the evidence in the present case establishes Hernreich as a knowing and willing participant with Sullivan in a dishonest scheme."

Still to be resolved among the four cases set for hearing as a result of bribery charges is one involving three stations owned by group broadcaster Richard Eaton—WMUR(TV) Manchester, N.H., KECC-TV El Centro, Calif., and WMET(TV) Baltimore. The commission has already revoked the Baltimore license on the ground that the station was dark and that there was no likelihood it would be put back on the air (BROADCASTING, April 29). However, that decision has been appealed. The original hearing order was based on evidence that Mr. Eaton had entered into a "consultancy agreement" with Carmine Patti, an ABC official, who was later fired by the network.

The investigation into alleged pay-offs that led to the four hearing orders was sparked in March 1970, when ABC accused Mr. Sullivan of accepting bribes to promote an ABC-TV affiliation of WKTR-TV Dayton, Ohio (BROADCASTING, March 2, 1970). Mr. Sullivan later pleaded guilty to a charge of criminal bribery in New York's Manhattan Criminal Court.

Consumer agency bill is up again in Senate

Another filibuster threatened by those fearing unbridled power

The Senate last week began what is expected to be a drawn-out debate on legislation establishing a Consumer Protection Agency with authority to intercede in proceedings at the FCC and other agencies.

The bill, which passed the House easily on April 3, would establish an independent agency to hear complaints, disseminate consumer information and represent citizens before federal agencies and courts. While the agency would thus be empowered to speak for consumers in FCC proceedings, however, the Senate measure specifically exempts license renewal actions from the agency's purview. The House bill does not include such an exemption.

A similar CPA bill was killed last year

by a filibuster led by Senator James B. Allen (D-Ala.). Senators Allen and Sam J. Ervin Jr. (D-N.C.) are vigorously opposing it now. The two Southerners say the agency would be too powerful and independent and would have what they say is the impossible task of defining the interests of all consumers.

The license renewal exemption may be challenged by supporters of the Nixon administration, which tried, unsuccessfully, to have it renewed in committee. In addition, the White House has objected to other portions of the bill, and although President Nixon's Consumer Affairs Adviser, Virginia Knauer, has endorsed a strong CPA, there was talk on the Hill last week of a possible veto.

KTRK-TV makes deal with Houston group

Capcities station makes now-familiar employment and program commitments, but also agrees to use other stations in group for research and materials for public-affairs shows

Capital Cities Communications' KTRK-TV Houston has joined the growing list of Texas stations that have reached agreements with local citizen groups in connection with the stations' license-renewal applications (BROADCASTING, July 8).

The agreement, with Black Citizens for Media Access, has one novel feature in that it calls on the station to maintain contact with other Capcities stations for the purpose of using research and pre-produced program materials relevant to public affairs programs that would deal with matters "of general concern to the minority public."

The agreement also obligates KTRK-TV to meet with other Houston stations to discuss the formation of a training program for those in the area interested in becoming broadcast engineers, to broadcast annually at least 26 half-hour public affairs specials in prime time (15% of the programs to deal with matters of concern to blacks), and to employ on its news staff minority-group persons in "reasonable" proportion to the minority population in the Houston area.

Media Briefs

One way. GTE Service Corp. has offered FCC way out of license fee revision and refund dilemma forced upon it by Supreme Court (BROADCASTING, March 11 et seq.). It would average fees over past four years, allocate 25% to 50% of that amount to regulated companies and charge rest to Treasury, on assumption that public is prime beneficiary of FCC functions and should bear at least half of administrative expense. Refunds of filing and grant fees should be computed on same schedule, GTEC says. Complete refund of annual fees was suggested.

No contest. FCC has dismissed objec-

tions of Indianapolis local, American Federation of Television and Radio Artists (AFL-CIO), to renewal of WNDE(AM) and WFBQ-FM Indianapolis. Union had charged that licensee WFBM Inc. had tried to strip employee benefits granted by previous owner and had adopted labor practices detrimental to all broadcast employees in Indianapolis area. Commission dismissed charges as "mere general allegations" lacking specificity necessary for hearing.

UHF month. Representative William Whitehurst (R-Va.) has introduced joint resolution (H.J. Res. 1088) to proclaim October 1974 as UHF television month. Idea has been referred to Judiciary Committee.

Full disclosure. National Public Radio President Lee Frischknecht, in letter to House Judiciary Committee Chairman Peter Rodino (D-N.J.), has requested that committee release for airplay nine tapes of presidential conversations purporting to link Mr. Nixon with Watergate cover-up. Tapes, transcripts of which were released by committee Tuesday, July 9, recount Nixon conversations with former aides, John Dean, H. R. Haldeman, John Erlichman and John Mitchell. While lauding committee's decision to release transcripts (carried in full by several major daily newspapers), Mr. Frischknecht stated: "... Those of us in the broadcasting media believe you could accomplish your aim of informing the public even better" if tapes themselves were distributed. "What better way for the public to get an accurate version of the discussions?"

Affiliates. KFMX(FM) Minneapolis-St. Paul joins NBC Radio. KLAQ-AM-FM Denver become affiliates of the Inter-mountain Network.

Redone. Taft Broadcasting has published revised "TV/Radio Handbook for Political Candidates," available free from Taft, 1906 Highland Avenue, Cincinnati 45219.

Down the street. International Telecommunications Satellite Organization moves to 490 L'Enfant Plaza S.W., Washington 20004, from 950 L'Enfant Plaza S.W. Telephone: (202) 488-2300.

Gross, CFL press cases

Gross Telecasting Inc. and the Chicago Federation of Labor and Industrial Union Council, both facing license-renewal hearings, have asked the FCC administrative law judges for summary judgments in their favor. But both also had alternative requests short of such judgments. Gross, whose renewal applications have been designated for hearing principally on charges of news slanting and suppression, has asked for an order narrowing the scope of evidence to be received—to matters since Jan. 1, 1971, when the licensee began "voluntarily" to retain news records, and to evidence that is "extrinsic." CFL, whose renewal application for WCFL(AM) Chicago involves question of whether it misrepresented station's public affairs programming, said

that if a summary judgment is not granted, the judge should certify the proceeding to the commission for a determination as to whether, as policy matter, the commission's "vague definition" of public affairs should be enforced in a hearing where a license renewal is at stake. Meanwhile, however, the Chicago citizen groups, whose petitions led to the WCFL renewal hearing, have asked the commission to add issues—including one as to whether licensee served the public interest by reinvesting a "sufficient portion of its profits and revenues into locally originated and community-oriented programming."

Westen wants coverage of renewal bill

Tracy Westen, director of Public Communications Inc., Los Angeles, has asked in a letter to the three commercial TV networks and seven Los Angeles television stations that the subject of license-renewal legislation be treated as a controversial issue of public importance. Mr. Westen noted the opposition to the bill, which has passed the House and is now before the Senate Communications Subcommittee, has drawn from public interest groups.

He is seeking fairness-doctrine treatment of this issue, he said. The networks and stations, he emphasized, should provide some coverage of the merits and demerits of this legislation, but monitoring of Los Angeles stations indicates this is not being done.

Mr. Westen also sent a copy of the letter to William Ray, chief of the FCC complaints and compliance division. He asked for a reply by July 25.

Under black attack, KHOU-TV decries 'apartheid' programming

Station denies discrimination, says it tries to serve all groups of significance

The Corinthian-owned KHOU-TV Houston last week asked the FCC to dismiss a petition filed by Black Citizens for Media Access to deny renewal of the station's license. KHOU-TV said the group's charges of discrimination in hiring and programming were baseless and unspecific.

Contrary to the assertions of the group, KHOU-TV said, the station has been "sensitively responsive to the ascertained needs and interests of all significant groups in its service area, including particularly blacks and Mexican-Americans."

To that end, KHOU-TV said, it runs four regularly scheduled, locally produced programs oriented to the black and chicano communities, in addition to its other regular public affairs programs. But the station's over-all purpose is not to "compartmentalize" programming, it said. "KHOU-TV's programming philosophy is to foster integration and mutual understanding and enlightenment rather than the apartheid approach apparently urged

by the petitioners," KHOU-TV said.

As for the charges of employment discrimination, the station said that its record had improved between 1971 and 1974. Total minority employment in that period has risen from 10 to 23%, it said, with increases of from 6 to 13% and 19 to 26%, respectively, for blacks and women. Variations in specific job categories between 1973 and 1974 pointed to by the petitioners "reflect nothing more than normal station personnel turnover," KHOU-TV said, and not, as alleged by the group, misrepresentation in renewal application figures.

Further, it said, refusal to meet the group's "demand" to create a new slot for a black anchorman was not inconsistent with its equal employment prospectus. "Providing equal employment opportunity does not mean knuckling under to featherbedding demands," the station said.

Houston's Allbritton buys into 'Star-News' parent company, is expected to take active role

Houston businessman Joe L. Allbritton last week signed a contract to buy an approximate 37% interest in Washington Star Communications Inc. for \$25 million. The agreement, which was approved in principle by the WSC board on April 8 (BROADCASTING, April 15), is now subject to the approval of company stockholders and the FCC.

Although Mr. Allbritton, a banker, has

said in the past that his interest in the company would be as "basically an investor," he is expected to take an active role in the management of the concern. In announcing the agreement, the company's *Washington Star-News* said he will become board chairman and chief executive officer of the company, which, particularly in its newspaper operation, has been losing money in recent years.

Mr. Allbritton may not have the *Star* field to himself. Another bidder—Michigan publisher John McGoff, who wants only the paper, not the broadcast properties—says he'll "sweeten" earlier offer of \$25 million for the *Star-News*, will purchase 7% of stockholders' shares.

In addition to the *Star-News*, WSC owns WMAL-AM-FM-TV, WLVA-AM-TV, Lynchburg, Va., and WCIV(TV) Charleston, S.C.

Changing Hands

Announced

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

■ **WRFD(AM)** Columbus-Worthington, Ohio: Sold by Nationwide Communications Inc. to Buckeye Media for \$750,000. Seller is subsidiary of Nationwide Mutual Insurance Co., of Worthington, and also owns WNCI(FM) Columbus; WGAR(AM)-WNCR(FM) Cleveland; WATE-TV Knoxville, Tenn.; WLEE(AM) Richmond, Va., and WXEX-TV Petersburg, Va.

Its acquisition of WFMM-FM was approved by the FCC last week (see below). Buyer is owned by Ohio Farm Bureau Federation, nonprofit organization. Leonard Schnell is president. WRFD is daytimer on 880 khz with 5 kw.

■ **WXLW(AM)** Indianapolis: Sold by Greater Indianapolis Broadcasting Co. to Shirk Inc. for \$715,000. Grewe Radio owns seller and is controlled by Fred A. Grewe Jr., who has interests in WEIF(AM) Moundsville and WPAR(AM) Parkersburg, both West Virginia; WSTL(AM) Eminence, Ky., and WGOE(AM) Richmond, Va. Owner of buyer, William S. Poorman, is general manager of WXLW and has interest in WERK(AM) Muncie, Ind. WXLW is daytimer on 950 khz with 5 kw directional.

■ **WOKS(AM)** Columbus, Ga.: Sold by John C. Pennington to Associated FM Broadcasting for \$530,000. Mr. Pennington is receiver for Hertz Broadcasting of Columbus. Principals (50% each) in buyer are B. Ken Woodbin and Milton Hirsch, who own WWRH-FM Columbus and are former owners of WOKS. WOKS is daytimer on 1340 khz with 1 kw.

■ **WGEZ(AM)** Beloit, Wis.: Sold by Dubuque (Iowa) Telegraph-Herald Inc. to Public Service Broadcasters Inc. for \$405,000. Principal in seller is F. Robert Woodward Jr. Telegraph-Herald owns KDTH(AM)-KFMD(FM) Dubuque and has agreed to buy KLMS(AM) Lincoln, Neb. Principals in buyer are Don G. Jones and others. WGEZ operates full time on 1490 khz with 1 kw day, 250 w night.

■ **WTLO(AM)** Somerset, Ky.: Sold by Pulaski Broadcasting Corp. to Cumberland Communications for \$250,000. Principals in seller are Oris Gowen, WTLO general manager, and others. Principals in buyer are James A. Brown and others. Mr. Brown has been general manager of WSFC(AM)-WSEK(FM) Somerset. WTLO is daytimer on 1480 khz with 1 kw.

■ **WLEX-FM** Lexington, Ky.: Sold by WLEX-TV Inc. to Village Broadcasting Co. for \$250,000. Seller is owned by Gay-Bell Stations, which also owns WLEX-TV and WCOV-AM-TV Montgomery, Ala. Gay-Bell is owned by Douglas Gay Jr. (41.9%) and others. Village principals, Jim Heavner, president, and others, own WCHL(AM) Chapel Hill, N.C. (see above). WLEX-FM is on 98.1 mhz with 50 kw and antenna 350 feet above average terrain. Broker was R. C. Crisler & Co.

■ **WBLG(AM)** Lexington, Ky.: Sold by Roy B. White Jr. to Village Broadcasting Co. for \$225,000. Mr. White formerly owned 50% of WBLG-TV Lexington and is now retiring from broadcasting. WBLG is on 1300 khz with 1 kw. Broker was R. C. Crisler & Co.

■ **WTVU(TV)** New Haven, Conn.: Construction permit sold by Impart Systems to Connecticut Television Inc. for \$192,500. Seller is Victor Muscat. Buyer is owned by Plains Television Corp. Principals are Herbert Scheftel and others, who also own WICS(TV) Springfield, Ill., and WICD(TV) Champaign, Ill. WTVU is on channel 59.

■ **KEED(AM)** Eugene, Ore.: Sold by



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74-37

Century-Pacific Broadcasting Inc. to Town Crier Broadcasting Inc. for \$182,830. Principals in Century-Pacific are John W. Mowbray, majority owner of KQIN(AM) Burien, Wash.; Chris Wedes, Seattle television personality, and James O'Neal. Principals in buyer are Margaret J. Powell; A. J. Summers; Charlotte Summers; Michael Stone, KEED program director, and Jon Guthrie. KEED operates full time on 1450 khz with 1 kw day, 250 w night. Broker was William A. Exline Inc., headquartered in San Rafael, Calif.

■ KFIR(AM) Sweet Home, Ore.: Sold by KFIR Inc. to Campbell Broadcasting Corp. for \$135,000. Principal in KFIR is Delward Jensen. Principals in Campbell are Steven A. Prendergast (51%) and his father, Arthur H. Prendergast (49%). Steven Prendergast is program director at KPOW(AM) Powell, Wyo. KFIR is daytimer on 1370 khz with 1 kw. Broker was William A. Exline Inc., San Rafael, Calif.

■ WCAS(AM) Cambridge, Mass.: Sold by Kaiser Broadcasting Corp. to Wickus Island Broadcasting Corp. for \$225,000. Principals in buyer are Mel Stone, president, and Fred Miller. They are also principals in WDCS-FM Portland, Me. WCAS is daytimer on 740 khz with 250 w.

Approved

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

■ WFMM-FM Baltimore: Sold by Commercial Radio Institute Inc. to Nationwide Communications Inc. for \$975,000. Principals in seller are Julian S. Smith and others. Mr. Smith has interest in WGFF(TV) Baltimore and has applied for new television station in Pittsburgh. Buyer is subsidiary of Nationwide Mutual Insurance Co. and station group owner (see announced sale of WRFD[AM] above). WFMM-FM is on 93.1 mhz with 5.3 kw and antenna 870 feet above average terrain.

■ WNV(TV) Goldvein, Va.: Sold by Northern Virginia Educational Telecommunications Association to Central Virginia Educational Television Corp. for assumption of liabilities, maximum of \$550,000. Principal in seller is Robert Smith, vice president and general manager. Principal in seller, which also owns WCVE(TV) and WCVW(TV), both Richmond, is B. W. Spiller, president. WNV is on channel 53 with 1440 kw visual, 144 kw aural and antenna 750 feet above average terrain.

■ WDON(AM) Wheaton, Md.: control of WDON Inc. sold by Everett L. Dillard Jr., Sandra Dillard Faunce as custodian for Donald E. Dillard, and others (100% before, none after) to Horizon Communications Corp. (none before, 100% after) for \$425,000. Principals in buyer are Gary G. Marshall (58.3%), Edward S. Magnus (17.8%) and William Hildebrandt (23.9%). Mr. Marshall is sales manager with WGO(AM) New Orleans and Mr. Hildebrandt is salesman

with WKRC-TV Cincinnati. WDON is on daytime on 1540 khz with 1 kw.

■ WCIB(FM) Falmouth, Mass.: Sold by Cape and Islands Broadcasting Co. to New England Media Corp. for \$302,000. Principal in seller is Charles K. Avery, president. Principals in buyer are Ralph Guild (50%), Roger A. Neuhoof (42.5%) and others. Mr. Guild is president of McGavren-Guild, station rep, and has broadcast interests in Boston, Cleveland and California and Mr. Neuhoof in Indiana and Illinois. WCIB is on 101.9 mhz with 50 kw and antenna 240 feet above average terrain.

■ WPGW-AM-FM Portland, Ind.: Sold by Glenn West to WPGW Inc. for \$140,000. Mr. West managed WPGW and is retiring. Principals in buyer are Robert C. and Charlotte M. Brandon and others. Mr. Brandon is engineering supervisor at WWO(AM) Fort Wayne, Ind. WPGW is daytimer on 1440 khz with 500 w directional. WPGW-FM is a permittee not on air on 100.9 mhz with 3 kw and antenna 170 feet above average terrain.

■ KRFS(AM) Superior, Neb.: Control of Valley Broadcasting Co. sold by William L. Cratopp (100% before, none after) to Leroy Wolfe, Gilbert Wolfe and others (none before, 100% after) for \$115,000. Leroy (30%) and Gilbert (25%) Wolfe are, respectively, hairdresser and park concessionaire in Colorado. KRFS is daytimer on 1600 khz with 500 w.

Broadcast Advertising®

Mixed previews for TV sales this year

**Networks generally are optimistic
—particularly CBS—while agencies
are guarded in their predictions**

National TV salesmen and some of their biggest customers agree that television business this year will show a gain from last year's totals but they differ, sometimes widely, on how big the gain will be.

A sampling of some of the biggest broadcast agencies found them predominantly inclined to predict that their 1974 spending would reach approximately the same level as in 1973, or perhaps modestly exceed that figure. Network sales officials, the Television Bureau of Advertising and at least some station representatives tended to be more bullish, although they, too, showed different degrees of optimism.

But the differences in outlook between agency and TV officials may not be as contradictory as they appear. It would be understandable, some sources noted, for agency executives to be more cautious in the current unsettled state of the economy, and strategically sound for

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them not to seem too eager to buy in what clearly appears to be—certainly in network TV—a seller's market. And TVB had a more specific explanation.

"You must remember," said George Huntington, TVB executive vice president and general manager, "that growth in television is [no longer] coming from the business categories handled by the large agencies. A survey of large agencies generally will not reflect the television advertising that is coming from motion-picture companies, grocery chains, direct-mail companies and drug chains. These represent millions of dollars to television."

"For department stores the new battlefield must be television—and 1974 is the year. Their competitors—the chains, the discounters and the specialty stores—have chosen television as a key merchandising tool, and they are making inroads."

TVB estimates that network billings increased 10% in the first half of 1974 and will gain 10% again in the second, picking up an additional \$200 million by the end of the year. It puts spot TV's first-half increase at 2%-3% but looks for a 7%-8% rise in the second half for a full-year increase of about \$75 million over 1973. In local sales it estimates a first-half gain of 7%-8% will jump to 10%-12% in the second half and result in a full year's gain of about \$100 million.

Estimates compiled by Broadcast Advertisers Reports indicate that network billings in the first half reached \$1.08 billion, an increase of \$99 million from the same period a year ago. (BROADCASTING, July 15). Sales officials of all three networks say they're confident their sales will set new high levels this year, but they, too, differ somewhat in degree.

Most outspoken is Frank Smith, sales vice president of CBS-TV, who says the first half was "a smashing period for us," the third quarter "is already ahead of last year" and "I'm not worried about the fourth quarter—it's off to a tremendous start." Using figures compiled for the first five months, Mr. Smith says total sales by the three networks exceeded year-ago totals by \$76.6 million and that CBS-TV accounted for \$41.9 million of the gain. For the same five months, he said, CBS increased its lead over NBC from \$5.4 million last year to \$31.5 million this, and over ABC from \$36.3 million to \$59.3 million. In sum: "The first half was much better [than in 1973] and I'm sure the second half will be much better too."

Warren Boorum, vice president and general sales manager of ABC-TV, says for his network, too, the first half was "much better" and the second half "looks super." ABC, he said, has exceeded 1973 levels in every day-part in each quarter, except for dips in weekend daytime (children's programming). Against those dips, which amount to about 15% in the third quarter, he said third-quarter prime-time sales are up 15%, Monday-Friday daytime up 21%, late-night up 13% and sports up 10%-12%. He expects all periods to be up again in the fourth quarter, with prime-time sales probably running 8%-9% ahead. As for the network's evening news, he notes that its

average one-minute price will be \$20,000 this fall—as against \$14,800 in 1972 and \$7,000 only four years ago.

At NBC-TV, whose sales vice president Mike Weinblatt was out of town last week, a sales department spokesman prepared some obviously cautious estimates that nevertheless portrayed 1974 as a better sales year than 1973. He said first-half sales were "moderately up" from a year ago, the third quarter is expected to show "a slight improvement" and the fourth quarter should be "about the same" as in 1973. And sales in daytime, news, sports and fringe periods (*Today*, *Tonight*) are "outstanding," he added.

Among agencies, Robert Coen, vice president and director of media analysis, McCann-Erickson, New York, who keeps track of estimated advertising expenditures, was less than bullish about investments in television for 1974. By his calculation, spending in network TV for the first six months of the year grew by about 6% and he projects that the increase for 1974 in this area will be from 6% to 7%. He labeled spot TV "quite spotty" and figured it's off by 1% in the first half, but projects there will be a small spurt in the rest of the year. "I'd say spot will wind up about 2% over 1973," Mr. Coen ventured. "I think political advertising will be a factor in the increase in spot TV. As for local TV, our information is quite mixed. I'd say you're not going to get the 10% and more increases we've been seeing for many years. It may be only 5% to 8%."

Jim Makriones, executive vice president and manager of Young & Rubicam, New York, said television spending at Y & R for 1974 is expected to be about the same as 1974. He noted that Y & R spot TV business in the first six months of the year was down somewhat, and added: "Basically it's a soft year, and with an hour of access time given back to the local stations, there are going to be more local spots to sell. We anticipate that the remainder of the year will remain soft in both radio and TV spot advertising."

Tom Dillon, president of BBDO, New York, said broadcast billings at the agency held to the levels of 1973 in the 1974 first half for both network and spot TV. He said BBDO's "best estimates for 1973 over-all are that we will not come out very far away one way or the other from 1973 figures." (BBDO invested about \$160 million in TV in 1973.)

Robert Liddel, senior vice president and media director, Compton Advertising, New York, expressed the view that television expenditures in 1974 would run about the same as last year or possibly slightly higher. He said advertisers are going along with rate increases but observed: "No one seems to be coming up with additional money." He indicated that network TV spending may be up slightly but spot TV is more difficult to project. Mr. Liddel said there has been at this juncture little planning, let alone buying, of spot TV for the fourth quarter. He noted that network prices for the fourth quarter have jumped substantially and added: "What concerns many

agency media executives is what is going to happen to the prime-access rule. If it's going to stay as it is and network prices continue to escalate, we're going to have to look at alternatives to buying network TV on Sunday night."

Decidedly more buoyant than many of his agency colleagues was John O'Toole, president of Foote, Cone & Belding Communications, New York. He said the agency's client list had invested more heavily in television this year than had been forecast at the beginning of 1974 and he attributed this increase to several new products and to larger budgets from some of FC&B's clients. He indicated that spending this year would be particularly heavy in network TV but said all areas of the medium are expected to show substantial gains.

The 20-odd clients buying network and spot TV at Benton & Bowles are spending, in toto, about the same in 1974 as in 1973 with some advertisers up slightly and others down, according to George Simko, senior vice president and director of media management. Because of price escalations this year, clients are buying fewer units though investing the same amount of dollars, he said. He indicated network TV spending by B&B clients by the end of the year may be up a trifle, but spot TV is expected to be about the same as 1973.

Harold Tillson, executive vice president of Chicago-based Leo Burnett, U.S.A., said an examination of records for the first six months of the year showed that network and national spot TV business placed by Burnett was up "marginally." He said that Burnett does not try to project the volume for the entire year but his own "guesstimate" is there won't be a striking change in the pattern and both spot TV and network TV should be slightly ahead of 1973.

Richard P. Jones, senior vice president and director of media for J. Walter Thompson Co., New York, said network TV and spot TV advertising by JWT clients held to virtually the same levels in the first half of this year as in the first half of 1973. His best guess, he said, was that network TV would rise slightly in the second half of 1974 over the comparable 1973 period, while spot TV would equal the 1973 level.

Here's how some station-rep officials viewed the outlook:

Dick Gideon, vice president and director of sales strategy for Blair Television, who predicts industry trends for the rep firm, said spot TV was "flat" in the first half nationally, with larger markets particularly soft. For the spot TV industry as a whole, Mr. Gideon charts a comeback in the second half, particularly in the fourth quarter, with a gain of about 8%. For 1974, he predicts that spot TV will advance by about 5% over 1973. He estimates that local television will be up about 10% and network TV, a 7% to 10%.

Alfred Rittar, vice president and director of national sales for H-R Television, said business at his firm had increased by about 5% in the first half of 1974. He acknowledged that activity in the third quarter is sluggish, but he is confident

that the fourth quarter will be a decided improvement. He noted that TV network sales in the last quarter are brisk and this circumstance always is helpful to spot TV and added that the stayed FCC prime-access rule should prove beneficial to spot.

"The worst is behind us," exclaimed Alfred Masini, president of Tele-Rep Inc. He reported that over-all volume in the first and second quarter held even to last year's levels but said he was projecting a moderate increase for the third and fourth quarters. He cautioned that activity varied, depending on the market, with some cities reporting that they are off considerably and others having made substantial advances.

Lysol agrees to stop colds claims in ads

Firm negotiates consent decree with FTC in two-year-old case

Claims of disease-prevention effectiveness for Lysol brand products and other household disinfectants manufactured by Sterling Drug Inc. have been prohibited by a consent order provisionally accepted by the Federal Trade Commission.

The agreement is based on a 1972 FTC complaint that challenged representations that use of Lysol products to kill germs on environmental surfaces and in the air significantly reduced or prevented the spread of colds or other upper-respiratory diseases. In fact, the FTC claimed, surface germs play only a small role in the incidence of colds and diseases, and Lysol fails to eliminate those airborne germs and virus that cause most colds and upper-respiratory diseases. And, while the FTC is not challenging the accuracy of claims that Lysol disinfectants kill surface germs, it is criticizing the disease-prevention inferences that can be made from such claims, a staff analysis of the consent order says.

According to terms of the order, Sterling is forbidden to represent that: use of disinfectants are of significant value in reducing the spread of influenza, colds or strep infections; environmental surfaces are a significant variable in transmission of those infections; household disinfectants kill airborne viruses or bacteria; disinfectants kill disease germs unless the disease is disclosed in the ad and the claims based on "competent and reliable scientific evidence." Finally, Sterling Drug has agreed to a "conditional affirmative disclosure" requirement (which, in effect, amounts to a corrective advertising requirement, according to the analysis), if the company should make any future claims of germ-killing effectiveness for upper-respiratory diseases. In that case, the ad will also have to disclose that there is no evidence that the product offers protection against flu or strep throat.

Lysol spent \$16.5 million in network TV and \$620,000 in spot TV promoting its disinfectants in broadcast advertising last year.

Code actions haven't put out the fire over children's TV

FTC is considering action in areas of drug advertising, program hosts, unsafe toys

There's more to come from the Federal Trade Commission in the way of children's TV advertising strictures despite self-regulatory action by the National Association of Broadcasters that attempted to address some of the problems cited by FTC Chairman Lewis Engman.

The use of "hero" figures as product salesmen is likely to be one area addressed by staff proposals, barring industry action, an FTC spokesman said. The FTC is considering ways in which other major program figures, both live and fantasy, and sports figures and celebrities may be used in commercials. One major area of staff consideration is the message carried by those personalities, with the staff exploring the possibility of limiting product endorsements to those spokesmen who have "expert knowledge" of the product.

Staff recommendations in the area of unsafe toys are looking toward FTC ad requirements that will support findings of the Consumer Product Safety Commission. Under consideration are requiring warnings within the commercials for toys that have been found hazardous under certain circumstances or for certain age groups. The FTC is "not satisfied" that the problems with respect to dangerous toys have been solved, despite NAB action tightening code provisions relating to product safety, according to the spokesman.

The staff is also likely to recommend that audio disclaimers accompany video disclaimers on products advertised to children, because in many cases the message is aimed at a "pre-literate" audience, according to the spokesman.

While the NAB has already opted to ban TV ads for vitamin and over-the-counter drug ads, the staff has not dropped its consideration of that area. Whether or not the staff recommends its own ban on those products will "depend on what the rest of the industry does," according to the spokesman.

The staff proposals are expected to be completed this fall, and to recommend that the commission adopt a series of guides similar to the proposed guide banning TV premium ads to children issued last month (BROADCASTING, July 1).

Study claims public is happy with methods of premium advertisers

PAAA survey finds high rate of satisfaction generally, with children's products particularly

In an attempt to give the Federal Trade Commission food for second thoughts on its proposed ban on the TV advertising of premiums to children, the Premium Advertising Association of America has released a study that indicates a high degree of consumer satisfaction with premiums offered in advertising.

The survey, based on the responses of 12,500 customers who ordered premium products, found that 52% of those responding rated the premium a "better" value than expected and 41% rated it the "same" as expected. The same question posed on children's premiums, received some 6,000 replies from parents, 58.4% of whom rated the premium better than expected and 35% of whom



Huddle. Discussing plans for the Television Bureau of Advertising's 20th annual membership meeting in Los Angeles (Nov. 17-19), which will focus on "Management's New Roles," are TVB President Norman E. Cash (far right) and (l to r) Walter Vetter, vice president, technical services, TVB; George Huntington, executive vice president, general manager, TVB; Beverly Keene, vice president, creative services, TVB; Edward Montanus, senior vice president, MGM Television; Albert Krivin, senior vice president, Metromedia Inc.; Richard O'Leary, president, ABC Owned Television Stations. The last three are members of TVB's annual meeting program committee.

said it was the same as expected. And, 97.7% of those responding in the children's category said they would recommend the premium offer to a friend.

The study, which was done in conjunction with a number of members of PAAA, included premium offers made by cereal and beverage manufacturers and aimed at children. The special breakdown for children's premiums was made in anticipation of Federal Trade Commission actions restricting TV premium ads to children, according to PAAA president William Battle. A copy of the survey has been filed with the FTC.

5% is not 'a lot' ad review board tells Carte Blanche

A television commercial that claimed the Carte Blanche credit card is accepted in "a lot" of places that don't honor the American Express card has been found misleading by a panel of the National Advertising Review Board.

NARB said Carte Blanche told the National Advertising Division of the Council of Better Business Bureaus, which had challenged the claims, that it had not attempted to define "a lot" mathematically. NAD then referred the case to NARB, the final arbiter in advertising's self-regulatory structure. It was NAD's position that the average consumer considers "a lot" to mean "a substantial number."

Carte Blanche submitted to NARB a *Mobil Travel Guide* for California and the West, but NARB held that only five percent of the establishments listed in it were shown as accepting Carte Blanche to the exclusion of American Express and that five percent "did not constitute a substantial number." Moreover, the panel said, Carte Blanche's own compilations from the *Guide* indicated that while 98 accepted Carte Blanche but not American Express, 350 accepted American Express but not Carte Blanche.

FTC charges Sears used ads as bait for switch

The Federal Trade Commission has proposed complaint against Sears, Roebuck & Co. charging the company with bait-and-switch tactics to sell major household appliances including sewing machines, washers and dryers. The complaint accuses Sears of using deceptive ads—primarily print, but some radio and TV were involved—to lure customers into a store where salespeople would disparage advertised items in an attempt to sell higher priced models. Sears can now negotiate a consent order with FTC—which the company says it will not—or adjudicate. Among the agreements the FTC has proposed are clear disclosure "in all advertising" that Sears is the subject of a cease-and-desist order; a halt to bait-and-switch tactics, and alterations in the sales compensation system that the FTC claims is linked to the bait and switch.

Cablecasting

Consent decree settles SEC charges against Teleprompter

**Firm agrees to abide by court ruling
that it no longer engage in fraud
and that it be candid over finances**

Teleprompter Corp. last week consented to a New York district court ruling enjoining it from further violations of federal securities laws and requiring a policy of corporate candor in financial disclosures. The action culminated a nine-month investigation of the company by the Securities and Exchange Commission, which sought the court order following lengthy negotiations with Teleprompter officials.

The order directed the firm to establish—if such had not already been accomplished—a program by which it will be able "as soon as reasonably practicable" to "apprise Teleprompter's directors of the financial and operational position of the corporation on a reasonably current basis."

The court directive also precluded the company from further violations of anti-fraud statutes through the issuance of reports, financial statements and press releases that are "materially false and misleading."

Essentially, the SEC alleged four violations by the company during the first three quarters of 1973. One involved Teleprompter's submission, in April 1973, of its 1972 annual report (form 10-K) to the agency. The others pertained to Teleprompter's issuance of three press releases during the summer of 1973. In all cases, the general allegation was that the company, while aware of possible forthcoming financial setbacks, failed to pass that information on, thus potentially instilling a belief by the investing public that Teleprompter was in a better financial position than it actually was.

Teleprompter officials said last week that the decision not to contest the SEC allegations was based entirely on a desire to "avoid protracted litigation." Indeed, a statement released by the firm on Monday (July 15), the same day the court order was issued, observed that Teleprompter "is happy that the SEC investigation is now behind it." In the court proceeding the company neither admitted nor denied the SEC allegations.

The effect of the consent judgment, said Teleprompter's general counsel, Barry Simon, is that the firm has been able to avoid a lengthy and costly legal proceeding and is now in a position "to get on with running the company."

Other than asserting puzzlement that the SEC announced the resolution of the case prior to the closing of stock trading on Monday (a somewhat unusual practice for the commission), Mr. Simon expressed no surprise with the development.

"We had the whole thing all worked out," he said. "We had been negotiating with them [the SEC] for weeks."

The SEC's participation in the case followed the issuance on Sept. 4, 1973, of a statement by then Teleprompter Chairman Raymond Shafer announcing that Teleprompter had elected to cut back its 1973 cable construction schedule by 20% and to review its entire construction program. Soon thereafter, the SEC suspended all trading of Teleprompter securities and launched an inquiry into the events leading up to the Shafer statement. The New York Stock Exchange, on which Teleprompter shares are traded, initiated a separate investigation. Teleprompter stock was off the market for nearly two months; when trading resumed, Teleprompter's per share value declined more than 50%. Of greater significance, however, the Teleprompter experience provided a catalyst for a reappraisal of franchising and marketing philosophy by the cable industry in general.

Predictably, Teleprompter's common stock suffered a setback in trading soon after the court order became public knowledge. Teleprompter common, which had been trading around 3¼ closed Monday at 2½. On Wednesday, bids on Teleprompter stock were fluctuating between 2½ and 2¾. Officials were confident that a recovery from the immediate decline would be soon in coming. "I think probably the effects will be short lived," Mr. Simon said.

The SEC complaint offered previously undisclosed details as to how Teleprompter's problems developed during 1973. It said that as early as Jan. 1, 1973, company officials "knew or reasonably should have known" that Teleprompter's "internal financial controls and procedures were inadequate to provide accurate and timely budgets, results of operation reports and projection of costs and revenues for new acquisitions and existing systems." The complaint further stated that Teleprompter's management "was aware of potential business problems" which included expectations that a \$150-million line of credit obtained in April 1973 would be exhausted by the first quarter of 1974—although it had been anticipated to provide adequate financing through next December; that the firm does and probably will continue to have "cash-flow problems"; and that "without sufficient funds the construction program would halt," which would "adversely affect earnings."

The commission alleged that Teleprompter's 1972 annual report, issued in April 1973, failed to disclose that capitalized overhead costs approximated \$17 million, and that a cutback in construction would "force that sum to be charged against revenues." Similarly, the SEC said that a July 1973 Teleprompter press release (which noted that second quarter earnings were expected to decline from the first three months) was fraudulent in that it emphasized that the \$150-million credit line would be utilized to finance its construction and expansion program. Teleprompter could have been expected to know at that time, the SEC said, "that

a reduction in its construction program was likely" and that the resulting overhead charged against revenues would adversely effect future earnings.

A second press release issued the following month specified the decline in second quarter earnings and, the SEC said, attributed increased expenses to the construction program. This too was misleading, the commission said, in that Teleprompter's alleged knowledge of impending construction cutbacks was not noted.

Soon after the issuance of the second press release, the SEC said, then Teleprompter treasurer, Robert C. Todd, discussed the company's finances with an official of the First National Bank of Boston, its principal lending institution. The talks prompted the official to conclude, the SEC said, that the company "had a cash flow problem to deal with immediately." He recommended that construction be cut back wherever possible, that overhead expenditures be reduced and that unprofitable assets be disposed of. Subsequently, a Teleprompter request for a \$12 million advance from its lenders was deferred while the banks studied its corporate standing.

But on Sept. 4, 1973, the SEC noted, the Shafer statement as to the construction cutback was released and, among other things, categorically denied "any unannounced adverse developments concerning Teleprompter's business, assets or earnings." This, again, was misleading, the commission claimed, in that a number of details were not disclosed at the time. Among them was the deferment of Teleprompter's loan request; an estimate of the impact of the construction cutback on future earnings; the "probability" that certain cable systems would have to be written down due to the cutback, and the prospect that expenses would increase due to a new marketing program to obtain new cable subscribers.

In its statement last week, Teleprompter denied "that it has engaged in any violation of law." The consent decree, it stated, was accepted merely to avoid litigation "which would involve a drain on management's time and energies and involve substantial legal expenses." And further, it denied that any injunction against it is necessary. Noting that, since Jack Kent Cooke became its chairman last fall, Teleprompter has overhauled its management and made "every effort . . . to comply with both the letter and spirit of the security laws," the firm concluded that "Teleprompter can easily and gracefully accept the decree because these procedures have been done, are being done and will be done."

ATC: one cable firm that had a good year

Rifkin reports that profits were near the \$2 million mark

Monroe M. Rifkin, president of American Television and Communications Corp., said last Wednesday (July 17) that "preliminary results" for the 1974

fiscal year, which ended June 30, "indicate we will set new records in revenues, earnings, cash flow and subscribers."

Speaking at a luncheon meeting of the New York Society of Security Analysts, he asserted that, although the actual figures won't be ready for release until some time next month, he expects to report revenues of about \$26.7 million, earnings of \$1.9 million, a 46 cents-per-share average and a \$9.6 million cash flow. Last year's comparable figures were \$20.5 million (revenues), \$1.2 million (earnings), 26 cents per share and \$7.8 million in cash flow.

Mr. Rifkin acknowledged that "the recent problems of other cable-TV companies have most certainly had a negative impact on the industry as a whole. The investment public has soured and has, in fact, been forced away. Frankly, we need them back."

One of the ways to get investors back, he continued, is "to expand our geographical sphere of influence." He said that there are 14.5 million homes located in those areas which "do not receive any independent station signals [approximately TV markets 30 through 100]" but that only 1.6 million of these homes are wired for cable. The reason for this foot-dragging, as he sees it, are:

- It took the industry too long "to identify these markets as its best near-term growth opportunity."

- Construction snafus, FCC red tape (for certificates of compliance and microwave applications) and utility-company reluctance to allow cables to be attached to their poles have thrown "roadblocks" at the cable companies.

- The "limited vision on the part of top management" of many cable companies "has blackened all our eyes" by, among other things, "careless and questionable handling of financial matters."

Mr. Rifkin issued a call for new industry leadership. "The original entrepreneurs must give way and be replaced . . . by sophisticated and experienced management personnel."

Cable Briefs

Appeal. New England Telephone & Telegraph Co. has asked federal court review of FCC warning to company to cease pole attachment discrimination against Continental Cablevision of New Hampshire Inc. Company also asked Boston Court of Appeals, to review FCC order for hearing into its pole attachment practices.

Nay-sayer Quello. FCC Commissioner James H. Quello's first dissent since joining commission was directed at decision to hold oral argument on whether Teleprompter is qualified to operate cable television systems in Johnstown, Pa., and Trenton, N.J. (BROADCASTING, July 8). Commission said question arises because of Teleprompter's involvement in bribery of city officials in connection with both franchises. But Commissioner Quello, in dissenting opinion, said commission

should not abandon its policy of leaving to local authorities responsibility for granting franchises; that FCC is saying principle of local authority is sound in routine matters, not in matters of real significance. "I'm afraid the logic of that escapes me," he said.

Chosen. Howard County Cable Television Associates Inc., holder of franchise to construct system in Howard county, Md., has awarded contract to Daniels & Associates, Denver.

Amicable meeting for NECTA members

Encouraging words are heard from Thurmond, state cable regulators

"We have come here to reason together," said New England Cable Television Association President Robert Clark at the outset of that group's annual convention. What the 250 delegates heard from the podium during the July 11-13 event struck them as reasonable indeed.

Particularly so was the keynote speech of Senator Strom Thurmond (R-S.C.), member of the Senate Judiciary Committee and a contributor to the now pending copyright revision bill. Scoring the efforts of sports interests to alter the bill through referral of the legislation to the Senate Commerce Committee (see page 12), Senator Thurmond drew an ovation when he vowed to fight attempts to reinstate the controversial CATV sports-blackout provision. "Cable operators have always been able to show sports programs," Mr. Thurmond noted, "and should not be prevented from doing so now."

Earlier, the delegates heard former FCC Cable TV Bureau Chief Sol Schildhouse proclaim that the present copyright bill might not deserve the industry's support due to the potential for "bush-whacking" the presently contemplated cable fee schedule after the bill's implementation (BROADCASTING, July 15).

To the NECTA members, perhaps the most encouraging news came from Archie Smith, the Rhode Island Public Utilities commissioner who has sole jurisdiction over cable there. Thus far, no franchises have yet been issued in Rhode Island. Mr. Smith indicated during the convention, however, that this may no longer be the case soon. "If cable operators and the commissioners work in harmony and display a willingness to accommodate to conditions by taking timely and constructive action," Mr. Smith told the delegates, "we will succeed in providing efficient and worthwhile service to the public and reasonable profits to the operator."

There was also good news for Massachusetts cablemen from Jeffrey Forbes, executive director of that state's cable commission. "The rhetoric of the past two years has died down," Mr. Forbes said of the agency's formative stage. The agency is now prepared to "take a closer look" at the forms operators are required to submit to the commission and the required state franchise proceedings.

*Thank you,
Chicagoland!*

**WGN Television 9
reaches more television
households than any
other Chicago station.**

Source: NSI, Chicago, May 1974, station total households,
weekly cume audience, Sun. — Sat., 7 am — 1 am. Data
subject to qualifications listed in report.

fifty
YEARS OF SERVICE



WGN Television 9

Cities tell FCC franchise transfers are local matter

Some pre-deadline comments indicate they feel commission has little room to swing in this area

Although the FCC has extended to July 26 the deadline for comments on cable system transfers (the fourth of seven rulemakings in the commission's cable clarification process) it did receive a smattering of comments last week. While a few interest groups offered specific suggestions on how transfers should be treated at the local level, most of the filings came from franchisers, that throughout the clarification process have insisted on the inviolability of their franchising rights.

The firmness of the franchisers' stand is reflected in the comments of two cities which have consistently filed responses in the clarification rulemakings but which otherwise stand in marked contrast to each other, New York and El Segundo, Calif. "Just as the commission lacks power to grant franchises in the first instance," New York reasoned, "so it lacks power to determine whether a transfer or assignment of control of a franchise will affect the franchise." If the FCC is to have a role at all, it said, it should be through its certification authority—granting certificates only on a showing that the franchiser has been notified of an ownership change. It noted that all New York franchises are subject to cancellation unless the proposed change is approved by the city. El Segundo's position was similar: While it would raise no objection to an FCC requirement for transfer provisions in a franchise agreement, the city said, the specifics of those provisions should be left to the franchiser.

The state of New York also asserted its authority over transfer procedures, saying that the FCC's role is sharply limited by law. "Since a transfer results from a transaction between two private parties, as opposed to a transaction between the franchising municipality and a private party, the objectives of the FCC's certification program do not suggest a need for re-certification following a transfer." Another state regulator, the Minnesota Commission of Cable Communications, urged the FCC to require that sellers of a franchise for a yet-to-be-completed system show that the transfer would be in the public interest.

That proposal was supported by a group of employees of the Urban Institute's Cable Television Information Center, including Executive Director W. Bowman Cutter, who, speaking for themselves, noted that some recently enfranchised operators have sold their franchises to their competitors—and losers—in the franchising process. "To require franchising authorities to undertake a fairly elaborate franchise selection process and then to permit the entire process to be subverted by not preventing the franchisee from selling out to the highest

bidder is to ignore the national interest that prompted adoption of the original franchise selection rules," they said. The group urged that transfer regulation be handled primarily at the local level, but with an FCC-set rebuttable presumption of transfer of 10% of the voting shares of the local operation as a definition of transfer of control, regardless of the nature of the transfer. That 10% figure could be more narrowly defined by the individual community, which, they said, should also be the judge of any rebuttal offered by the transferring parties. To avoid any great inconvenience to multi-system owners, they proposed that franchisers be required to act on transfer proposals "with expedition and without caprice."

The question of MSO convenience was of less concern to the National Black Media Coalition, which has been another consistent petitioner in the clarification rulemakings. "Doesn't the public deserve to question who really owns their cable system, what their record of providing service has been in other communities and is likely to be here?" it asked. The coalition called for public referendums on any change in ownership, no matter at what level. "Without careful scrutiny of such mergers," it suggested, "a monopolist could develop a cable empire through mergers and acquisitions without a single public proceeding." And to prevent such "monopolists" from gobbling up all the franchises in a multiple franchise city, the coalition urged the commission to encourage independent multiple franchising, which, it noted, "is an ideal route to black cable ownership in the largest markets."

Good over-air signals do not lessen interest in cable service

That is one finding in survey made of Montgomery county, Md.

As cable television markets go, the affluent Washington suburb of Montgomery county, Md., isn't considered the best. Over-the-air reception from nearby Washington stations is good. A set of rabbit ears can in some areas pick up several other stations in Baltimore, some 40 miles north. Yet, based on a recent survey conducted for the county by Malarkey, Taylor & Associates, Washington, one out of every three families in the area would be willing to pay for cable.

The survey offers some revelations that seem to contradict a belief that, until cable can deliver several auxiliary services, it will not be especially wanted in many major markets.

The M-T analysis, based on a survey of 559 households in the county, makes a few general assumptions. One is the firm's belief that a higher percentage of TV set ownership represents a stronger potential cable market. In Montgomery

county, over 75% of the households own more than one set. Color TV ownership, the firm noted, "is perhaps an even better barometer." More than three out of every four homes in the county, the survey found, have color.

While less than 2% of the respondents felt that TV reception was a particular problem, the survey found that in many cases this satisfaction with the present signal was based on the existence of relatively elaborate rooftop reception gear. More than half of the households surveyed used rooftop antennas, and a third of that number employed additional rotaries to bring in the five distant Baltimore channels. Noting that 54.5% of the respondents indicated an interest in receiving better quality TV reception from Washington, M-T concluded that cable "offers . . . a more attractive and longer lasting alternative to the installation and maintenance of auxiliary antennas."

As an admittedly conservative gesture, M-T asked people about a "bare minimum" cable system. It would include all the local Washington channels, one channel programed by the cable operator, one channel each for government, education and public access and some FM services. The survey model represented none of the frills associated with an urban cable system, and M-T acknowledged that such a bare-bones operation would not be likely to interest prospective franchisees. Nevertheless, 32.6% of the subjects indicated a willingness to pay \$6 or more a month for this basic service. Further, 24.3% of the respondents were willing to throw in an extra \$2 for the same package.

The county's residents, M-T found, may well be intrigued with the more sophisticated two-way services cable can technically offer. But they aren't willing to pay for them in numbers large enough to justify their existence at present. Only 16.4% of the subjects indicated willingness to pay a total of \$12 for the basic cable service plus a two-way package which included burglar and fire alarm services, a banking-at-home channel and a shop via cable facility.

The Malarkey, Taylor study was commissioned as part of Montgomery county's two-year-old exploration into the feasibility of establishing a countywide cable system. Apparently, the local government has found enough interest in that possibility to at least contemplate instituting a franchising procedure. Two weeks ago, a citizen advisory council appointed by the county commissioners to probe the subject passed a resolution recommending that the county move into franchising. The committee resolved that the franchise be given to a private concern, although there had been extensive interest previously in the implementation of a municipally owned system. (The committee minority favored a joint public-private operation.) The committee, however, expressed reservations over both the adequacy of over-the-air reception in the county and the presently cloudy status of pay cablecasting, which it viewed as a catalyst for viability.

A final report to the county commissioners is expected shortly.

The votes are in from PTV's new station cooperative

National co-op, in final tally, has 25 shows in its hopper, and \$13 million in its coffers

The Public Broadcasting Service has released the final statistics associated with public television's new National Station Cooperative, finalized July 12. The last minute withdrawal of one of the programs approved for the co-op by the PTV licensee—*WNET Opera*, an offering of *WNET(TV)* New York—reduced the co-op's total program number to 25.

At the conclusion of the co-op program selection process, a total of \$13,332,467 had been expended on program product. Of that total, \$9.4 million came from the Corporation for Public Broadcasting and the Ford Foundation; the remainder was supplied by the stations.

Of the 25 programs ultimately selected, eight (32%) fell in the cultural category, 10 (40%) were classified as public affairs and seven (28%) were considered "educative." The last category includes the four children's programs designated for PBS's fall schedule.

Taking collectively the programs made possible by the co-op and those already cleared for the schedule through other underwriting sources, nearly half of the fall PBS shows will fall in the educative category (48%); 29% are classified as cultural and 23% as public affairs.

PBS noted that the Children's Television Workshop, producer of *Sesame Street* and *The Electric Company*, was by far the greatest beneficiary of the co-op system. The co-op's \$4,708,000 allocation for those two programs made up 35% of the total co-op expenditure. Second was the National Public Affairs Center for Television, which will contribute three programs—*Washington Week in Review*, *Washington Straight Talk* and a special events package including public television's anticipated impeachment coverage—for a total allocation of \$1,999,402, or 15% of the total expenditure. *WGBH-TV* Boston, which will contribute three programs, was third with 9%. Family Communications Inc., which will offer only one program—*Misterogers' Neighborhood* nonetheless was fourth with 8% of the allocation. Eleven other production centers were represented.

The PBS tabulations showed that all but six of the 25 programs purchased through the co-op cleared more than 100 of the 153 PTV licensees. Somewhat surprisingly, the most popular program was *KQED(TV)* San Francisco's *Japanese Film Festival*, which received 149 clearances. The *KQED* offering, however, was one of the least expensive shows in the co-op package. Other widely accepted

New shoes. "Can you trust a mayor who wears tap shoes?" was one of the favorite tongue-in-cheek digs at John V. Lindsay's show-business ambitions when he was mayor of New York City (from 1965 to 1973). But the diggers may have been closer to the truth than they thought. Last week, ABC signed Mr. Lindsay as a "regular special guest commentator" on its upcoming new *AM America* series (Monday through Friday, 7-9 a.m., NYT, beginning Jan. 6, 1975).

Mr. Lindsay is the first on-air personality to be signed for the show; he'll appear at least once a week. In addition to commenting on a "wide range" of topics, he'll interview "celebrated figures in government, sports, society, theater and all the arts, in addition to current newsmakers." It was also revealed last week that Mr. Lindsay has made a deal with Otto Preminger to play a supporting role in "Rosebud," a new movie now being shot in Paris. Mr. Lindsay plays a U.S. senator whose daughter is kidnapped by political terrorists.

programs included *Sesame Street* (145), *wxxi(TV)* Rochester, N.Y.'s *At the Top* (146); *The Electric Company* (143); *Washington Week* (144); *Firing Line* (143) and *Book Beat* (143). The two minority-oriented programs in the co-op, *WHYY-TV* Philadelphia's *Black Perspective on the News* and *WNET's Black Journal*, were accepted by 127 and 39 licensees, respectively.

Divided opinions on pre-release protection

Fisher's Blend proposal to block U.S. TV's from getting network shows early from Canada via cable draws mixed reviews from TV's and CATV's

The FCC has received a flurry of replies, pro and con, to a proposal by Fishers Blend Station Inc. that would bar carriage of Canadian signals by a CATV within a U.S. TV station's "specified zone" and require systems outside the zone to give U.S. stations seven-day pre- and post-release exclusivity (*BROADCASTING*, June 3).

Noting that the FCC dropped its policy giving stations liberal exclusivity relief following a 1970 Canadian Radio Television Commission action to boost Canadian-originated programming in that country, the Association of Maximum Service Telecasters said events have not borne out the expectation of less network pre-release by Canadian stations. Indeed, AMST said, the problem has increased and may affect stations all along border and as far south as Minneapolis. And *KIRO* Inc., licensee of the CBS affiliate in same Seattle market as Fishers Blend's *KOMO-TV*, complained that its case-by-case petitions for relief to the commission are costly, inefficient, largely ineffectual and necessitate a general rulemaking.

But Ausable Communications Inc., a

Plattsburgh, N.Y., cable subsidiary of Wometco, which is also a station group, said "most likely the amount of U.S. programming (in Canada) is decreasing." The new rule, it said, would deprive subscribers of many stations they consider "local" and further would prevent its large French-speaking audience from seeing French-Canadian programs. Ausable noted that commonly-owned *KVOS-TV* Bellingham, Wash., because the "public interest would not be served," opposed the new rule. Similarly, the National Cable Television Association urged continued reliance on petitions for special relief to settle what little problem exists. The Fishers Blend proposal "would discriminate against CATV systems on our northern border and eliminate the only true source of program diversity for much of the public in that area," NCTA said.

NBC's White goes where the action is

Network's program chief will now work out of Hollywood

NBC-TV became the first network to permanently install its programming chief on the West Coast when it announced last week that Lawrence R. White will pull up his New York stakes and move to the network's Burbank, Calif., offices as of Aug. 1.

None of NBC's prime-time shows originates in New York and, as Robert Howard, the president of NBC-TV, puts it, "our head of programming belongs where the action is centered." Mr. Howard also stressed the importance of "having Larry White in direct, year-round contact with the Hollywood creative community."

Mr. White will retain his title of vice president, programs. But a number of other executives in that department will be accorded title changes as part of the network's plan to eliminate "all 'East Coast' and 'West Coast' designations from program-department titles," in the words of Mr. Howard.

Marvin Antonowsky, vice president, programs, East Coast, becomes vice president, program administration, and will stay in New York. John J. McMahon, vice president, programs, West Coast, becomes vice president, program operations, and will continue to operate out of Burbank.

John Hamlin Jr., vice president, live nighttime and special programs, West Coast, inherits the newly created position of vice president, special-program operations, and will report to William F. Storke, vice president, special programs, who is based in New York. Joe Byrne, director, nighttime tape programs, West Coast, becomes director, live nighttime programs and will report to Mr. McMahon.

Mr. Antonowsky, Mr. McMahon and Lin Bolen, who retains her title of vice president, daytime programs (based in New York), will all continue to report to Mr. White.

Program Briefs

On the road. To broaden its talent base, *CBS Radio Mystery Theater* will move its production from New York to Hollywood for two weeks starting Aug. 5. This will enable one-hour, seven-nights-weekly series to use both established and younger actors and actresses whose other commitments interfere with their visiting New York for roles in mystery and suspense tales, according to Sam Cook Digges, president of CBS Radio, who pointed out that occasional visits to Hollywood were part of original concept for series. Himan (Hi) Brown, executive producer, plans to record eight dramas at CBS-owned KNX-AM Los Angeles during August visit. Series is currently on some 222 stations (BROADCASTING, June 24).

A boom abroad. Warner Bros. TV reports more foreign sales in first five months of 1974 than in any other full year of company's existence, according to Charles D. McGregor, executive vice president. Sales were \$5.5 million higher than similar period in 1973; \$1.2 million higher than full-year 1973.

Going steady. Metromedia Producers Corp. and newly formed Cousteau Society have entered into long-term pact for continuing production of *The Undersea World of Jacques Cousteau* series of four one-hour programs now carried on ABC-TV. Contracts have been signed through 1975-76, with options for later years.

Cavett will have it. ABC-TV personality Dick Cavett will be host for Emmy awards for television news and documentaries on 90-minute program on ABC-TV Sept. 4 (10-11:30 p.m.). Program will trace history of year with series of reports of miniature documentaries on each category of news programming provided by networks. Public figures will present awards and there will be no acceptance speeches. Award categories include regularly scheduled news and magazine-type programs, documentaries, special events, religious programming and children's informational programs.

Nebraskan minutes. In conjunction with CBS-TV "Bicentennial Minutes," KOLN-

Black Monday. Chris Chubbuck, 30, hostess of a morning variety program, *Suncoast Digest*, on WXLTV-Sarasota, Fla., fatally shot herself while on camera during her show last Monday (July 15). Eight minutes into the show, broadcast at 9:30 a.m., Miss Chubbuck announced, "In keeping with channel 40's policy of bringing you the latest in blood and guts in living color, you're going to see another first... an attempted suicide." She then pulled a gun from a shopping bag, put it to her head and fired.

Miss Chubbuck joined WXLTV over a year ago. Before that she had a show on WSPB-AM-FM Sarasota.

TV and KGIN-TV Lincoln-Grand Island, Neb., will run 60-second snatches of local history each day for one year.

Vote of confidence in AFTRA-SAG contract

Delegates to the annual convention of the American Federation of Television and Radio Artists in Denver ratified the network contract jointly negotiated with the Screen Actors Guild for rates and conditions for prime-time programming (BROADCASTING, July 8).

At the convention, which ended on July 13, delegates also voted to extend the life of the union's merger study committee which is meeting with its counterpart at SAG to explore possibilities of a merger, partnership or cooperative arrangement, and they affirmed the union's support for the performance royalty provision of the copyright bill now pending before Congress.

All incumbent officers were re-elected for a one-year term. They are: Paul Harvey, president; Joe Slattery, first vice president and Bill Baldwin, second vice president; Jim Axel (Atlanta), Jonathan Dunn-Rankin (San Diego), George Herman (Washington), Bill Hillman (San Francisco), Grant Horton (St. Louis), Peter Leeds (Los Angeles) and Brad Phillips (New York), vice presidents; Mel Brandt, treasurer, and Hugh Williams, recording secretary.

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The Broadcasting Playlist[™] Jul 22

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
59	▲ 42	Nothing from Nothing (2:40) Billy Preston—A&M	47	45	42	42
49	▲ 43	Come Monday (3:07) Jimmy Buffett—ABC/Dunhill	40	43	49	49

Music

Breaking In

Let's Put It All Together—The Stylistics (Avco) ■ The Stylistics' current hit, *You Make Me Feel Brand New*, is beginning to drop on the "Playlist" (down from eight to 16 this week) and their newest single release, *Let's Put It All Together*, off the album of the same name, now has a toehold at the bottom of the chart at 71.

Let's Put It All Together is a ballad in the Stylistics' mellow tradition. It has had no trouble crossing from black radio, where stations were immediately high on it. Top-40 stations, secure with the strength of *You Make Me Feel Brand New*, were also quick to go on the latest release. Tom Vance, music director at KXIL(AM) Fort Worth, says he got immediate and heavy phones for it. Rick Lewis, music director at WLAN(AM) Lancaster, Pa., thinks the new cut is every bit as good as the current hit and already sees indications that "it's going to be a monster."

Other stations reported last week on *Let's Put It All Together* included: WSNY(AM) Schenectady, N.Y.; WPTR(AM) Albany, N.Y., and WIP(AM) Philadelphia.

Clap for the Wolfman—Guess Who (RCA) ■ Guess Who, a Canadian pop-rock group, also has a current, but falling, hit on the "Playlist"—*Star Baby*, now at 48. Their newest single, *Clap for the Wolfman*, was released after top-40 stations began playing the cut off the album, *Road Food*, and is now getting rapidly increasing airplay.

There is an unidentified extra member of the band on this single. It is Bob Smith, dba Wolfman Jack, southern California disk-jockey phenomenon who recently returned to his old haunts after a disappointing stint in New York at WNBC(AM). The Wolfman does his gravelly voiced thing as a voice-over during instrumental segments of the record.

Wolfman Jack gained national prominence with his caneo appearance and off-the-screen DJ role in the film "American Graffiti." He will garner even more attention in the more appropriate forum of this up-and-coming top-40 hit.

Stations reported last week on *Clap for the Wolfman* included: WIFE(AM) Indianapolis, KLIF(AM) Dallas, KJR(AM) Seattle, KUPD(AM) Phoenix, KSTP(AM) Minneapolis, CKLW(AM) Windsor, Ont. (Detroit), KCPX(AM) Salt Lake City and KJOY(AM) Stockton, Calif.

Rings—Lobo (Big Tree) ■ This single has been out for several weeks, but program-

peal to middle-of-the-road stations.

Stations reported last week on the Lobo *Rings* included: KIRL(AM) St. Louis, WKLO(AM) Louisville, Ky., and WPRO(AM) Providence, R.I., KILT(AM) Houston, WOKY(AM) Milwaukee, KMEN(AM) Sacramento, Calif.

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

- CAPTAIN HOWDY, Simon Stokcs (Casablanca).
- CLAP FOR THE WOLFMAN, Guess Who (RCA).
- EYES OF SILVER, Doobie Brothers (Warner Brothers).
- GET OUT OF DENVER, Bob Seger (Reprise).
- THE MAN YOU ARE IN ME, Janis Ian (Columbia).
- RIVER'S RISIN', Edgar Winter Group, (Epic).
- ROAD FOOD, Guess Who (RCA).
- SECOND AVENUE, Tim Moore (Paramount).
- SWEET HOME ALABAMA, Lynard Skynyrd (MCA).
- THEN CAME YOU, Dionne Warwick/Spinners (Atlantic).
- WALK ON, Neil Young (Reprise).
- WHAT'S YOUR NAME, Andy and David Williams (Barnaby).
- WHEN THE MORNING COMES, Hoyt Axton (A&M).
- YOU CAN'T BE A BEACON (IF YOUR LIGHT DON'T SHINE), Donna Fargo (Dot).

Tracking the 'Playlist.' Eleven bolts dot the chart this week: Highest is Bachman Turner Overdrive's fast-climbing single, *Taking Care of Business* (from 22 to 12); Roberta Flack's *Feel Like Makin' Love* moves up to 23 from 36; Paul Anka's *(You're) Having My Baby* breaks top 40 at 31 ("Breaking In," July 1); Jim Stafford's *Wildwood Weed* moves up to 34; Three Dog Night's *Sure As I'm Sitting Here* now stands at 35; Donnie and Marie Osmond's duet, *I'm Leaving It (All) Up To You* also breaks top 40, at 38 ("Breaking In," July 8); Billy Preston's *Nothing from Nothing* continues a rapid climb, now up to 42; Helen Reddy's *You and Me Against the World* is at 49; Eric Clapton's *I Shot the Sheriff* leaps onto the chart at 55 ("Breaking In," July 1) and First Class's *Beach Baby* moves up to 65. Other records of note: Lobo's *Rings*

Broadcast Journalism

Free press vs. fair trial goes to high court

New Orleans judge puts restrictions on media coverage of rape-case there; newspapers seek stay and hearing

A rape-murder case in New Orleans appears to be shaping up as a major test of the rights of the news media under the First Amendment as against the power of courts to assure criminal defendants of their rights to a fair trial under the Sixth Amendment.

The case—involving the rape and murder of a student nurse—aroused considerable anger in the New Orleans area. Two men, Stephen Berry and Timothy Rudolph, were accused of the crime, and the first of four trials to be held is scheduled to begin on July 24.

Judge Oliver P. Schulingkamp, acting in response to a request of defense counsel and expressing concern about the rights of the accused, on June 17 issued "guidelines"—the press is calling it a gag order—preventing the media from reporting open-court testimony given in a pretrial proceeding. It also bars publication of interviews with witnesses, the criminal records or confessions of the defendants unless they are part of the court record, testimony stricken by the court unless the court labeled it as such, editorial comment before or during the trial, or leaks suggesting the guilt or innocence of the defendants.

Judge Schulingkamp said the press was not free to "invade the domain within which the authority of the court is exclusive."

But the Newhouse-owned newspapers in New Orleans, the *Times-Picayune* and the *States Item*, backed originally by WVUE-TV, decided to challenge the order in court. They called it a clear violation of the First Amendment. They also contended that if the court was concerned about the atmosphere surrounding the trial, there were a number of steps it could take—such as changing the location of the trial or delaying its start—short of interfering with the press's freedom.

The case shuttled back and forth between the state and lower federal courts, the latter deferring to the former in the matter, and the state supreme court eventually upheld Judge Schulingkamp by a 4-to-3 vote.

Last week, finally, the case arrived at the Supreme Court (but without WVUE-TV which dropped out along the way).

to restrict trial coverage. The Reporters Committee for Freedom of the Press has counted 32 such orders or critical lectures from judges, and has said that the volume indicates that the press and the courts are headed for "a long-term conflict."

Two weeks ago, however, the U.S. Court of Appeals in New Orleans—which refused to interfere with Judge Schulingkamp's order—overturned a contempt of court conviction against CBS and two of its employees as a result of a media-court confrontation (BROADCASTING, July 15). A U.S. District court judge in Pensacola, Fla., had issued the contempt order as a result of the network televising courtroom sketches of a trial of Vietnam veterans accused of conspiring to disrupt the Republican national convention in 1972.

But the appeals court said, "Before prior restraint may be imposed by a judge, even in the interest of assuring a fair trial, there must be 'an imminent,' not merely a likely, threat to the administration of justice. The danger must not be remote or even probable; it must immediately imperil."

Radio, TV take majority of ABA's

Broadcast media earned more than half the 23 gavels and 57 certificates of merit awarded by the American Bar Association this year for contributions "to public understanding of the American system of law and justice." Presentation of the awards will be made Aug. 13 in Honolulu by president Chesterfield Smith at ABA's annual meeting.

Gavel winners included: ABC and CBS News (one each), NBC News (two); five commercial TV stations and one noncommercial; two commercial radio stations and National Public Radio (two).

Among certificate of merit winners were CBS News (two), NBC, nine commercial TV stations, Group W, NBC Radio (three), six commercial and three noncommercial radio stations.

Broad gavel winners:

ABC News for its three-part documentary, *The First and Essential Freedom*; CBS News for its series of four reports by Fred Graham on U.S. Supreme Court decisions as broadcast on the *CBS Evening News*; NBC News for its two documentary programs, *Watergate: The President Speaks* and *How Watergate Changed Government*.

WRC-TV Washington for its seven-part investigative series, *News 4 Washington Probe: By Reason of Insanity*; KPIX-TV San Francisco for its children's educational program, *A Case of Arson*; WMAR-TV Baltimore for the program, *There Ought to be a Law*; WTIC-TV Hartford, Conn., for its documentary, *The Nine-Year-Old in Norfolk Prison*; KXTV-TV Springfield, Mo., for its program, *START In-mates: Experimental Man*; noncommercial WNET-TV New York for its program, *Bill Moyers's Journal: an Essay on Watergate*.

KNX(AM) Los Angeles for its docu-

mentary, *Is Our Flag Still There?*; WMAL(AM) Washington for its documentary, *The Legend of Lenient Justice*; National Public Radio for two programs, *All Things Considered* and *Every Tenth American: a New Look at Our Public Mental Health System*.

Broadcast certificate of merit winners:

CBS News for two programs, *Amending the Constitution* and *CBS News Special Report: the Senate and the Watergate Affair*; NBC for *The Blue Knight* (Part 3).

WMAQ-TV Chicago for *Tier D-1: Waiting for Justice*; Westinghouse Broadcasting Co. for *Freedom and Security: the Uncertain Balance*; KDKA-TV Pittsburgh for its series of editorials on judicial qualifications, ignorance of the law and

lawlessness; KRON-TV San Francisco for *The People and The Police: San Francisco*; WGN-TV Chicago for its series of editorials supporting the creation of additional courts to relieve the growing backlog of cases and to provide for more judgeships; WOR-TV New York for its program, *The Ex-Con Outside*; KWTU-TV Oklahoma City for its documentary, *The Fires of Reform*; WSOC-TV Charlotte, N.C., for its two-segment report, *Women in Prison*; WTMJ-TV Milwaukee for its series, *Rape*; KVOS-TV Bellingham, Wash., for its program, *In the Name of the Law*.

NBC Radio for three documentaries from the *Second Sunday* series: "The Government, The Press and The People," "Congress and the President—A Con-

"A splendid service..."

"Unduplicated by any other source..."

"An honest approach..."

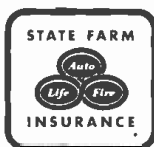
"Clear, Concise, Unbiased..."

These are typical of scores of user comments on State Farm's *No-Fault Press Reference Manual*. Since its publication in January of 1973, it's become the standard reference work on auto insurance reform. More than 800 copies are in use in the nation's newsrooms.

Encyclopedic in scope, the 300-page loose leaf manual is a tab-indexed guide to every aspect of the no-fault auto insurance story. For every state that's passed major auto insurance legislation, the manual provides a concise run-down of the law's principal provisions, along with an analysis and its complete text.

Other sections include a historical overview of the auto insurance reform effort, proposed federal legislation and a glossary. Updates are mailed to all manual users as laws are amended and new ones passed. They also get *Advisory*, a one-page newsletter that thumbnails interim developments.

Altogether, the manual, updates, and newsletter offer authoritative, unbiased help to everyone reporting on auto insurance reform. For this free service, write to:



Robert Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

**We have
38
questions
about
time sales
contracts
that only
broadcasters
can answer.**

Broadcasters have been asking Media Payment for advice on how to update the terms and conditions of time sales contracts to accommodate changing business practices. They've been asking questions like these:

- Who has payment liability—agency, advertiser, or both?
- Who should prepare and issue the time sales contract—station, rep, agency?
- How should rate, rate protection and renewal policies be stated and enforced?
- When should non-discrepant billing be due and payable?
- Should time limitations be placed on resolution of discrepant billing?
- Should interest charges for late payment become an enforced condition of sale?

It's time to tackle these questions head-on. Only broadcasters have the answers.

Media Payment Corporation compiled a list of 38 questions often asked about terms and conditions of time sales. A few weeks ago, we mailed the questions to all our subscribing stations—along with a “White Paper” backgrounding the

issues and calling for action. One broadcaster summed up the immediate and strong response: *“We hope this project will bring order out of chaos on the subject of Broadcast Time Contracts.”*

This reaction encouraged Media Payment to broaden the sample to obtain industry-wide feedback to our questionnaire. Your answers to its 38 questions, pooled with others, can be the basis for affirmative action.

With the information stations give us, we will work with counsel to draft a new Broadcasters' Time Sales Contract—then propose its use and enforcement by stations. A draft contract approved by broadcasters will be submitted to TvB, RAB, IBFM, SRA, 4A's, and ANA for endorsement.

We solicit your support of this project. To participate, return the request form below. The questionnaire and “White Paper” will be sent to you immediately. Your answers will be held in confidence and participating stations will receive a report of survey results.

The seller of any product or service has the right to set his own terms and conditions of sale—then enforce them. Let's do it!



Media Payment Corporation

380 Madison Avenue
New York, New York 10017

Yes, I want to participate in your industrywide survey. Please send me the “Time Sales Contract” questionnaire and “White Paper.”

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stitutional Clash," and "Pornography: We've Never Been This Far Before"; KGO(AM) San Francisco for *The Death of Tommy Horn*; WCBS(AM) New York for its regular feature, *Let's Talk Law*; WJR(AM) Detroit for *Judgment on the Courts*; WJW(AM) Cleveland for *Kevin Boyle Reports: Workhouse Diary*; KBOX(AM) Dallas for *From Behind the Walls*; WRTH(AM) Cottage Hills, Ill., for its documentary, *The Courts*; noncommercial KSJN-FM St. Paul for *Bail in America: Freedom for a Price*; noncommercial WUOM(FM) Ann Arbor, Mich., for its weekly comment-interview program, *Law in the News*; noncommercial KDSU-FM Fargo, N.D., for its documentary, *For Eagles to be Crows*.

Journalism Briefs

APBA board. President Frank Balch (WJOY[AM] Burlington, Vt.) has named Rex Davis and Breck Harris to Associated Press Broadcasters Association board, for terms to expire in 1976. Mr. Harris, of WBAP(AM) Fort Worth, takes seat left vacant by death of Fred Hammond, WWL(AM) New Orleans. Mr. Davis, of KMOX(AM) St. Louis, takes seat left vacant by death of Dick Cheverton, WOTV(TV) Grand Rapids, Mich.

Added. Television News Inc. has added six stations as subscribers to its daily newfeed, bringing total to 67 (including 28 in Canada). Six were listed as KNXT Los Angeles, KPIX San Francisco, WBZ-TV Boston, WSAZ-TV Huntington, W.Va., KMOX-TV St. Louis, WRAL Raleigh, N.C.

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PUBLIC NOTICE

REQUEST FOR PROPOSALS

The Town of Lenox and Villages of Canastota and Wampsville in Madison County, New York, invite applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until November 1, 1974 and all applications received will be available for public inspection during normal business hours at the Village and Town Clerk Offices of the respective municipalities.

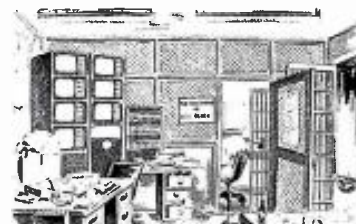
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Town of Lenox
Center Street
Canastota, New York 13032
315-697-7545

Mrs. Minnie Corona, Village Clerk
Village of Canastota
Center Street
Canastota, New York 13032
315-697-7559

Mrs. John Coyne, Village Clerk
Village of Wampsville
Wampsville, New York 13163
315-363-1236



104-hour story. Four of the Washington broadcast media involved in coverage of the convict-hostage siege are represented in these pictures. *Left:* The newsroom at WASH(FM) was center of continuous media action, including this segment broadcast on sister station WTTG(TV). It featured (l to r) *Washington Star-News* reporter Chris Lorenzo, escaped hostage Debra Collins (holding her daughter), WASH newsman Ed Tobias and (back to camera) WTTG news director Stan Berk. *Below:* a view of the cell block sketched by WRC-TV's Betty Wells. *Bottom:* WTOP-TV's PCP-90 "minicam" in action outside the federal courthouse, broadcasting a live interview between news reporter Pat Collins and Chris Rice, spokesman for the U.S. marshal service. The cameraman is Monte Boui. (*The WASH picture was furnished by the Washington Star-News.*)



Broadcast media dominate D.C. coverage of courthouse takeover

WASH(FM) takes long lead on story, holds it for much of 4½-day siege; WRC-TV and WHUR(FM) newsmen play role in negotiations with convicts

Two armed convicts took over a cell block in Washington's U.S. Courthouse for four-and-a-half days July 11-15, holding seven hostages for three of them and providing a media story that was broadcasting's from first to last.

It began on a Thursday afternoon at 2:30, when the local AP broadcast editor, Linda Berger, got a tip that the convicts had taken over. She phoned the courthouse, talked to one of the convicts, then hung up to file her bulletin. Minutes later, WASH(FM) News Director Bill McClosky made a similar call, asked the person who answered what was happening and was told, "I'm in control of this

place, man." Mr. McClosky and other WASH newsmen dominated that phone circuit from then on.

The convicts—Frank Gorham Jr. and Robert N. Jones—gave the hostages' names and told Mr. McClosky "They (WASH) got the decency to talk to us . . . these people can put it on the news so that people concerned about these people [the hostages] can check 'em about what's going on and what we want." Four phone lines into the cellblock remained open for coverage, negotiations and messages through Sunday. After the hostages escaped unharmed Sunday morning (with an elevator key smuggled to them), the Justice Department cut off phone contact and media coverage shifted to the prisoners' families. Reporters and film crews kept vigil outside the courthouse, many managing on two or three hours of sleep over the weekend.

Scoops abounded. A microwave minicam allowed WTOP-TV to transmit live pictures from start to finish ahead of the competition; WRC-TV carried a courtroom

artist's view from the inside (albeit after the fact), as the FBI banned cameras even after the convicts were recaptured, and anchorman Jim Vance, who became a part of the story, relayed delicate information from the inside; WHUR(FM) Director of Operations Bob Terry was also asked by the convicts to negotiate (he had established rapport with prisoner Gorham during a 1972 jail riot; WTTG-TV) filmed reports from Metromedia sister station WASH, and aired taped conversations with the convicts hourly. WASH, with a staff of five, found itself on the supporting end of its "media cooperation" policy. WMAL-TV used feeds from WASH through an audio hookup, as did CBS, the British Broadcasting Corp. and other news media. ABC was the only network with a full film report, cued by reporter David Schumacher, who was inside covering the Ehrlichman trial. ABC maintained a reporter at the courthouse throughout the drama.

The larger story, according to WRC-TV News Manager Tom Houghton, was the "commentary on the penal system, police procedures and coverage requirements" involved. More efficient coverage could have been achieved, he said, "if the Justice Department had determined the mode of information dissemination" rather than waiting until Friday to hold a briefing.

In retrospect, Mr. Houghton suggests Jim Vance "should have been treated as a third party," being interviewed rather than delivering straight reports once he became a negotiator. Mr. Vance, a party to negotiations and actual participant on three occasions, had established rapport with the convicts by telephone early Friday morning. Faced with "a dual role," he found it difficult to choose "whether to be the best broadcast journalist I could or to aim for the safety of those involved and work to relieve the situation." He opted for the latter and "my professional work suffered," he said. While broadcasters around town were crediting Mr. Vance with maintaining an objective eye and dismissing printed criticisms as "sour grapes," Mr. Vance agreed with the *Washington Post's* John Carmody, who wrote that, once involved, the newsman's role as non-biased reporter is questionable.

Mr. Vance credits the convicts with using reporters effectively, saying "they would have been foolish not to," and rejects the "specious concern" over their manipulation of the media.

Colson says Nixon knew of cover story for FBI check on Schorr

Former White House aide Charles Colson has added another bit of intelligence to the story of the Federal Bureau of Investigation check on CBS News's Daniel Schorr in 1971.

The White House had originally maintained that the check was being made in connection with a possible job offer. However, in view of the disfavor in

which Mr. Schorr was held at the White House because of stories he had done on education and welfare that were critical of the administration, the explanation was greeted with skepticism. And later it was learned that Mr. Schorr was on a White House list of "enemies" who had been marked for harassment.

Last week, Mr. Colson, in testimony before the House Judiciary Committee in its impeachment probe, said he had told President Nixon in advance of the job-offer cover story and that the President did not stop its use. He said that the President did not order the story but that it could not have been used if he had disapproved. Mr. Colson reportedly did not say whether the President knew in advance of the FBI investigation of Mr. Schorr.

Let our cameras in—CBS's Taylor

Network president asks leaders of House to allow broadcasting to cover impeachment proceedings

CBS President Arthur R. Taylor last week called on leaders of the House of Representatives to permit live television and radio coverage of House Judiciary Committee deliberations and any subsequent impeachment proceedings on the House floor.

In telegrams to Speaker Carl Albert (D-Okla.), Majority Leader Thomas P.

O'Neill (D-Mass.) and Minority Leader John J. Rhodes (R-Ariz.), Mr. Taylor said that the House proceedings will be of "transcendent political and historical importance to the people of the U.S.," and said they have "a right to as full and comprehensive an understanding of such proceedings as present-day communications technology makes possible."

He called on the House leaders to initiate steps that will allow all Americans to see and hear, via TV and radio, both the public deliberations of the House Judiciary Committee and the full House. He pointed out that present House rules "deny the overwhelming majority of our nation's 210 million citizens—those whose only direct access is through broadcasting—the right to see and hear the proceedings."

Mr. Taylor asserted there is "no reason, save practices of the past and an unwarranted lack of confidence in the dignity of the members of the House, for denying those involved in these proceedings the right to have their cases presented in the full light of public witness."

He reminded the House leaders that with respect to the Judiciary Committee proceedings, the networks already have installed camera platforms, special lighting and other broadcast equipment which meets fully the committee's requirements as to unobtrusiveness. He said CBS is prepared to assist in any way deemed helpful with respect to similar arrangements in the chamber of the House.

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Facing the facts of UHF TV

CPB study asserts that, for technical reasons, full parity with VHF may be unattainable; but the gap can be narrowed

More than half of the nation's noncommercial TV stations are located on UHF frequencies—a fact that gives the Corporation for Public Broadcasting more than a passing interest in the results of a report it has issued detailing a fact of

life for UHF TV. According to the study's author, it's an engineering reality that U's are not, and will never be, as good as V's.

The report, written by CPB Director of Engineering Research Phil Rubin, maintains that not nearly enough has been done to bring UHF to its full capacity. But, Mr. Rubin contends, while significant improvements could be realized, the disparity that exists between the two services can never be fully alleviated.

The potential for UHF improvement notwithstanding, Mr. Rubin asserts, "it can be said with almost complete certainty that the day will never arrive when a UHF broadcaster in an intermixed

market would not gladly exchange his transmission facilities for similar facilities on a VHF channel."

The report makes five essential conclusions:

- While it has been a relatively common belief that the disparity between VHF and UHF could be significantly narrowed were UHF facilities permitted to operate at significantly higher powers (typically in excess of five megawatts), Mr. Rubin found economic considerations involved in such a transition prohibitive in the foreseeable future. Ten-year operating costs of a 5 mw U, he found, would be approximately three times as high as those of a typical high-band VHF. However, Mr. Rubin added, optimum noncommercial UHF operation at about 2 mw, coupled with an increase in antenna height, while not totally solving the problem, is feasible and "highly desirable."

- For technical reasons, there is no foreseeable method whereby VHF and UHF can be made equally effective in reducing propagation loss due to obstructions or obstacles in the line-of-sight path of the receiving antenna. UHF's difficulties in this area are simply more extensive than those of its VHF counterparts, Mr. Rubin asserted. And, he added, the situation had not been helped by the FCC's decision 20 years ago to allocate TV frequencies according to the present tables of assignments. VHF, he feels, should have been instituted in areas of the country with a rough terrain; UHF, basically, should have been confined to flat topographical regions.

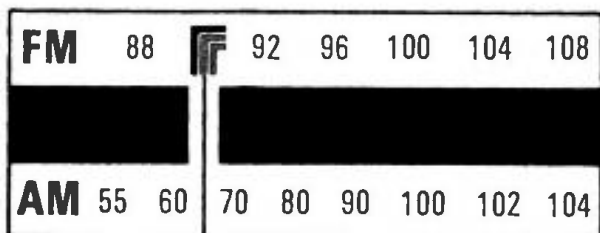
- Because of the continuing problem of rapidly decreasing beamwidth, UHF reception antenna gain cannot be increased sufficiently to obtain a "captive area" comparable to that realized by VHF antennas.

- Presuming that the UHF reception system is properly installed, antenna-to-tuner link lines are in good condition, and those lines are less than 100 feet in length, UHF reception cannot be significantly improved by using lower-loss transmission lines.

- Much of the problem with UHF reception is not the fault of the broadcaster, his equipment or the nature of the technology itself, but rather the manner in which receiving systems are installed in the homes. Most UHF station managers, Mr. Rubin claimed, would be "appalled" to find that the problem "is completely outside the control of their carefully chosen technical staff." One conspicuous misconception, he noted, lies in the fact that some local technicians are under the impression that a 10 db gain UHF antenna has a signal gathering capability comparable to that of a 10 db gain VHF unit. This, he said, "must be overcome."

Mr. Rubin did not purport to identify all of the problems, nor all of the answers, in his study. Further research by national organizations concerned with UHF's plight is necessary, he said. For noncommercial stations, the highest priority should be given to procurement of federal funds to improve UHF facilities, he stated.

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Technical Briefs

Adds Modtec. Broadcast Electronics Inc., Silver Spring, Md., acquires Modtec line of video monitors from Precision Electrical Manufacturing Division of Circuits Science Inc., Minneapolis. All assets will be transferred to Broadcast Electronics where manufacture of line will begin shortly. Modtec is high resolution solid state monochrome video monitor line with CRT sizes 9 inches to 23 inches, and includes plug-in modules for each circuit area.

Price hike. Ampex Corp., Redwood City, Calif., announces price increases, effective Aug. 2, for magnetic recording tape for professional video and studio mastering, closed-circuit TV and instrumentation recording. Increases, ranging from 5% to 20% (blank consumer tape whose prices were increased July 2), are based on raw material costs that have risen 15% to 90%, according to John L. Porter, Ampex VP-general manager, magnetic tape division.

Going up. Jerrold Electronics Corp. announces 5½% to 6% general price increase effective September 3, 1974. First general price increase in over three years is attributed to recent cost hikes, according to J. D. Romasco, director of Marketing Services CATV Systems Div.

RCA boosts prices. RCA Electronics Components will place price increases into effect on Aug. 1, 1974, on entertainment tubes for TV sets, radios, phonographs, stereo units (averaging 3.3%) and on industrial receiving tubes (averaging 13%).

Builder. Contract for cable engineering and equipment services for construction of Tele-Media Corp. systems in central Ohio has been awarded to C-COR Electronics Inc., State College, Pa. Systems, serving Bryan, West Unity and Van Wert, will undergo construction project valued at \$1.2 million, with 250 miles of plant passing 18,000 homes.

Details. Electronic Industries Association has published latest annual edition of "Electronic Market Data Book," statistical sourcebook of electronics field based on production, sales, and inventory figures of several hundred companies. Statistical highlights from the latest 116 page volume include a reported 7.4% increase for total electronic sales and significant gains for communications and industrial products. Copies are available for \$10 (EIA members) or \$20 (nonmembers).

Picture this. General Electric's Research and Development Center has invented stamp-size solid-state imager to replace large video vacuum tube currently used in TV cameras. Imager utilizes technique called "charge injection" to create electrical video signal from optical image. At present stage of development, imager produces picture lacking detail of conventional TV cameras, but project engineers, Gerald J. Michon and Hubert K. Burke, say imager could lead way to camera development one-tenth size and weight of smallest now available.

Near and far. Canon Broadcast Optics in-

roduces model 10X15 B2 wide-field 10X one-inch plumbicon color zoom for TV cameras. Lens has zoom range of from 155 mm to 150 mm, f2 and efficiency over 80%. Features include adjustable back focus, bayonet mount, range extenders and close-focusing operation. 10 Nevada Drive, Lake Success, N.Y. 11040.



Locator. Senstrol division, UMC Electronics Co. announces availability of automatic splice finder for cartridge handling in radio stations. The splice finder automatically locates splice and kicks out cart just beyond splice point. Unit also features built-in bulk eraser. 460 Sackett Point Road, North Haven, Conn. 06473.

50% reduction. At prodding of two equipment manufacturers, FCC has modified June 13, 1973, amendments to cable television relay service rules that, among other things, cut from 25 to 12.5 mhz channel widths available for CARS stations transmitting over path less than 10 miles. Commission accepted reasoning of Microwave Associates that signals emitted from standard FM equipment occupy bandwidth substantially less than

12.5 mhz and agreed to permit licensees to use lesser of "the occupied or necessary bandwidth" under certain circumstances. And heeding International Microwave Corp.'s warning that new restriction frequency tolerances would drive up equipment costs, commission said it would make allowances for special tolerances on ad hoc basis when user can show, among other things, that requested tolerance would not degrade other technical specifications.

New. RHG Electronics Laboratory Inc., Deer Park, N.Y., has developed ICSL series sold-state limiters with less than five-degree phase shift over 65 dB dynamic range. All models designed to work with continuous and pulsed signals. Price starts at \$675.

Down East. Maine Public Broadcasting Network, operated by University of Maine, is acquiring approximately \$1.8 million worth of RCA equipment to enlarge its radio and TV facilities. Expansion move includes establishment of ch. 26 WMEG-TV Biddeford to cover southern Maine. Key network station, WMEB-TV Orono, will get additional equipment and TV mobile unit. Funds were provided by Health, Education & Welfare on 75% matching basis with Maine State University.

Color help. International Telecommunication Union has published color-key frequency-allocation chart from 10 khz to 275 ghz. Available: ITU Place des Nations, CH-1211 Geneva 20.

American Broadcasting Companies, Inc.

has acquired

Modern Photography Magazine

and

High-Fidelity Magazine

from

Billboard Publications, Inc.

The undersigned assisted Billboard Publications, Inc. in this transaction.

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July 11, 1974

Broadcasting's index of 137 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. July 17	Closing Wed July 10	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	24 1/4	22	+ 2 1/4	+ 10.22	28 3/8	21 5/8	9	16,582	402,113
CAPITAL CITIES	CCB	N	32 5/8	31 1/8	+ 1 1/2	+ 4.81	39 1/4	22 3/4	12	7,164	233,725
CBS	CBS	N	36 3/4	31 3/4	+ 5	+ 15.74	40	25	11	28,092	1,032,381
CONCERT NETWORK*	D		1/4	1/4		.00	7/8	1/4		2,200	550
COX	COX	N	12 3/4	12 1/2	+ 1/4	+ 2.00	19 3/8	12 1/2	7	5,831	74,345
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	3 1/8	2 5/8	+ 1/2	+ 19.04	6 3/4	2 5/8	3	2,296	7,175
MOONEY*	MOON	O	2 3/4	2 3/4		.00	3 5/8	2 1/4	7	385	1,058
PACIFIC & SOUTHERN	PSOU	O	4	3 1/2	+ 1/2	+ 14.28	6 1/4	3 1/8	33	1,750	7,000
RAHALL	RAHL	O	3 1/4	3 3/4	- 1/2	- 13.33	6	3 1/4	7	1,297	4,215
SCRIPPS-HOWARD	SCRIP	O	15	15 1/2	- 1/2	- 3.22	17 1/2	14 1/2	7	2,589	38,835
STARR	SBG	M	4 3/4	5	- 1/4	- 5.00	9	4 3/4	4	1,069	5,077
STORER	SBK	N	14 1/4	13 1/4	+ 1	+ 7.54	17 3/8	11 1/4	7	4,751	67,701
TAFT	TFB	N	16	15	+ 1	+ 6.66	23 3/8	15	6	4,114	65,824
WOODS COMM.*	D		7/8	7/8		.00	1	1/4	7	292	255
TOTAL										80,032	1,952,169
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 1/2	1 1/2		.00	2 1/2	1 1/2	4	1,259	1,888
AVCO	AV	N	4 1/2	4	+ 1/2	+ 12.50	8 7/8	4	4	11,481	51,664
BARTELL MEDIA	BMC	A	1 1/8	1 1/8		.00	2 3/8	1	2	2,257	2,539
JOHN BLAIR	BJ	N	5	4 7/8	+ 1/8	+ 2.56	7 1/2	4 7/8	4	2,403	12,015
CAMP TOWN INDUSTRIES*	D		1/4	1/4		.00	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N	2 1/8	2 1/4	- 1/8	- 5.55	4 1/4	2 1/8	24	4,162	8,844
COMBINED COMM.	CCA	A	9 3/4	8 1/4	+ 1 1/2	+ 18.18	13	7 7/8	7	3,280	31,980
COWLES	CWL	N	5 3/4	6	- 1/4	- 4.16	7 1/8	5 5/8	11	3,969	22,821
DUN & BRADSTREET	DNB	N	25	22 1/4	+ 2 3/4	+ 12.35	36	22 1/4	17	26,555	663,875
FAIRCHILD IND.	FEN	N	5 5/8	5 1/2	+ 1/8	+ 2.27	6 3/4	4 1/8	12	4,550	25,593
FUDUA	FQA	N	7 1/8	6 5/8	+ 1/2	+ 7.54	10 3/4	6 5/8	4	7,273	51,820
GENERAL TIRE	GY	N	14 3/8	12 7/8	+ 1 1/2	+ 11.65	18 1/4	12 7/8	4	21,515	309,278
GLOBETROTTER	GLBTA	O	2 1/2	2 1/2		.00	4 3/4	2 1/2	3	2,759	6,897
GRAY COMMUN.*	D		7 1/4	7 1/8	+ 1/8	+ 1.75	8 1/2	6 1/2	5	475	3,443
HARTE-HANKS	MHN	N	8 3/4	9 3/4	- 1	- 10.25	14 1/4	8 1/4	7	4,330	37,887
JEFFERSON-PILOT	JP	N	23 1/2	22 1/8	+ 1 3/8	+ 6.21	38 1/4	22 1/8	11	24,126	566,961
KAISER INDUSTRIES*	KI	A	6 1/8	5 1/8	+ 1	+ 19.51	8 1/2	5 1/8	3	27,487	168,357
KANSAS STATE NET.*	KSN	O	3 1/2	3 1/2		.00	3 7/8	3 1/4	6	1,741	6,093
KINGSTIP	KTP	A	3 3/4	3 7/8	- 1/8	- 3.22	6 3/4	3 3/4	4	1,154	4,327
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12	12 1/4	- 1/4	- 2.04	13 1/4	10 3/4	8	3,352	40,224
LIAERTY	LC	N	11 1/8	10 7/8	+ 1/4	+ 2.29	15 5/8	10 7/8	5	6,632	73,781
MCGRAW-HILL	MHP	N	7 3/4	7 1/8	+ 5/8	+ 8.77	9	6	7	23,426	181,551
MEDIA GENERAL	MEG	A	22 1/8	20	+ 2 1/8	+ 10.62	26 1/2	20	9	3,552	78,588
MEREDITH	MDP	N	9	8 3/8	+ 5/8	+ 7.46	11 3/8	8 1/4	4	2,908	26,172
METROMEDIA	MET	N	6 7/8	6	+ 7/8	+ 14.58	10 5/8	6	6	6,447	44,323
MULTIMEDIA	MMEO	O	12	12 1/2	- 1/2	- 4.00	14 1/4	10 1/2	9	4,388	52,656
OUTLET CO.	OTU	N	8	7 3/4	+ 1/4	+ 3.22	9 3/4	7 3/4	4	1,379	11,032
POST CORP.	POST	O	6 1/2	6 1/4	+ 1/4	+ 4.00	10 3/4	6 1/4	4	882	5,733
PSA	PSA	N	6 1/4	5 1/2	+ 3/4	+ 13.63	10	5 1/2	18	3,181	19,881
REEVES TELECOM	RBT	A	1 1/4	1 1/4		.00	1 3/4	1 1/8	11	2,376	2,970
RIDDER PUBLICATIONS	RPI	N	16	14 3/4	+ 1 1/4	+ 8.47	16	11	10	8,305	132,880
ROLLINS	ROL	N	9	9 5/8	- 5/8	- 6.49	19 3/4	9	8	13,305	119,745
RUST CRAFT	RUS	A	7 1/8	6	+ 1 1/8	+ 18.75	10 1/4	6	5	2,366	16,857
SAN JUAN RACING	SJR	N	8 7/8	9	- 1/8	- 1.38	13 3/8	8 7/8	7	2,367	21,007
SCHERING-PLOUGH	SGP	N	63 3/4	58 1/2	+ 5 1/4	+ 8.97	74 3/8	58 1/2	31	53,823	3,431,216
SONDERLING	SDR	A	5 3/4	6	- 1/4	- 4.16	10	5 3/4	3	788	4,531
TECHNICAL OPERATIONS	TO	A	4 1/8	4	+ 1/8	+ 3.12	5 3/4	4	4	1,344	5,544
TIMES MIRROR CO.	TMC	N	12 3/8	12 1/8	+ 1/4	+ 2.06	17 5/8	12 1/8	8	31,385	388,389
TURNER COMM.***	O		3 3/8	3 3/8		.00	3 5/8	3	6	1,373	4,633
WASHINGTON POST CO.	WPO	A	20 5/8	21 1/8	- 1/2	- 2.36	24 3/8	14 3/4	7	4,749	97,948
WOMETCO	WOM	N	8 1/4	8 1/2	- 1/4	- 2.94	10 1/4	8	6	6,034	49,780
TOTAL										336,751	6,786,600
Cablecasting											
AMECO**	ACD	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		.00	2 1/8	3/4	3	1,673	1,882
AMERICAN TV & COMM.	AMTV	O	7 1/2	7 3/4	- 1/4	- 3.22	19 1/4	7 1/2	17	3,181	23,857
ATHENA COMM.**	O		1/4	1/4		.00	3/4	1/4		2,374	593
BURNUP & SIMS	BSIM	O	8 3/4	7	+ 1 3/4	+ 25.00	24 1/8	6	10	7,907	69,186
CABLECOM-GENERAL	CCG	A	2 1/8	2 1/8		.00	4 1/2	1 3/4	27	2,560	5,440
CABLE FUNDING*	CFUN	O	4 3/4	4 3/4		.00	7 3/8	4 3/4	40	1,121	5,324
CABLE INFO.**	D		1/2	1/2		.00	3/4	1/2	1	987	493
CITIZENS FIN.**	CPN	A	1 7/8	2	- 1/8	- 6.25	4 1/4	1 7/8		2,667	5,056
COMCAST*	O		2 1/4	2 1/4		.00	2 1/4	1 1/2	9	1,705	3,836
COMMUNICATIONS PROP.	COMU	O	1 1/2	1 3/8	+ 1/8	+ 9.09	3 3/8	1 3/8	17	4,761	7,141
COX CABLE	CXC	A	5 1/8	4 1/2	+ 5/8	+ 13.88	15 1/4	4 1/2	9	3,560	18,245
ENTRON*	ENT	O	3/4	3/4		.00	3/4	1/2	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	9 5/8	8 3/4	+ 7/8	+ 10.00	17 1/8	8 3/4	5	7,060	67,952
GENERAL TV*	O		3/4	1 1/2	- 3/4	- 50.00	1 1/2	3/4	38	1,000	750
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	6 1/8	5 7/8	+ 1/4	+ 4.25	9 1/2	5 7/8	6	917	5,616
TELE-COMMUNICATION**	TCOM	O	1 3/4	1 3/4		.00	5 3/4	1 3/4	7	4,852	8,491
TELEPROMPTER**	TP	N	3	3 1/8	- 1/8	- 4.00	8 1/4	3	18	16,013	48,039
TIME INC.	TL	N	35	35 1/8	- 1/8	- .35	40 1/4	30 3/4	7	10,381	363,335
TOCOM*	TOCM	O	2 5/8	2 1/2	+ 1/8	+ 5.00	4 7/8	2 1/2	6	634	1,664
UA-COLUMBIA CABLE	UACC	O	5	4 7/8	+ 1/8	+ 2.56	6	3 3/4	11	1,795	8,975
VIACOM	VIA	N	4 1/8	4	+ 1/8	+ 3.12	7 1/2	4	6	3,850	15,881

	Stock symbol	Exch.	Closing Wed. July 17	Closing Wed July 10	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low				
VIKOA**	VIK	A	2	1 7/8	+	1/8	+	6.66	4	1 7/8	2,534	5,068
TOTAL										85,999	674,059	
Programming												
COLUMBIA PICTURES**	CPS	N	2	2 1/8	-	1/8	-	5.88	4 3/4	2	6,748	13,496
DISNEY	DIS	N	40 1/2	34 3/4	+	5 3/4	+	16.54	54 1/2	34 3/4	29,155	1,180,777
FILMWAYS	FWY	A	2 3/4	2 5/8	+	1/8	+	4.76	6	2 5/8	1,791	4,925
FOUR STAR			3/4	3/4				.00	1 3/8	3/4	665,950	499,462
GULF + WESTERN	GW	N	20 1/4	18 3/8	+	1 7/8	+	10.20	29 1/8	18 3/8	14,088	285,282
MCA	MCA	N	23 3/4	22 1/2	+	1 1/4	+	5.55	26 1/2	19 1/4	8,386	199,167
MGM	MGH	N	15 3/4	12 5/8	+	3 1/8	+	24.75	16	9 1/4	5,918	93,208
TELE-TAPE****	D		1/2	1/2				.00	3/4	1/8	2,190	1,095
TELETRONICS INTL.*	O		3	3				.00	4 1/8	3	943	2,829
TRANSAMERICA	TA	N	6 7/8	6 5/8	+	1/4	+	3.77	10 3/8	6 5/8	65,115	447,665
20TH CENTURY-FOX	TF	N	5	4 3/4	+	1/4	+	5.26	9 1/8	4 3/4	8,280	41,400
WALTER READE**	WALT	O	1/8	1/8				.00	1/2	1/8	4,467	558
WARNER	WCI	N	9 7/8	9 3/4	+	1/8	+	1.28	18 1/2	9 5/8	16,317	161,130
WRATHER	WCO	A	5	4 1/8	+	7/8	+	21.21	8 1/8	4 1/8	2,229	11,145
TOTAL										831,577	2,942,139	
Service												
BADO INC.		O	11 1/2	10 7/8	+	5/8	+	5.74	14 1/4	10	2,513	28,899
COMSAT	CO	N	27 1/4	26 1/8	+	1 1/8	+	4.30	40 3/8	26 1/8	10,000	272,500
CREATIVE MANAGEMENT	CMA	A	3 3/8	3 1/2	-	1/8	-	3.57	6 5/8	3 3/8	1,016	3,429
DOYLE DANE BERNBACH	DDYL	O	8 3/4	8 1/4	+	1/2	+	6.06	11 1/2	8 1/4	1,796	15,715
ELKINS INSTITUTE****	ELKN	O	3/8	3/8				.00	5/8	1/4	1,897	711
FOOTE CONE & BELDING	FCB	N	8	8 3/8	-	3/8	-	4.47	11 1/4	8	2,065	16,520
GREY ADVERTISING	GREY	O	6 1/2	6 1/2				.00	8 3/8	6 1/2	1,255	8,157
INTERPUBLIC GROUP	IPG	N	10	9 5/8	+	3/8	+	3.89	13	9 5/8	4	2,319
MARVIN JOSEPHSON*	MRVN	O	5	5				.00	8 1/2	5	957	4,785
MCI COMMUNICATIONS+	MCIC	O	2	2				.00	6 1/2	2	12,825	25,650
MOVIELAB	MOV	A	7/8	7/8				.00	1 5/8	5/8	1,407	1,231
MPD VIDEOTRONICS**	MPO	A	1 1/4	1 1/8	+	1/8	+	11.11	2 5/8	1 1/8	539	673
NEDHAM, HARPER	NDHMA	D	5	5 1/4	-	1/4	-	4.76	7 1/2	4 3/4	918	4,590
A. C. NIELSEN	NIELB	O	16	16				.00	28	14 1/8	10,598	169,568
OGILVY & MATHER	OGIL	O	14 1/2	14 1/2				.00	17 1/4	12 3/4	1,807	26,201
PKL CO.***	PKL	O	1	1 1/4	-	1/4	-	20.00	1 3/4	1/4	818	818
J. WALTER THOMPSON	JWT	N	8 3/4	6 7/8	+	1 7/8	+	27.27	12	6 7/8	2,624	22,960
UNIVERSAL COMM.***		O	5/8	5/8				.00	3/4	1/2	715	466
WELLS, RICH, GREENE	WRG	N	6 1/8	6 1/4	-	1/8	-	2.00	9 5/8	6 1/8	1,632	9,996
TOTAL										57,701	636,039	
Electronics												
AMPEX	APX	N	2 7/8	3	-	1/8	-	4.16	4 7/8	2 7/8	10,796	31,038
CCA ELECTRONICS*	CCAE	O	1 1/8	1 1/8				.00	1 1/8	5/8	881	991
CDHU, INC.	CDH	A	2 1/2	2 1/8	+	3/8	+	17.64	3 7/8	2 1/8	1,542	3,855
COMPUTER EQUIPMENT	CEC	A	1 3/8	1 3/8				.00	2 1/8	1 1/4	2,333	3,207
CONRAC	CAX	N	13 5/8	13	+	5/8	+	4.80	21	13	1,261	17,181
GENERAL ELECTRIC	GE	N	47 3/4	44 5/8	+	3 1/8	+	7.00	65	7 1/2	182,114	8,695,943
HARRIS CORP.	HRS	N	23 1/2	23 1/2				.00	33 1/2	22 3/4	6,229	146,381
INTERNATIONAL VIDEO	IVCP	O	3 1/4	3 3/8	-	1/8	-	3.70	7 1/2	3 1/4	2,728	8,866
MAGNAVOX	MAG	N	4 3/8	4	+	3/8	+	9.37	9 7/8	4	17,799	77,870
3M	MMM	N	71 1/2	69 3/8	+	2 1/8	+	3.06	80 1/2	68 1/2	113,100	8,086,650
MOTOROLA	MOT	N	51 1/4	48 1/4	+	3	+	6.21	61 7/8	40 1/2	27,968	1,433,360
OAK INDUSTRIES	OEN	N	10 1/2	9 7/8	+	5/8	+	6.32	12 7/8	9 1/2	1,639	17,209
RCA	RCA	N	14	13 1/4	+	3/4	+	5.66	21 1/2	13 1/4	74,444	1,042,216
ROCKWELL INTL.	ROK	N	26	25 1/4	+	3/4	+	2.97	28 3/8	25 1/8	30,315	788,190
RSC INDUSTRIES	RSC	A	1	1 1/8	-	1/8	-	11.11	2 1/8	1	3,458	3,458
SONY CORP.	SNE	N	17 1/8	17 5/8	-	1/2	-	2.83	29 7/8	17 1/8	165,625	2,836,328
TEKTRONIX	TEK	N	33 1/2	36 5/8	-	3 1/8	-	8.53	47 3/4	33 1/2	8,646	289,641
TELEMATION	TINT	O	2	2				.00	2 3/4	1 3/4	1,050	2,100
TELEPRO IND.***		O	6 7/8	6 7/8				.00	8	2 1/2	475	3,265
VARIAN ASSOCIATES	VAR	N	8 1/2	6 5/8	+	1 7/8	+	28.30	13 1/4	6 5/8	6,617	56,244
WESTINGHOUSE	WX	N	12 3/4	12 1/2	+	1/4	+	2.00	26	12 1/2	87,876	1,120,419
ZENITH	ZE	N	19 7/8	19 1/2	+	3/8	+	1.92	31 5/8	19 1/2	18,797	373,590
TOTAL										765,693	25,038,002	
GRAND TOTAL										2,157,753	38,029,008	
Standard & Poor's Industrial Average			94.65	90.34	+4.31							

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

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

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

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

CURRENT AND CHANGE							YEAR EARLIER		
Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Communications Properties	6 mo. 4/30	7,188,742	+ 6.9%	353,239 ¹	- 16.0%	.07	6,723,263	420,731	.10
Disney	9 mo. 6/30	108,231,000	+ 5.0%	12,490,000	- 9.2%	.43	103,058,000	13,766,000	.47
Media General	6 mo. 6/30	36,642,380	+ 12.4%	2,615,013	- .9%	.73	32,606,374	2,639,387	.72 ²

¹ Reflects start-up costs for microwave system.
² Discontinued operations excluded.

It's a whole new football game in 1974

World Football League sweetens the pot for television while blackout ban sours it for radio

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The price that broadcasters will pay for rights to college and professional football will climb more than \$10 million in 1974, to \$80,292,457. (Last year's total was \$69,903,342.) But despite the dramatic rise, happiness is not as universal as it was a year ago. That was before a congressional mandate against local TV blackouts of sold-out home games, the emergence of the World Football League and the impending strike of the NFL Players Association, all factors that could devalue the National Football League's product.

According to a nationwide survey conducted annually by BROADCASTING, the mixed bag of good and bad for broadcasting and football contains these prospective payments:

- \$75,300,000 from the TV and radio networks for pro (including the World Football League) and college games. This compares to \$64,850,000 in 1973.

- \$2,577,500 from local radio outlets for rights to NFL pro games, a drop of nearly 10% from last year's \$2,860,000.

- \$504,500 in local TV rights to pre-season NFL games, down from \$543,000 in the previous season.

- \$158,000 for local radio rights to the new World Football League clubs. (This is all regular season; the WFL plays no exhibitions.)

- \$170,000 for local television rights of WFL teams.

- \$1,582,457 in local radio and delayed TV rights to schools and colleges, compared to \$1,650,342 in 1973.

Here's what the television and radio networks are doing with the shares of the coverage they've bought:

ABC-TV starts a new two-year contract with the National Collegiate Athletic Association, worth about \$15 million a year in rights figures. The first innovation will be just two days after its telecast of the NCAA season opener between Tennessee and UCLA on Saturday, Sept. 7: ABC-TV will put the Notre Dame-Georgia Tech game in the Monday night slot (9 p.m.-midnight) that will be taken over in subsequent weeks by the *NFL Monday Night Football* series.

ABC-TV says that more "scheduling flexibility" in college ball this year means "many TV games will not be selected until the Monday prior to air date." The new announcing setup for the NCAA games will put Chris Schenkel in a studio in New York as permanent host, with Keith Jackson as play-by-play man in the field and utilizing a rotating series of coaches—including Ara Parseghian

(Notre Dame), Darrell Royal (Texas) and Bear Bryant (Alabama)—as color men. In addition, a college-age reporter will be featured on the pregame and postgame shows and during the games to try to capture "the real world of the campuses." ABC-TV is charging sponsors \$58,000 for an NCAA minute, \$3,000 more than last year.

ABC-TV will again televise *NCAA Football Highlights*, a weekly compilation of key plays in the top games, presented on Sundays (noon to 1 p.m.) during the season.

The college bowl games on ABC this year (with costs-per-minute) are: the Liberty Bowl from Memphis on Dec. 16, \$60,000; the Gator Bowl from Jacksonville, Fla., on Dec. 30, \$48,000; the Astro-Bluebonnet Bowl from Houston on Dec. 23, \$48,000; the Sugar Bowl from New Orleans on Dec. 31, \$80,000; and the Hula Bowl from Honolulu on Jan. 4, \$32,000.

NFL Monday Night Football has increased its ratings year after year, with 1973's figures hitting a record national Nielsen average 21.2 rating and 36 share. These numbers make it the highest-rated of all ABC's prime-time shows. Its per-minute price to sponsors of \$100,000 (compared to \$80,000 last year) is higher than any other regularly scheduled ABC show. For the rights to these games, the network is paying the league \$11.5 million, in the first year of a new four-year contract. ABC has also picked up a four-year lease (at about \$1.5 million per year) on the Pro Bowl game, which will be televised in prime time as part of the Monday-night series.

One question at ABC is whether Fred Williamson will be able to fill Don Meredith's shoes as a foil for Howard Cosell in the announcers' booth. The Dandy Don-Humble Howard chemistry was thought to be an important element in the success of Monday-night football on ABC (Frank Gifford is the third announcer), and the report is that if Mr. Williamson doesn't make the grade in 1974, the network will seek Broadway Joe Namath in 1975. The Monday-night

schedule kicks off Sept. 16, when the Oakland Raiders take on the Bills at Buffalo.

CBS-TV will open its NFL coverage Aug. 25 with Buffalo at Minnesota, the first of three preseason prime-time games on its schedule. Game time: 9:30 p.m. NYT. Rate-card price for the three exhibition games—the others are scheduled Aug. 30 at 9 p.m. and Sept. 8 at 10 p.m.—is \$30,000 gross per 30-second unit, compared with \$25,000 last year.

CBS-TV will cover 83 regular-season games, the same number as last year, with 66 of them National Conference games and 17 interconference contests between National and American Conference teams. A doubleheader on Sept. 15 will launch the regular season, which will also include seven other doubleheader days. Prices vary by game but CBS is offering a 28-game package of 28 30-second units at an average of \$37,600 per unit, or about the same as last year in a 26-game package. The package includes a 30-second unit in each of two divisional playoffs (Dec. 21 and Dec. 22), for which the individual rate is \$45,000 per unit, and in the National Conference Championship game on Dec. 29 for which the one-time price is \$67,000 per 30 seconds.

Regular-season games and the post-season divisional playoffs and championship will be preceded by a 30-minute *NFL Today* and followed by a 15-minute *Pro Football Report*. Package prices average \$12,000 per 30 seconds in the pregame show, \$20,550 in the post-game wrap-up, or approximately the same as in 1973.

Jack Whitaker will anchor the pregame and postgame shows live from a studio in New York and will also preside there over half-time reports that will include game highlights and scores of other games—and of other sports. An associate to co-anchor these shows remains to be selected.

CBS's play-by-play reporters include Jack Buck, Don Criqui, Frank Glier, Lindsey Nelson, Brent Musburger, Dick Stockton and Dan Kelly. Analysts will



The new Monday night team. Fred Williamson (c), the TV-movie actor known as "The Hammer" when he played cornerback for the Oakland Raiders and the Kansas City Chiefs, among other teams, replaces Don Meredith as commentator on AEC-TV's *NFL Monday Night Football* telecasts. He joins holdovers Frank Gifford (l) and Howard Cosell. Mr. Williamson's six-figure, multiyear contract calls for starring roles on some made-for-TV movies and guest appearances on other ABC shows—a deal similar to the one Don Meredith made with NBC when he jumped networks a few months ago.

be Pat Summerall, Wayne Walker, Bart Starr, Pete Retzlaff, John Sauer, Tom Brookshier, Irv Cross and Tommy Mason.

NBC-TV's 89-game regular-season pro schedule gets under way Sunday, Sept. 15, with five regional games. The network will be doing Super Bowl IX on Sunday, Jan. 12, 1975, at New Orleans, which is rate-carded at \$214,000 a minute, a new record (last year's price: \$210,000).

The rest of the network's categories, and their prices, are: preseason games (three this year, all in prime time), \$49,000; two Saturday afternoon contests, \$52,000; Sunday singles, \$52,000; playoffs, \$68,000; Thanksgiving Day (Nov. 28, Denver at Detroit), \$76,000; Sunday doubleheaders, \$86,000; and the championship game, \$105,000.

NBC-TV will pay the league \$16.6 million in rights for the 1974 games, plus \$3 million for the Super Bowl.

College-game prices stack up as follows: the Senior Bowl, \$32,000; the Orange Bowl, \$86,000; and the Rose Bowl, \$135,000.

Play-by-play announcers for the games are Curt Gowdy, Jim Simpson, Charlie Jones, Jay Randolph, Ross Porter and Bill O'Donnell. As in previous years, they'll pair off in various combinations with the following analysts: Al DeRogatis, Willie Davis, Paul Maguire and Sam DeLuca, and two new men, John Brodie (former quarterback of the San Francisco 49ers) and Don Meredith (who joins NBC after four years as an ABC color man; he'll also do some acting in network prime-time series such as *Police Story*). Tim Ryan will be back as host of the postgame scoreboard show.

The TVS Television Network on July 11 began its weekly series of World Football League telecasts, which will run every Thursday night (9 p.m.-midnight, NYT) through Nov. 14. The championship game is scheduled for the afternoon of Nov. 29, the day after Thanksgiving.

The 15 network minutes in each game are completely sold out through August, according to a TVS source, with a few spots available from September through November. The rate card is set at \$17,500 a minute for regular-season games, \$35,000 a minute for the playoffs and championship. Each of the 12 WFL teams figures to pocket about \$100,000 as its share of the \$1.2 million TV-rights total.

TVS says it has lined up 110 stations (80% coverage of U.S.), with a reach that includes the top 36 markets (the first gap is Grand Rapids, Mich., 37th in size). The sportscasters are Merle Harmon and Alex Hawkins, with weekly guest commentators such as George Plimpton and Jane Chastain.

TVS also has the Grambling College games again this year but instead of 60-minute, day-later tapes of all 13 games, as in previous years, the network will send out live telecasts of eight consecutive contests (every Saturday afternoon, beginning Sept. 21) to stations in five of the top black markets. NCAA has set a limit of five stations for live network

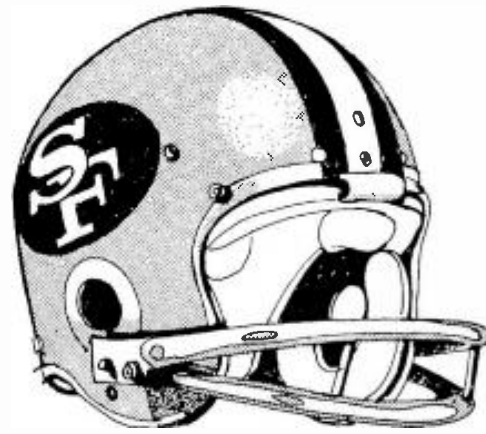
telecasts other than the NCAA-ABC slate, according to TVS. Oldsmobile (Leo Burnett) is the only sponsor lined up so far. Ron Pickney and Don Perkins will do the play-by-play.

Mizlou Productions has three bowl games on tap this year: the Blue-Grey Bowl, Dec. 17, from Montgomery, Ala.; the Tangerine Bowl, Dec. 21, from Orlando, Fla.; and the Peach Bowl, Dec. 28, from Atlanta. Jack Drees is expected to be the play-by-play man on all three. Mizlou sources say they hope to sign up 150 stations, for 85% coverage (the current figure is 115 stations, 73% coverage, which "puts us well on the way to our goal," according to these sources). The identities of sponsors signed so far remained undisclosed.

The Hughes Sports Network will send out *This Week in the NFL*, a 60-minute series of game highlights. The series will run for 15 weeks, beginning Sept. 21, on more than 120 stations (85% coverage), and Pat Summerall is expected to be one of the hosts.

Mutual radio network's football lineup this season includes all 15 NFL Monday-night games, 14 NCAA games (10 involving Notre Dame), Saturday afternoon college doubleheaders, first-round NFL championship playoffs, and the Sugar Bowl. The games will be fed to over 260 affiliates. The announcing team will be Van Patrick, Mutual sports director, calling the play-by-play, and Al Wester on color.

Preceding the Monday-night NFL



Central California and Western Nevada football fans follow the 49er games on **BEELINE® RADIO.**

For the 18th consecutive year the four McClatchy Beeline Stations will broadcast exhibition and regular season games of the San Francisco Forty Niners. Reach this football audience with Beeline radio.



McClatchy Broadcasting
Represented Nationally by Katz Radio

games at 8:45 p.m. NYT will be the *Don Shula Show* and then five minutes before the kickoff a pregame warm-up will be presented. Sponsors for the NFL games so far: La-Z-Boy Chair Co. (Marvin Hahn Inc.) and Econo-Car (McKinney & Silver).

The NCAA games on Mutual will be sponsored by Royal Globe Insurance (direct), and Ford Motor Co. (J. Walter Thompson) and La-Z-Boy Chair Co.

The pregame program, *Ara Parseghian Show*, on Mutual, is scheduled 15 minutes before game time. In addition, Mutual's Black Radio Network is launching coverage of 11 Grambling College games plus three wild-card contests.

In local radio, the drop-in payments for rights to NFL clubs was expected. The moment Congress outlawed local TV blackouts of sold-out home games, radio broadcasters foresaw a deterioration of audience (BROADCASTING, Sept. 3, 1973). The ratings reports that followed the season confirmed their fears.

Last week the problem was reiterated forcibly by Gerald Blum, vice president and general manager of WQXI(AM) Atlanta, holder of rights to the Falcons there. "How are you going to sell in opposition to TV?" he asked, pointing out he had to ask the club to renegotiate.

"Also," he said, "this marks the end of an era in which a radio station could become closely identified with a community by its associations off-air and on-air with the club." Mr. Blum cited examples of local projects with the team sponsored by WQXI without thought of return. "It breaks my heart. I'm upset," he added.

The slowdown in sales tempo was re-

flected in other reports from radio stations. Some, already committed to multi-year contracts when Congress altered the local broadcast picture last fall, indicated that even harder renegotiating would take place when the present pacts expired. Various other selling techniques have been suggested, such as rates keyed to whether or not the home game is on television.

The second big change in pro football is the new kid on the block: the World Football League. Local radio rights in this first year are almost inconsequential. The WFL did not officially get off the ground until last January. Several franchise shuffles further reduced the time for setting up broadcast arrangements locally. The Birmingham Americans, supposedly one of the stronger teams in the WFL, has been unable to set up a broadcast connection. In several cities, the clubs are paying a slight fee to the stations for coverage. Still others have contracted for one year on the basis of splitting profits from sales after deducting the costs to the originating stations.

There are some promising local radio broadcast set-ups, but they are few.

However, the broadcasters themselves see a few things that might make the WFL really click. Amy McCombs, program director of WJXT(TV) Jacksonville, Fla., which is carrying the local Sharks road games, said letting local TV's handle regular-season games permits the exciting community association that network telecasting lacks.

Others cited the rules changes of the WFL that could provide more excitement for the audiences: extra periods to break tie games; kickoffs from the 30-yard line;

no fair catches on kicks, etc. (The NFL coincidentally modified some of its rules, though not so drastically.)

Some WFL broadcasters felt that continuance of the NFL players strike, which could keep big-name players out of exhibitions, would enhance interest in WFL coverage. In fact, the threatened strike prompted promoters of the All Star Game in Chicago next Friday (July 26) to cancel that charity contest, which would have been on ABC-TV and Mutual.

The competition for the broadcast dollar and audience between the NFL and WFL should intensify in 1975, if the new circuit survives. (The average stadium attendance of 37,796 in the first week of WFL play is one positive step in that direction). It will be next year when the name players will have played out their options with the NFL and be legally able to join the new league, lending added luster to the product on the field.

Also on next year's agenda: the NFL expands into Tampa and Seattle.

On the college side of football in 1974, Exxon U.S.A. will be going into its 41st year of sponsorship of all games in the Southwest Conference. Fourteen announcers and nine engineers will be assigned to the 56 games that will be carried on a regional network of more than 125 stations. McCann-Erickson, Houston, continues to handle all arrangements.

A breakdown of the local preseason and regular-season radio plans of the NFL teams along with plans for local preseason TV of NFL clubs begins on the facing page. The listings have been expanded this year to include local radio and TV arrangements of WFL teams.

The football price the networks pay

ABC-TV

	Rights	Starting Date
Coaches All-America Game	undisclosed	June 22
College All-Star Game	undisclosed	July 26
NCAA College Games	\$15,000,000	Sept. 7
NFL Monday Night Football	\$11,500,000	Sept. 16
Liberty Bowl	\$200,000	Dec. 16
Blue Bonnet Bowl	undisclosed	Dec. 23
Gator Bowl	undisclosed	Dec. 30
Sugar Bowl	undisclosed	Dec. 31
Hula Bowl	undisclosed	Jan. 4
Pro Bowl	\$1,500,000	Jan. 20

CBS-TV

	Rights	Starting Date
NFC Preseason Games	(2)	Aug. 25
NFC Games	\$22,000,000	Sept. 15
Sun Bowl	undisclosed	Dec. 28
NFC Division Playoff	(2)	Dec. 21
NFC Division Playoff	(2)	Dec. 22
Cotton Bowl	undisclosed	Jan. 1
NFC Championship	(2)	Dec. 29

NBC-TV

	Rights	Starting Date
AFC Preseason Games	(3)	Aug. 17
AFC Games	\$16,600,000	Sept. 15
AFC Division Playoffs	(3)	Dec. 21
AFC Championship	(3)	Dec. 29
Rose Bowl	\$1,400,000	Jan. 1
Orange Bowl	\$800,000	Jan. 1
Senior Bowl	\$100,000	Jan. 11
Super Bowl	\$3,000,000	Jan. 12

TVS

	Rights	Starting Date
World Football League	\$1,200,000	July 1

CBS Radio

	Rights	Starting Date
Cotton Bowl	(1)	Jan. 1
NFC Championship	(1)	Dec. 29
Sun Bowl	(1)	Dec. 28

Mutual Radio

	Rights	Starting Date
NFL Monday Night Football	undisclosed	Sept. 16
Notre Dame Football	undisclosed	Sept. 9
NFC Division Playoff	undisclosed	Dec. 21
NFC Division Playoff	undisclosed	Dec. 22
Grambling Football (Mutual Black Network)	undisclosed	Sept. 7

NBC Radio

	Rights	Starting Date
AFC Championship	(1)	Dec. 29
Orange Bowl	(1)	Jan. 1
Rose Bowl	(1)	Jan. 1
Super Bowl	(1)	Jan. 12

All networks announced rights	\$73,300,000
Estimated for unannounced games and series	\$2,000,000
Grand total for networks	\$75,300,000

(1) Radio rights included in TV contract.

(2) Rights included in NFL-National Football Conference package.

(3) Rights included in NFL-American Football Conference package.

What the major schools get from radio and local TV

Conference	Teams ¹	Radio stations	TV stations	Total rights
Atlantic Coast	7	278	22	\$ 109,500
Big Eight	8	324	20	139,300
Big Sky	7	33	1	5,950
Big Ten	10	257	22	261,660
Ivy League	8	25	0	9,612
Mid-American	8	26	2	16,750
Missouri Valley	7	11	1	25,000
Pacific Eight	8	126	20	227,000
Southeastern	10	543	45	284,500
Southern	8	42	1	7,000
Southwest	10	125	0	110,000
Western Athletic	8	78	8	65,785
Others and independents	26 ²	510	30	320,400
Totals	125	2,378	172	\$1,582,457

¹ Does not include conference members not fielding football team; in case of Southwest Conference, University of Houston is not included since it will not compete for conference championship until 1975.

² Independent figures do not include Notre Dame.

AFC Eastern Division

Baltimore Colts

WCBM(AM) Baltimore will return to originate 14 regular and five preseason games of the Colts. The coverage will be fed to a network of about 12 stations.

Play-by-play will be handled by Chuck Thompson, with Ordell Braase on color.

Sponsor line-up for the play-by-play includes: National Brewing Co. (W. B. Doner), Household Finance Corp. (direct), Royal Crown Cola (Hal Fran Agency), Montgomery Ward (Waljean & Associates), Hamburgers Men's Store (Torrieri & Meyers). Commercial Credit (W. B. Doner), will sponsor half-time programming.

WCBM's two pregame shows will be a 15-minute *Coach's Corner* and a 15-minute *Colt Kickoff*, purchased by International Harvester (J & S Advertising) and American Building & Loan (Howard Maleson Agency), respectively. International Harvester will also sponsor the postgame *News and Sports Scoreboard*.

WJZ-TV Baltimore will telecast three of the Colts preseason games. Dick Stockman is to do play-by-play with other announcers to be announced.

WJZ-TV will air a pregame show of at least a half hour prior to each game, with an hour-long show slated to precede the Atlanta exhibition. Also part of WJZ-TV's football package is a half-hour special, *Taxi Squad*, the story of a young quarterback to be aired Aug. 31.

The games are being sold on a spot basis with the sponsor list not yet set.

Buffalo Bills

WKBW(AM) Buffalo, in the last year of a three-year pact, will broadcast all 14 regular-season games and seven exhibitions. The coverage will be fed to five upstate New York stations. The announcing team again will consist of Rick Azar, Eddie Rutkowski and Al Meltzer, sports director of KYW-TV Philadelphia.

Major sponsors in the games are M&T Bank (Comstock), Tops Supermarkets (Weil, Levy & King), Western New York Oldsmobile Dealers (Creative Express) and Toyota Dealers of Western New York (Clinton E. Frank). Participating advertisers will be Keyser Cadillac and Erie County Savings Bank (both Weil, Levy & King) and Western Savings Bank and Stewart & Benson Travel (Ellis).

The station also will carry a half-hour pregame show and a *Coach's Report* program on Saturdays, featuring the announcing team. Various participating sponsors have been signed.

WKBW-TV Buffalo will carry only two exhibition games this season—one from Kansas City Aug. 12 and another from Washington Aug. 18. These games will be fed to WOKR-TV Rochester and WYS-TV Syracuse, both New York. Reporting the games will be Don Criqui and Paul Maguire. Major sponsor will be Genesee Brewing (William Esty), supplemented by participating advertisers. No pregame or postgame shows are scheduled.

Miami Dolphins

NFL champions for two years running, the Dolphins will be back at WIOD(AM) Miami for the ninth year for all six exhibitions and 14 regular-season games. Coverage also would have applied to a seventh preseason game—against the College All Stars July 26 in Chicago, but that charity contest was aborted by the game's backers because of the strike against the NFL by the players' association and the subsequent refusal of the College All-Stars to cross the picket lines.

WIOD will again feed Dolphins coverage to 20 stations, including one in Alaska and one in Hawaii. Station sports director Rick Weaver will head the play-by-play team with Henry Barrow back on color. New will be former Dolphin wide receiver Karl Noonan as field analyst.

The major in-game sponsors will be Citgo (Media Measurement Corp.), Burger King (BBDO), Eveready (William Esty), Chevrolet (Campbell-Ewald) and Household Finance (direct).

Pregame and postgame programs and sponsors:

Orange Bowl Express: Leon Ray Volkswagen (GMR Advertising). Abercrombie & Fitch, Burdine's of Miami, United Banking Group (Ryder & Shield), Nautical Yacht Basin (Fulton Advertising), Chicken Unlimited (Dickens Advertising).

Coach's Comments: Calder Race Track (Julian Cole & Associates).

Locker Room Show: U-Haul (Cope-land Advertising), Baron's (Mike Shack), Trail Dodge (REB Advertising), National Airlines (F. William Free).

Scoreboard Show: HJ Fi Associates (Broadcast/Print Media).

In addition, WIOD said its participating sponsors will include Dirr's Meats (direct), Barclay Magnavox (direct), Hollywood Ford (E. J. Schaeffer), Community Bank of Homestead (direct), Dave Zinn Toyota (Harold Gardner Associates), Hemley's Furniture (HEL Advertising) and William Lehman Buick (Irv Green & Associates).

The Dolphins' preseason television will be taken over this summer by WTVJ(TV) Miami. Road games at the Cincinnati Bengals (Aug. 3) and Chicago Bears (Sept. 7) will be covered live. Home games against the New Orleans Saints and Green Bay Packers will be telecast on a delayed basis on Aug. 11 and Aug. 31, respectively. Bob Halloran will provide play-by-play and Dave Kocourek will do color.

WTVJ said that commercial time in games is being sold on a participating basis with no major sponsors.

New England Patriots

WBZ(AM) Boston, going into the fourth of a five-year contract, will cover six exhibitions and 14 regular games. Fifteen stations in the New England area will take feeds of the games from WBZ.

Gil Santos and former Patriot star Gino Cappelletti will return to handle

play-by-play and color duties, respectively. They also will co-host the 15-minute pregame *Patriots Runback* program and *The Goal-Line* after home games. Various participating sponsors will be in these programs.

Sponsors for the games will be Provident Institution for Savings (Humphrey Browning MacDougall.), F&M Schaefer Brewing (BBDO), New England Chrysler-Plymouth Division (Young & Rubicam) plus one-fourth of in-game sponsorship to be filled.

TV coverage of six Pats exhibition games will be by WCVB(TV) Boston under a one-year contract. Don Gillis will be the play-by-play announcer. Miller Brewing (McCann-Erickson) will be a major sponsor and with various other participating advertisers.

New York Jets

WOR(AM) New York begins a new three-year contract for coverage of all Jet games—14 regular and six exhibition. More than 30 stations in New York, New Jersey, Pennsylvania and Rhode Island will carry the contests via a feed from WOR. Marty Glickman will provide the play-by-play and former Jet star Dave Herman the color commentary.

Both announcers will host a 25-minute pregame show and will be joined by WOR executive Barbara Sheehan. The 10-minute post game show will feature Mr. Glickman and Mr. Herman. No sponsors have been signed for these segments.

Rotating sponsors for the games will be: M&M/Mars (Ted Bates), Rheingold Beer (J. Walter Thompson), Chevron Oil (BBDO), Manufacturers Hanover Trust (Young & Rubicam) and New York-New Jersey-Fairfield County, Conn., Dodge Boys (BBDO).

WNEW-TV will telecast the Jets exhibition games with Charley Jones, Ray Scott and Sam DeLuca announcing. Sponsors are Miller Beer (McCann-Erickson), Schweppes and Chase Manhattan Bank (both Ted Bates), Kellogg (Leo Burnett), Household Finance (direct) and Coleco (Herlitzer Advertising).

AFC Central Division

Cincinnati Bengals

For the seventh year the Bengals will be on WLW(AM) Cincinnati, which will feed all 14 regular games and six preseason games to a network of more than 45 stations in Ohio, Kentucky, Indiana and West Virginia. The station, in the first year of its third three-year contract, will again provide play-by-play coverage by Phil Samp, sports director for WLWT(TV) Cincinnati, and color coverage by Jimmy Crum, from WLWC(TV) Columbus, Ohio.

Thirty minutes of pregame, and 30 of postgame programming are delivered free to each station hooking up with WLW; and half the 20 one-minute commercial periods within the game are

made available for local stations' own spot announcements. The games have been sold on the network level to Chevrolet Motors (Campbell-Ewald) and Burger Brewing Co. (Stockton West Burkhardt), both of which will have four minutes per game, and to Marathon Oil (which went to a house agency this year from Campbell-Ewald), which bought two minutes per game. Mr. Samp hosts the first part of the pregame programs, *Bengal Football Preview*, and *Coach's Corner* (with Bengal Coach Paul Brown); and Mr. Crum winds up pregame time with *Football Warm-Up*. *Bengal Highlights*, with Mr. Samp, and *Star of the Game*, with Mr. Crum will conclude the football broadcasts on WLW.

Programs' sponsors are Ohio Appliances, Inc. (direct), the First National Bank of Cincinnati (direct) and Silco Co. Laundries; of Cincinnati (direct). West Shell Realty, (Midland Advertising) of Cincinnati, and Fifth-Third Bank of Cincinnati (Ralph Jones Agency.)

(For 26 weeks each year, WLW also broadcasts the *Paul Brown Sports Show*, at 5:55 p.m. Monday-Friday, which is syndicated to eight Ohio markets.)

For WLW alone, the remaining six availabilities within the game have been sold to Frisch Restaurants (Rollman Advertising), B. F. Goodrich Tires (Bartlett Advertising), and Union Central Life Insurance Co. (Adams, Gafney & Associates), each with two minutes per game.

On the television side, four preseason games will be broadcast by a new rights holder WLWT, which picked up its first one-year contract from WKRC-TV Cincinnati, later dropped the project because "it was unprofitable," a WKRC-TV source said. Three Bengals games will come over via delayed broadcast, and one will be live. No plans were firmed for network hook-up but some stations in Michigan had expressed interest in the exhibition games. Ron Harrison is to do play-by-play.

Cleveland Browns

WHK(AM) Cleveland has signed for its third three-year contract with the Browns, and will carry the 14 regular and six preseason games for a 29-station network in Ohio and Pennsylvania. Gib Shanley will be back for play-by-play, and Jim Graner will return for color. Mr. Shanley will interview Browns coach Nick Skorich for the first pregame broadcast, *Coach's Show*, a five-minute program sold to Bob Schmitt Homes (Frisch Advertising) of Cleveland. Mr. Graner's 20-minute as yet untitled pregame show has been picked up in equal parts by East Ohio Gas (D'Arcy MacManus & Masius) and by the *Cleveland Plain Dealer* (M&F Adv.) Carpet Barn (Stone Adv.) and Faflick Shoes (Confeld Inc.) have taken full sponsorship of the postgame shows, *Scoreboard*, with Mr. Shanley, and *Locker Room*, with Mr. Graner.

Time involved in renegotiating the contract delayed some of the selling this year, but the in-game avails already belong, in part, to Household Finance

(Needham, Harper & Steers) and to Chrysler-Plymouth (Young & Rubicam). The games will be carried with one-fifth sponsorships, three of which will be local, two network.

The Browns will be carried in three preseason games on WEWS(TV) Cleveland, with Mr. Shanley switching over temporarily from his radio assignment to do TV play-by-play. Announcer and color man are to be chosen later. Two live games and one delayed broadcast will be carried. No peripheral programming is offered. Game sponsorship will be by Genesee Beer (William Esty), Cleveland Dodge (direct) and Seven-Up.

Houston Oilers

For the 11th consecutive year, KILT(AM) Houston will carry the 14 regular-season games plus six exhibitions of the Oilers. Ron Franklin will do the play-by-play, Dan Lovett, the color. Mr. Franklin is sports director of KHOU-TV Houston, Mr. Lovett of KTRK-TV Houston.

Sponsors of the regular-season and preseason games so far include M&M/Mars (Bates), Southwestern Bell (direct), and First City National Bank (direct). As of July 10, two local sponsors have been signed for pregame and postgame segments; they are Southwestern Camera and B. Dalton Bookstores. Wrap-up has again been sold to Ryder Truck Rentals.

KPRC-TV Houston will carry two of the preseason games (Washington and Dallas).

Sponsors will be Fiat (Carl Ally), Lummus (Bosford), Texas Commerce Bank (direct), *Houston Chronicle* (Rives, Dyke & Co.), Southwestern Bell Yellow Pages (D'Arcy, MacManus & Masius), Pearl Beer (Bloom), Miller Beer (McCann-Erickson), Foley's (Goodin, Dannenburg, Littman & Wingfield), Levi's (Honig, Cooper & Harrington), Searama (direct).

Pittsburgh Steelers

WTAE-AM-FM Pittsburgh will again be the broadcast base for the six preseason and 14 regular-season games on the Steelers' schedule. The station will be feeding games to a four-state network of approximately 25 stations.

Jack Fleming, sports director for WTAE-TV Pittsburgh, will do the play-by-play for the 17th year. WTAE Sports Director Myron Cope, will be on color.

Games sponsors include Pittsburgh National Bank (Ketchum, MacLeod & Grove), Chrysler Plymouth Dealers (Young & Rubicam), Basco (direct) and Eveready (William Esty).

WHC-TV Pittsburgh will telecast four preseason Steelers games on its own plus pickup of a fifth exhibition televised nationally by NBC-TV. Of the four games presented locally, two home games (Aug. 12 and 24) will be on a delayed basis.

Exhibition announcers will be Ray Scott (for three games) and Jack Drees (for the fourth) on play-by-play, and WHC-TV's sports director, Sam Nover, on color.

Local sponsors for the preseason games

include Mellon Bank (McCann-Erickson), Koehler beer (Lando/Bishopric), Rockwell Power Tool Division (Ketchum, MacLeod & Grove), Chrysler-Plymouth Dealers Association (Young & Rubicam) and United States Steel (Compton).

AFC Western Division

Denver Broncos

KOA(AM) Denver again will report the 14 regular and six preseason games of the Broncos, with Bob Martin doing the play-by-play and Larry Zimmer the color.

Sponsors have not yet been firmed.

KOA-TV Denver, also again, is carrying three preseason games with participating sponsors.

Kansas City Chiefs

KCMO(AM) Kansas City again this year is carrying the 14 regular and the six preseason exhibition games of the Chiefs. Again it plans to feed the games to a regional network that may approach 30 radio stations in Missouri, Kansas, Iowa and Oklahoma. Ray Scott is set to do the play-by-play, and Gus Grebe, the color. Sponsors have not yet been firmed.

For the fourth year of its five-year contract, KMBC-TV Kansas City will carry the Chiefs' six preseason games. Play-by-play is to be by John Sanders. Sponsors sold at deadline are Buick Motors (McCann-Erickson), one-fourth; All State Insurance (Leo Burnett), one-eighth, plus participating sponsors.

Oakland Raiders

For the third year of its three-year contract, KNBR(AM) San Francisco will carry the Raiders' 20 games (six preseason). And again it will feed a regional network of 10 stations in northern California plus other outlets in neighboring states (Nevada, Washington and Hawaii). Play-by-play is to be by Bill King, color by Scotty Stirling.

Games sponsors: Datsun (Parker Advertising), Pacific Telephone (BBDO), Pay-Less Drugs (Dionne-Roth), United Delco (Campbell-Ewald), and Blue Shield of California (Coleman Advertising). Lewis Grocery Stores will sponsor a pregame program; Air California (Pereria, MacManus & Moore), a postgame show.

KVBK-TV Oakland will telecast the Raiders' preseason away game with the Detroit Lions and also the preseason game with the San Francisco 49ers if it is sold out 72 hours ahead of game time.

San Diego Chargers

KSDO(AM) San Diego will be carrying the 14 regular and six preseason games of the Chargers, feeding them to a network in California and Arizona. Play-by-play will be by Andy Musser. Sponsor list was incomplete as of last week.

Six preseason games will be carried again this year by KCST(TV) San Diego, with participating sponsors.

NFC Eastern Division

Dallas Cowboys

KRLD(AM) Dallas will be originating Cowboys coverage for the third straight year with plans to carry all 20 preseason and regular-season games. Again this year, KRLD will be providing feeds to the largest radio network in the country—the 170 stations of the Texas State Network which stretches beyond Texas to stations in Tennessee, Arkansas, Louisiana, New Mexico, Oklahoma, Arizona and Mississippi.

Play-by-play will be handled by Frank Gliieber and Vern Leunquist. Al Wisk will be doing color.

KRLD's football package runs from 11 a.m. to 4:30 p.m., with the hour-long *Countdown to Cowboy Victory* show starting off the pregame program line-up. Bob Lilly, Cowboys' lineman, is next with a 20-minute show, followed by a 10-minute all-pro report. The *Tom Landry Show* is slated for 12:30, featuring the Dallas coach, followed by the *Pregame Show*. The *Locker Room Show* will follow the game as a 25-minute wrap-up.

The total package was 80% sold as of last week with in-game sponsorship going to such national advertisers as Chevrolet Dealers (Campbell-Ewald), American Airlines (Doyle Dane Bernbach) and M&M/Mars (Ted Bates).

WBAP-TV Dallas-Fort Worth will be the TV base for coverage of preseason games, with plans to provide three live telecasts and two video tape replays (Houston at Dallas, Aug. 17, Kansas City at Dallas, Aug. 31). Talent for the five telecasts will be Frank Gliieber, play-by-play, and Eddie LeBaron, analysis. No pre- or post-game programs will be presented.

New York Giants

WNEW(AM) New York is beginning a new three-year contract this season and will broadcast six preseason and 14 regular-season games of the Giants. A network of 15 stations in New York, New Jersey and Connecticut will carry the contests feed from WNEW.

Coverage of the games will be supplied by Marv Albert, former pro linebacker Sam Huff and Chip Cipolla, WNEW sports director. Mr. Cipolla will be host of a 25-minute pregame show and Mr. Huff will preside over a 15-minute postgame program. Sponsors of these programs will be Union Carbide (William Esty), Bond's Clothes (Barnett, Zlotnick) and Fat Tuesdays Restaurants (direct).

Sponsors of the game coverage are Hanover Bank (Young & Rubicam), Getty Oil (DKG Inc.), Manufacturers Channel Home Centers (Gaskill & Frey).

Preseason coverage on WPIX(TV) New York, will consist of six games, four live and two delayed. Announcers will be Don Criqui and former running back Tucker Frederickson. Sponsors will be announced later.

Philadelphia Eagles

WIP(AM) Philadelphia will broadcast 14 regular-season and six exhibition contests and will have a network of 12 stations in Pennsylvania, New Jersey and Delaware. Play-by-play will be handled by Charley Swift and color commentary by Al Polard.

According to a WIP executive, four-fifths of the coverage has been sold and 85% of the pregame and postgame programs have sponsorship, but names were withheld pending completion of sales. He would only say that most of last year's advertisers have returned. Merrill Reese will conduct the pregame and post game shows of about 25 minutes each.

WCAU-TV Philadelphia will be telecasting the Eagles exhibition games for the 14th year, with two live and four on a delayed basis. Bill Campbell will handle the play-by-play announcing and Tom Brookshier the color commentary.

Sponsors signed to date include First Pennsylvania Bank (Spiro & Associates), Philadelphia American Motors Dealers (Mediators Inc.) and Schmidt's beer (Rosenfeld, Sirowitz & Lawson). Mr. Brookshier will host a game show before the preseason contests carried on delayed basis (no sponsors announced).

St. Louis Cardinals

KMOX(AM) St. Louis will again originate coverage of the Cardinals games, carrying seven preseason and 14 regular season games which will be fed to a network of about 18 stations. Bob Starr will do play-by-play commentary with Bill Wilkerson on color.

The station has two 10-minute pregame shows on tap, *Meet the Cardinals* and *Coach's Corner*, both with Jack Buck. A postgame program, *From the Locker-room*, will be aired with all Cardinal home games. Bob Starr is featured on that program.

The Cardinals' preseason television this year moves to KSD-TV St. Louis from

KMOX-TV there. KSD-TV sports director Jay Randolph and station sportscaster Ron Jacober will team for the play-by-play and color. Three exhibitions will be telecast live, three others by tape delay.

Sponsors as of July 8 include Falstaff Brewing (Needham, Harper & Steers) and Datsun Dealers (Parker Advertising).

No pregame or postgame shows are planned.

Washington Redskins

WMAL-AM-FM Washington will broadcast the six preseason and 14 regular-season games to a network of 24 stations in Maryland, Virginia, West Virginia, and North Carolina.

Mal Campbell will do the play-by-play and Len Hathaway will provide color commentary. WMAL-AM-FM is also claiming a first for local pro football with the addition of Maralee Beck, anchorperson of WMAL-TV Washington, to assist on Redskin coverage with player and fan features from the woman's viewpoint.

Major game sponsors will be Household Finance Corp. (Needham, Harper & Steers), B. F. Goodrich (Ed Bartlett Advertising), and Washington Chevrolet Dealers (Campbell-Ewald).

A series of features, interviews, predictions and analysis will begin two hours before kickoff time. The pregame shows immediately prior to the game will focus on tight end Jerry Smith's talks with fellow Redskin players. No sponsor is yet confirmed for the pregame show.

A postgame show featuring linebacker Chris Hanburger on *Locker Room Report* will be sponsored by Woodward & Lothrop (West & Brady).

Preseason television coverage will be on WMAL-TV Washington offering five exhibition games, four delayed and one live, as part of a three-year contract now in its second year. Announcers will be Jim Thacker on play-by-play and Irv Cross on color. No pregame or postgame shows are scheduled.

Game sponsorship is spotted out this

The major sponsors of network-television football

A.C. Sparkplug (Burnett): CBS, NFC games.
American Bankers Association (Burnett): NBC, AFC games.
American Express (Ogilvy & Mather): CBS, NFC games; TVS, WFL games.
Black & Decker (BBDO): CBS, NFC games.
Boeing Aircraft (Cole & Weber): CBS, NFC games.
Chevrolet (Campbell-Ewald): ABC, NCAA games; TVS, WFL games.
Chrysler (BBDO): NBC, AFC games.
Coleco games (Helitzer): CBS, NFC games.
Consolidated Cigar (David, Oksner & Mitchneck): CBS, NFC games.
De Beers diamond mines (N. W. Ayer): CBS, NFC games.
Delco (Campbell-Ewald): ABC, NCAA games.
Fireman's Fund Insurance (Cunningham & Walsh): TVS, WFL games.
Firestone (Sweeney & James): CBS, NFC games; NBC, AFC games.
Ford (Kenvon & Eckhardt): ABC, NFL Monday night games; CBS, NFC games.
General Cigar (Young & Rubicam): ABC, NFL Monday night games, NCAA games.
Gillette (BBDO): ABC, NFL Monday night games.
Goodyear (Young & Rubicam): ABC Monday night games, NCAA games; CBS, NFC games.
Haggar Slacks (Tracy Locke): NBC, AFC games.
Hertz (Ted Bates): CBS, NFC games.
IMB (Geer, DuBois): NBC, AFC games.
J. C. Penney (McCaffrey & McCall): NBC, AFC games; CBS, NFC games.
Kawasaki (Cunningham & Walsh): CBS, NFC games.
Miller beer (McCann-Erickson): NBC, AFC games.

MONY (Marschalk): CBS, NFC games.
National Brewing (W. B. Doner): CBS, NFC games.
New York Life Insurance (Compton): CBS, NFC games.
Noxell (William Esty): NBC, AFC games.
B. F. Goodrich (Grey): TVS, WFL games.
Rockwell Tool (Ketchum, MacLeod & Grove): CBS, NFC games.
Savings and Loan Associations (McCann-Erickson): TVS, WFL games.
Schlick (Dancer-Fitzgerald-Sample): NBC, AFC games.
Schlitz (Burnett): ABC, NFL Monday night games.
Sears, Roebuck (Foote, Cone & Belding): ABC, NFL Monday night games, NCAA games; CBS, NFC games; NBC, AFC games; TVS, WFL games.
State Farm Insurance (Needham, Harper & Steers): CBS, NFC games; NBC, AFC games.
STP Corp. (Stern, Walters & Simmons): CBS, NFC games.
Texaco (Benton & Bowles): ABC, NCAA games.
Texas Instruments (Tracy Locke): CBS, NFC games.
Toro (Ogilvy & Mather): TVS, WFL games.
Union Carbide (William Esty): CBS, NFC games; NBC, AFC games.
United Airlines (Burnett): ABC, NFL Monday night games.
Volkswagen (Doyle Dane Bernbach): CBS, NFC games.
Warner-Lambert (JWT): NBC, AFC games; TVS, WFL games.
Weyerhaeuser (Cole & Weber): ABC, NFL Monday night games, NCAA games.
J. B. Williams (Parkson): TVS, WFL games.

year to about 40 sponsors, 60% local and 40% national. Major national sponsors include Toyota (Clinton E. Frank), Pabst beer (Kenyon-Eckhardt), Datsun (Parker Advertising), and Citgo (Media Corp. of America). Local sponsors include Red Barn (Abramson & Himmel-farb), Perpetual Building and Loan Association and Koons Ford (both Kal-Merrick-Salan).

NFC Central Division

Chicago Bears

WGN(AM) Chicago will be back for all 14 Bears regular season games as well as three preseason exhibitions, with Jack Brickhouse providing play-by-play and Irv Kupcinet the color.

Sponsorship for the games will be divided among Household Finance Corp. (Needham, Harper & Steers), G. Heileman Brewing Co. (Campbell-Mithun) and Chicagoland Oldsmobile Dealers (Stern, Walters & Simmons) with one-quarter still unsold.

The station will have a *Warm-Up Show* and postgame *Scoreboard Show*, with sponsors to be announced. The *Half-Time* show has been purchased by Eveready (William Esty).

Bears preseason television coverage will again be provided by WBBM-TV Chicago which plans to telecast six exhibition games with Brent Musburger providing play-by-play. No pregame or postgame programs are scheduled.

The sponsor line-up is not yet complete, with about 40% of the in-game slots filled.

Detroit Lions

WJR(AM) Detroit will broadcast only one of the Lions' six exhibitions and will pass on the team's first three regular-season games because of scheduling conflicts with baseball games of the Detroit Tigers, which are also carried by WJR. As in previous years, WWJ(AM) Detroit will cover the games bypassed by WJR, which is in the fourth year of a "self-perpetuating" contract with the Lions as the key station for a 48-station network reaching most of Michigan and Indiana. Van Patrick (play-by-play) and Bob Reynolds (color) will again be the announcers.

WJR sources were willing to disclose only two in-game sponsors as of now: Pabst Brewing Co. (Kenyon & Eckhardt) and Ford Motors (J. Walter Thompson). Two 10-minute pregame shows are again on tap this year: *The Don McCafferty Show* (Mr. McCafferty is the Lions' coach) and *Pro Football Today*. The two 10-minute postgame programs will be *Scores and Highlights* and *From the Locker Room*. The only sponsor lined up for these shows so far is Household Finance Co. (Needham, Harper & Steers), which has a rotating schedule in all four of the programs.

WJBK-TV Detroit will televise three of the Lions' exhibition games: at Kansas City Aug. 5; at Baltimore Aug. 9; and

at Buffalo Aug. 30. It's a one-year contract. Van Patrick and Ray Lane will again be the announcers. Advertiser minutes are sold on a participating basis only.

Green Bay Packers

WTMJ(AM) Milwaukee, the long-standing originator of the Packers' schedule, will again carry all six exhibition games and the 14 regular-season games for the Green Bay team. Its regional network will be increased this year by four stations, bringing the total to 54 stations in a four-state area. Gary Bender will be back as play-by-play man, and Jim Erwin will again provide color. Of the 20 one-minute avails for game sponsorship, 16 have been sold, to: Pabst Brewing Co. (Kenyon & Eckhardt) and Chevrolet (Campbell-Ewald), which have signed for four minutes per game; and to Independent Insurance Agents (Doremus & Co.), John Deere Snowmobiles (Gardner Advertising), Mobil Oil Dealers (Doyle Dane Bernbach), and True Value Hardware of Milwaukee (direct), each with two minutes per game.

A 15-minute pregame and a 15-minute postgame program have been sold to Dale Chevrolet of Milwaukee (Victor Maier & Assoc.), and to Household Finance (Needham, Harper & Steers). WTMJ refers to each Sunday during the football season as "Football Sunday," and devotes six hours to the sport, with details of all professional games, national interviews, and predictions from the station's sports staff. The remainder of the six hours, after the game itself, is sold on a station-by-station spot announcement basis only.

WLWK-TV Green Bay will be in the third year of a three-year contract with the Packers, and plans to carry four live and two delayed exhibition games. WSAU-TV Wausau, Wis., and WITI-TV Milwaukee will hook up for the coverage, which is being sold on individual spot basis. Major sponsors are Volkswagen (direct), Pabst Brewing (Kenyon & Eckhardt) and Schick electric shavers (direct) for four 30 second commercials per game each. WLWK-TV also produces a half-hour weekly football discussion and interview program, *Monday Quarterback*, at 7:30-8 p.m., syndicated in four markets, leading into the ABC-TV NFL broadcasts.

For the exhibition games, no pregame or postgame programs are offered. Bob Schulze will be back as play-by-play announcer, and will be joined by an unnamed color man for the exhibition games.

Minnesota Vikings

KSTP(AM) St. Paul, Minn. will broadcast all preseason and regular-season games, totaling 19. The games will be fed to more than 50 stations in Minnesota, North Dakota, South Dakota, Montana, Iowa, Nebraska, Oregon, and Hawaii. Joe McConnel will do play-by-play and former all pro Paul Hornung of the Green Bay Packers will be on color. Major sponsor is Twin City Federal Savings & Loan (Colle & McVoy). Re-

mainder of sales have not yet been confirmed.

Three hours before kickoff there will be a two-and-a-half hour *Tailgate Show* (named for the fans who come from a distance to home games and set up their campers and station wagons on the stadium parking lot) featuring interviews from home and visiting team members. The pregame show, *Half-Hour Out*, will follow. Sponsors have not yet been confirmed.

Postgame programs will involve the half-hour *Point After Show*, sponsored by Union Carbide (William Esty), featuring recreated highlights of the day's game.

KSTP-TV St. Paul will telecast three preseason games this year: Aug. 10 at Denver live. Aug. 31 at St. Louis live, and Sept. 7 with San Diego on a one-day delay. Announcing team will be Tom Ryther, play-by-play, Johnny Sauer, color.

Twin City Federal (Colle & McVoy) is the only major sponsor so far confirmed. There are no plans for pregame or postgame shows.

NFC Western Division

Atlanta Falcons

WQXI(AM) Atlanta will be moving into the second year of its three-year contract with the Falcons. On tap will be six exhibitions and the 14 regular-season schedule which WQXI will feed to a 26-station network. Jack Hurst, who did play-by-play last year, will be back, with former All-American Billy Lotheridge assisting on color.

Delta Airlines (BBDO) is the principal returning in-game sponsor, according to Gerald S. Blum, WQXI vice president and general manager, who noted that the selling pace in 1974 has been hobbled on questions about the effect of the lifting of the TV blackout and the need to renegotiate rights contract with the Falcons and arrangements with long-standing sponsors.

Pregame and postgame show arrangements are still in progress and, like the in-game advertiser line-up, Mr. Blum expects a full complement of sales, albeit delayed.

WXIA-TV Atlanta will go into the first year of a new three-year contract with the Falcons to do preseason television and plans to air four preseason games. Sponsorship is not yet firm for the schedule. No pregame or postgame programs are planned.

Los Angeles Rams

KMPC(AM) Los Angeles will continue to cover the regular and preseason games of the Los Angeles Rams, again feeding a network of 19 other stations in four states (California, Nevada, Arizona and Hawaii). Dick Engberg and Don Drysdale will be on play-by-play and color, respectively.

Regular sponsors are Continental Airlines (Benton & Bowles), Budweiser (D'Arcy, MacManus & Masius), Chevrolet (Campbell-Ewald), Standard Oil of

California (BBDO) and Blue Shield of California (Coleman Advertising). Pregame and postgame sponsors again will be Kentucky Fried Chicken (Kauffman & Associates), Sears (Star Advertising), Household Finance (Needham, Harper & Steers), Pacific Telephone (BBDO), Monroe Auto (Aitkin-Kynett), Foto-Mat (General Media Services), Eveready (William Esty), and Richards Stores for Men (Gordon Gelfond).

KHJ-TV Los Angeles will telecast the six away exhibitions, but one to be broadcast on a delayed basis. Sponsors will be Toyota (C. E. Frank), Gallo Wines (Y&R), Schlitz beer (Leo Burnett), and Busch Gardens. Stu Nahan is to do the play-by-play, and Dilly Davis the color. David Lopez, KHJ-TV sports director, is also on the announcing team.

New Orleans Saints

WWL(AM) New Orleans, in the third year of a three-year contract, will broadcast all preseason and regular games. Preseason games will be simulcast with WWL-TV. The radio games will be fed to 45 stations in Louisiana, Mississippi, and Alabama. John Ferguson will do the play-by-play and Steve Stonebreaker, former NFL star, will do color.

Major sponsors on the games will be Burger King and Chevrolet (Campbell-Ewald).

A pregame show, *Countdown to Kick-off*, will be sponsored by Berners Associates (direct). The postgame show, *Touchdown Talk* will be sponsored by Union Carbide (William Esty).

WWL-TV New Orleans will carry all six preseason games live. The three played locally will be broadcast on a one-day delay. The announcing team will be the same one as on radio.

Major sponsors will be Dixie beer and McDonald's (both Fitzgerald Advertising), Bank of New Orleans (Swigart Advertising), and First Baptist Church (direct). There will be no pregame or postgame shows.

San Francisco 49ers

For the 18th consecutive year, KSFO(AM) San Francisco will carry the 14 regular and six preseason games of the 49ers, feeding its coverage to a regional network of 15 stations in California, plus five other stations in Alaska, Washington and Oregon. Lon Simmons will do the play-by-play, and Gordy Salter the color.

Sponsors, all renewed from last year, are Metropolitan Life (Y&R), Standard Oil of California (BBDO), Chevrolet (Campbell-Ewald), Roos/Atkins clothing store (Argonaut Advertising), and Western Airlines (BBDO). Pregame and postgame shows are again being divided by American Bakeries (A. Media) and Household Finance (Needham, Harper & Steers). Dahnken of San Carlos again will sponsor the *Locker Room* show.

Art Johnson, assistant to the president of the 49ers, said last Wednesday (July 17) that he expected the club would reach an agreement soon with KBBK-TV San Francisco for preseason TV.

WFL Eastern Division

Florida Blazers

The most-traveled franchise in the fledgling pro league, the Orlando-based club didn't let a time bind keep it from completing a respectable broadcast set-up. The team was originally planned as the Washington Ambassadors, but stadium problems forced a switch to Norfolk. Subsequent sale of the club to new owners belatedly put the franchise in Florida.

WKIS(AM) Orlando, with a one-year contract and renewal option, established an eight-station network for the 20-game schedule. Stan Savran, WKIS sports director, is doing play-by-play. Mick Andrews, of WESH-TV Daytona Beach-Orlando handles color.

In-game sponsors include (most placed direct) Ivey's Department Stores, Court of Flags hotel, Holiday Inns, Burger King, and Sun Banks.

Blazer head coach Jack Pardee is featured in a pregame quarter hour sponsored by Sheraton Towers. The postgame *Scoreboard* had been bought by Court of Flags. A *Second Guess* program is also being prepared, according to Dale Moudy, WKIS vice president and general manager.

WFTV(TV) Orlando on July 9 announced it had contracted to carry seven road games of the Blazers commencing July 17 at the Detroit Wheels. The TV schedule may be altered later in the season to substitute different Blazers games if conflicts arise with the TVS network schedule or an ABC NFL date, according to Walter M. Windsor, general manager of WFTV. Sports director Lee Watson is doing game color with the play-by-play announcers being supplied by Mobile Television Service, company that is providing the technical facilities for Blazers games.

The in-game sponsors: Denmark's Sporting Goods, H.I.S. Stores for Men, Thousand Oaks Condominiums, Southeast Datsun Dealers Association, Ivey's Department Stores, Parker Boats, Walt Disney World, Wendy's Hamburgers, Arthur Treacher's Fish and Chips, El Dorado Tire Co., Bellows TV Stores; Jordan Marsh Department Stores, Sears, Roebuck & Co., Egerton & Moore Men's Store, Sweetwater Oaks, Ernie Kelly's Britt's Appliance Store, State Farm Insurance Co., Sweden House Restaurants, Eric Adams Furniture Store; Southeast National Banks, INA Insurance Co., Pizza Hut, Cypress Woods Condominiums, Fat Boy's Barbecue Restaurants, Sea World of Florida, Clark Lift Co., and Mills and Nebraska Lumber Co.

In addition, a Sunday broadcast, *The Jack Pardee Show*, with the coach and Mr. Watson, started July 14. Half sponsorship has been sold to John Bolton Ford of Maitland, Fla.

Jacksonville Sharks

Those sharks' teeth that Bobby Darin sang of as being so pearly, hopefully will be gold-filled for Jacksonville broadcast-

ers who view the new franchise with enthusiasm.

WPDQ(AM) is covering all 20 games of the Sharks and has set up a nine-station regional network. Play-by-play is being handled by Jay Solomon, former sports director of WINZ(AM) Miami, who joined WPDQ in the same capacity several weeks ago. Color is provided by different players and staff members of the Sharks organization.

Mr. Randolph is also conducting a pregame program and a postgame *Locker Room* broadcast.

WPDQ's Ron Carey said that since negotiations for the radio rights (for five years) were finalized less than four weeks ago, the sponsorship lists have not been completed. However, he said preliminary acceptance from advertisers is good.

The same feeling prevails at WJXT(TV) Jacksonville which is telecasting eight road games of the Sharks. Mike Patrick and Dick Stratton are doing play-by-play and color, respectively. A third staff member of WJXT, Phil Stone, is providing half-time commentaries.

A brief warm-up broadcast and a postgame show are being presented, and are still being sold.

Amy McCombs, program director of the Post-Newsweek station, noted the new WFL's television setup allows local stations to acquire a stronger identity with the team and community, unlike the NFL's present regular-season TV which is strictly a network affair. "It's revived the excitement of early-day pro football," she said.

New York Stars

The New York Stars have sold their production rights to Trans-World International, which is hiring the announcers and seeking the sponsors. Trans-World in turn has bought time on WMCA(AM) New York for the team's 10 home games, in a three-year deal. John Sterling is one of the announcers.

No pregame or postgame shows are planned as of now, but the station has signed the Stars coach, Babe Parilli, for a weekly Friday night (8-9 p.m., NYT) show analyzing that week's game.

Carling's beer (direct), is the only in-game advertiser signed up so far.

Trans-World also has bought time on WOR-TV New York for a minimum of seven of the Stars' away games. It's a one-year contract with options, as it its contract with WSNL-TV Patchogue, N.Y., a UHF station on Long Island, which will not only do away games live but is also taping the team's home games and televising them 48 hours later. Sal Marciano is doing the play-by-play, and the color is being handled by guest commentators (e.g., George Plimpton and Matt Snell, the only two signed so far). Two in-game sponsors have already climbed aboard: Carling's beer (direct) and Nationwide Insurance (Ogilvy & Mather).

Philadelphia Bell

WIBG(AM) Philadelphia is airing all 20 Bell games on a one-year contract with

an option on next year's games. Joe Pellegrino, sports director of WPVI-TV Philadelphia, is doing the play-by-play and Charley Neal the color.

In-game sponsors so far are Carling's Black Label beer (direct) and Horner Chevrolet (direct).

Mr. Pellegrino has the pregame and postgame shows (each five to 10 minutes). No pregame sponsors are aboard yet, but Carling's beer (direct) is picking up the postgame show.

WPHL-TV, a UHF station in Philadelphia, is to telecast eight of the Bell games (seven away and one home), on a one-year-with-options contract. Because of line charges, WPHL-TV sources say the station will not transmit Bell games from Southern California and Hawaii back to Philadelphia viewers. In-game minutes are completely sold out for the season (there are no pregame or postgame shows) to the following: Carling's (direct), American Motors (Cunningham & Walsh), Sun Oil Co. (Wells, Rich & Greene), Philadelphia Savings Fund Society (Weightman), General Electric (direct) and American Parts Service (direct). WPHL-TV also reports that all 12 local minutes in the TVS Thursday night network games of the World Football League are completely sold out.

WFL Central Division

Birmingham Americans

Local radio and local television contracts had not been set as of last week. The Americans' Tom McCollister, formerly connected with the Atlanta Hawks of the National Basketball Association, said negotiations are still under way.

Chicago Fire

WJJD-FM Chicago is airing all of the Fire's 20 games under a one-year contract with renewal options. The announcers are Eddie Doucette (play-by-play) and Mike Pyle (color).

In-game sponsors so far are Carling's beer (Caledon Advertising) and Fanning Chevrolet (Amboy Advertising).

A pregame show, *Fire Drill*, is being conducted by Messrs. Doucette and Pyle, sponsored by the Chicago Plastering Institute (John A. Boland and Associates). The Playboy Hotels (Spiro and Associates, Philadelphia) is picking up *Smoke Signals*, a half-time show hosted by Mr. Pyle. *Hook and Ladder*, a postgame show, is still up for grabs.

WGN-TV Chicago will televise nine of the Fire's away games, under a two-year contract. Vince Lloyd (play-by-play) and Bill Berg (color) are the announcers.

The in-game minutes are two-thirds sold to the following sponsors: Carling's beer, American Motors Corp. (Cunningham & Walsh), All-State Insurance Co. (Leo Burnett), Tru-Value Hardware (Home Products Marketing Services), Zenith (Inter-Ocean) and *The Chicago Tribune/Chicago Today* (Marvin H.

Frank). The pregame *Fire Warmup* with Mr. Berg has been sold to Fencil-Tufo Chevrolet (Russell Grabier & Associates, Chicago). No postgame show is planned.

WGN-TV sources say the station will spend about \$17,000 in line charges to do a live satellite telecast of the Fire game against the Hawaiians from Honolulu July 28.

Detroit Wheels

WWJ(AM) Detroit is covering 19 of the Wheels' 20 games, omitting only yesterday's (July 21) one from Hawaii because of the seven-hour time difference. The contract is for one year, with a renewal option clause. Don Kremer and Mike Lucci (color) are handling the play-by-play.

The major in-game sponsors are Carling's Black Label beer (direct), Bank of the Commonwealth (Doyle Dane Bernbach) and Cadillac Club wines (direct). Although in-game minutes are sold out for the season, the pregame and postgame shows are still unsponsored.

WKBD-TV, a UHF station in Detroit, televised the Wheels' season opener in Memphis on July 10 and has a firm commitment to do only one other game so far (at the New York Stars Sept. 25). Jim Forney and Nick Eddy are the play-by-play men. The July 10 game was sold out to Carling's, Pontiac (D'Arcy MacManus Masius) and Little Caesar pizzas (Yaffe, Stone, August). There are no pregame or postgame shows.

A WKBD-TV spokesman said that sponsor interest would determine whether the station carries one or two other Wheels' games this year. The biggest problem, according to this spokesman, is "the inadequate production facilities in some of these offbeat WFL cities," like Jacksonville, Memphis and Birmingham.

Memphis Southmen

Memphis, which for years hungered on the sidelines for a major pro football club, now has it. And local broadcasters are leaving few stones unturned in their efforts to make the road to community acceptance easier for the Southmen.

It's been a hurry-up job too, since the club was a little late in coming to town. Enfranchised originally as the Toronto Northmen, the WFL club was pushed out of the country by Canadians who feared inroads into their pro football domain.

Despite this, WLOK(AM) Memphis contracted for local radio rights on June 8 and by opening day had set up a regional network of approximately 25 affiliates for all 20 games. Dick Palmer, formerly voice of the Memphis Tams of the American Basketball Association, is doing the play-by-play. Bill Haney, announcer for University of Tennessee at Martin schedule, is doing Southmen color.

In-game sponsorships have been sold to AAMCO transmissions (Jack Fulton Advertising), Guaranty Savings & Loan (direct), Central Hardware (direct) and

Stagg beer (Caledon Advertising Ltd., Toronto).

Bill McKay, WLOK vice president and general manager, says the station is making the nights of Southmen games an all-evening affair. On home games, it starts at 6:15 p.m. with *Memphis Southmen Countdown*, offering interviews, sports commentary and traffic helicopter assistance to fans en route to Memphis Memorial Stadium. At 7:10 *WFL Report* is presented: 7:30 (Head Coach) John McVay's *Coach's Corner*; 7:49, *Pregame Show*. After the games, WLOK offers a locker-room broadcast plus *WFL Scoreboard*. Among pregame and postgame sponsors: Holiday Inn, Super D Drug Stores, Rahal Dodge, Hill Brothers shoe stores and River City Dodge.

WMC-TV Memphis has been on an even tighter schedule. Barely two weeks ago it reached its agreement with Southmen to telecast five road games of the club. Program Director Phil Slavick said that no pregame or postgame programming is planned at this time. Also, though sales are going well, he said, the short time has prevented completion of its sponsor list.

WFL Western Division

Hawaii Hawaiians

KGMB(AM) Honolulu is carrying the Hawaiians for this first WFL season, with Mel Proctor doing the play-by-play. Sold for the regular 20 games are Island Federal (savings and loan), Primo Beer and Toyota Automobiles (Hawaiian Advertising). Pregame and postgame programs are being sponsored by Jack-in-the-Box, American Growth Factors (savings and loan), Fisher-Hawaii (office furniture) plus participating sponsors.

KITV(TV) Honolulu is carrying all 20 of the Hawaiians games, with the away games to be transmitted via satellite and the local games to be broadcast on a same-day delayed basis. Jim Leahy is doing the play-by-play and Jeff Temkin, the color. Sponsors are Datsun of Hawaii (Advertising Hawaii), United Airlines (Leo Burnett) and Bank of Hawaii (Bozell & Jacobs).

Houston Texans

KTRH(AM) Houston is carrying the 20 games of the Houston Texans. Play-by-play is to be done by Jerry Trupiano and color by Bob Talamini. The Texans have sold the games to Chevrolet Dealers of Houston; station advertisers during the game plus pregame and postgame shows are Pipe Pub (tobacco), Stewart & Stevenson (marine engines), Rodney's (men's clothing), Loma Linda (restaurant), Mr. Muffler, Sam Montgomery Oldsmobile and Houston Carpet Co.

KHRTV(TV) Houston is carrying nine of the 10 away games (10th is in Hawaii) and has sold its portion of commercial time to Sears, Cross-Roads Furniture and City Appliances. Game play-by-play and color will be by Messrs.

Trupiano and Talamini on a simulcast basis.

Portland Storm

KEX(AM) Portland, Ore., is carrying this first season of the Portland Storm and so far has sold two of the four quarters to Metropolitan Chevrolet Dealers (Melbec Advertising) and Carling Brewing (F. H. Hayhurst). Jimmy Jones, KPTV-TV Portland sports director, is doing the play-by-play, and Darrell Aune, KEX

sports director, the color.

KPTV is handling the games and has sold one of the four quarter sponsorships to Carling Brewing (F. H. Hayhurst).

Southern California Sun

KLAC(AM) Los Angeles is covering Sun games, with Tom Harmon doing the play-by-play. Time has been sold to Carling Brewing (E. H. Hayhurst), Sundand Walnuts (McCann-Erickson), and Winchell Donuts (Newport Advertising).

The Sun's 10 away games are also being carried by KLAC's sister Metro-media station, KTTV-TV Los Angeles, on a simulcast basis. Commercial sponsorship has been taken by J. C. Penney Co. (Penco), Continental Airlines (B&B), Carling Brewing (F. W. Hayhurst), and American Motors Corp. (Anderson, McConnell & Oakner).

(This "Special Report" was written principally by Fred Fitzgerald, senior editor, Washington, with assistance from our bureau staffs.)

Fates & Fortunes®

Media

Robert C. Burris, formerly general manager, KEYT-TV Santa Barbara, Calif., named to same position, KCOY-TV Santa Maria, Calif.

W. Randy Odil, general sales manager, WRKO-TV Bowling Green, Ky., named station manager.

Jack Bivens, VP-general sales manager, WFLD-TV Chicago, named VP-general manager, WCRT(AM) and WQEZ-FM Birmingham, Ala.

Howard David, salesman and announcer, WHWH(AM) Princeton, N.J., named station manager, WPST(AM) Trenton, N.J. Both are Nassau Broadcasting stations.

Albert R. Munn, director, TV sales, WSOC-TV Charlotte, N.C., named president, Metrolina Broadcasting Corp., purchaser of WIST(AM) Charlotte, pending FCC approval (BROADCASTING, July 15).

Ian N. Wheeler, VP-general manager, WRET-TV Charlotte, N.C., joins Trinity Broadcasting, of which he is co-founder, as president and general manager. **Martha D. Wheeler**, general manager of Trinity's Charlotte office, named VP-director of administrative services and director of affiliate relations. Trinity is nonprofit, religious programing firm.

Daniel P. Ward, operations manager, non-commercial WCVE-TV and WCVW-TV Richmond, Va., named station manager, noncommercial WNVN-TV Annandale, Va. **Richard E. Hall**, production manager, Richmond Educational Television stations, named station manager, WCVE and WCVW.

Jo Ann Almy, assistant promotion manager, WTOP-TV Washington, named to newly created post of director of on-air promotion.

John W. Conwell, VP and controller, KOCO-TV Oklahoma City, named treasurer, Park Broadcasting Inc., Ithaca, N.Y., group broadcaster.

Estelle Gould, administrative assistant to station manager, WTAE-TV Pittsburgh, named to additional duties as director of community affairs.

Georgia Association of Broadcasters

1974-75 officers: **A. O. Healan**, VP-general manager, WGGA(AM) Gainesville, president; **Elmo Ellis**, VP and general manager, WSB-AM-FM Atlanta, president-elect and VP-radio; **Paul Raymon**, VP-general manager, WAGA-TV Atlanta, VP-television; **Esther Pruett**, WTOC-AM-TV Savannah, secretary-treasurer. Outgoing president, **Albert Sanders**, general manager, WMAZ-AM-TV Macon.

Montana Broadcasters Association newly elected officers: **Vic Miller**, KTVQ-TV Billings, president; **Fred Hunnes**, KATL(AM) Miles City, VP; and **Lynn Koch**, KGVO-TV Missoula, secretary-treasurer.

New officers, Associated Press Broadcasters Association board: **John Salisbury**, director of news and special projects, KXL(AM) Portland, Ore., re-elected rep in Western District, stations 5,000 watts and over; **Roy Morgan**, executive VP-general manager, WILK(AM) Wilkes-Barre, Pa., at-large rep, Eastern District; **Charles Whitehurst**, VP-general manager, WFMV-TV Greensboro, N.C., TV rep, Southern District; **John Howard**, general manager, KGFW(AM) Kearney, Neb., rep in Central District, stations under 5,000 watts; **Hal Kennedy**, assistant general manager and news director, KKTU-TV Colorado Springs, Western District TV rep.

Maryland-Delaware-D.C. Broadcasters Association new officers: **Lloyd Smith**, WNAV(AM) Annapolis, Md., president; **Harry Schriver**, WFBR(AM) Baltimore, VP; **Sam Carey**, WBOC(AM) Salisbury, Md., secretary; **Thomas Dougherty**, WTTG-TV Washington, treasurer.

Joe Cudmore, business manager, Westinghouse's Radio Advertising Representatives, New York, named business manager, WIND(AM) Chicago, Westinghouse station.

Leonard Freeman, chief accountant and manager of financial reporting, Teleprompter Corp., named controller, Broad Street Communications Corp., New Haven, Conn., group broadcaster.

Alan Batten, promotion manager, WALA-TV Mobile, Ala., named to newly created position of station business manager.

Mary Ann Malucci, traffic manager,

WELI(AM) New Haven, Conn., named business manager.

Marie Salerno, publicity manager, New York magazine, named manager of press information, WABC-TV New York.

Broadcast advertising

Thomas R. Boyd, VP-management supervisor Campbell-Ewald Co., Detroit, elected senior VP and assistant account director, Chevrolet account.



Mansfield

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.

Mitchell A. Seltzer, VP and creative director, AdCom, in-house ad agency for Quaker Oats Co., Chicago, named president.



Dennis

Edwin Dennis, VP-local sales manager, KMBC-TV Kansas City, Mo., named senior VP-sales planning.

Roger Green, account executive, KGO-TV San Francisco, named sales manager, WJZ-TV Baltimore.

Ray Janz, account executive, WKBD-TV Detroit, named national sales manager, KSAT-TV San Antonio, Tex.

Harry H. Averill, former vice president-general manager of Thoms station group and manager of WEAM(AM) Arlington, Va., has formed broadcast sales consultancy, Haverfam Associates, headquartered at 4306 Kilbourne Drive, Fairfax, Va. 22030, telephone (703) 323-7812.

Wilton R. Osborn II, salesman, WTTG-TV Washington, joins KMBC-TV Kansas City, Mo., as local sales manager. Both

are Metromedia stations.

Harry Ebbesen, sales executive, KOOL-TV Phoenix, named local sales manager.

John J. Albert, national sales manager, WWJ-AM-FM Detroit, named sales manager. He succeeds **Wayne L. Lawrie**, who joins Golden West Broadcasters Major Market Radio division as director of sports sales. **Kenneth D. Piatt**, WWJ-AM-FM account rep, named to succeed Mr. Albert.

Michael J. Gallagher, account executive, Alan Torbet Associates, Chicago, named general sales manager, WCWA(AM) Toledo, Ohio, and national-regional sales manager, affiliated WIOT(FM) Toledo.

Lynn Taylor, account executive, WAXY-(FM) Fort Lauderdale, Fla., named local sales manager, WEDR(FM) Miami.

Robert D. Belden, management supervisor, Young & Rubicam, New York, named senior VP.

Daniel H. Dolgins, Warren, Muller, Dolobowsky Inc., rejoins Grey Advertising, New York, as executive VP-management representative.

Kris R. Schulz, media director, Needham, Harper & Steers, Chicago, and **William F. Heilmann Jr.**, associate media director, elected VP's.

Alfred D. Bruce, account supervisor, Ketchum, MacLeod & Grove, Pittsburgh, named VP and director of public relations of firm's Washington office. **Guy C. Read**, account executive, KM&G, Pittsburgh, transferred to Washington in similar capacity.

Robert Marsowe, director of operations and VP-media director, Kenyon & Eckhardt, New York, joins Vitt Media International, New York, as senior associate specializing in account management and solicitations.

Norman Tanen, senior VP and creative director, Leber Katz Partners, New York, joins Gardner Advertising, New York, as senior VP and associate creative director.

Robert Goodman, acting creative director, Advertising & Marketing Associates, Miami, named VP and creative director.

Bernard Lipsky, director of research, Warner Communications, joins Foote, Cone & Belding, New York, as VP-director of research.

Yolan Toro, VP-media director, Media Communications Inc., Austin, Tex., joins Norman Craig & Kummel, New York, as director of broadcast buying.

Renee Wachs, broadcast promotions assistant, Edward Gottlieb & Associates, New York, named director, television and radio.

Gary Marcus, associate creative director, Hume-Smith-Mickelberry Advertising, Miami, elected VP-copy director.

Lou Letts, **Al Thernes**, account executives, and **Bill Rhew**, member of board of directors and head of film and sound division, Rosenwald/Batson Inc., Amarillo, Tex., public relations and advertising agency, named VP's.

Tom Feltenstein, senior VP-account su-

pervisor, joins McDonald's Restaurants in Cherry Hill, N.J., office as district advertising manager for Pennsylvania, upper Delaware, southern New Jersey, parts of West Virginia and Ohio.

Myles Derison, account executive, RKO Television Representatives, New York, named regional sales manager.

Al Miller, account executive, WLWC(TV) Columbus, Ohio, named sales manager, Avco Television Sales, Detroit.

Larry Horne, media buyer, Burke Dowling Adams Advertising, Atlanta, joins Gerald Rafshoon Advertising, Atlanta, as media director.

Robert L. Maynard, WMTW-TV Poland Spring, Me., joins Kaman Sciences Corp. BCS group, automated broadcast management service, as sales consultant.

Joan Bartl, WPST(AM) Trenton, N.J., named local sales manager.

Donald F. Smith, account executive, WBKO(TV) Bowling Green, Ky., named local sales manager.

Programing



Frankel

pany and on some projects will function as executive producer.

Thomas F. Piskura, manager, merchandising/promotion, *Movie of the Week*, ABC Entertainment, Los Angeles, appointed to newly created position of assistant to VP, prime-time program development and production.

Dan Enright, VP-production, syndication and international, Columbia Pictures Television, New York, now has headquarters in Los Angeles.

LeGrand Rogers, programing, KEWT(FM) Sacramento, Calif., named operations manager.

Deena Kramer, story editor, Tomorrow Entertainment, joins Universal Television, New York, as executive, program development department.

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

David P. West, general manager, non-commercial WFDU-FM and instructor of communications, Fairleigh Dickinson University, Teaneck, N.J., named marketing associate, Bonnevill Broadcast Consultants, Tenafly, N.J.

George Klein, program director-announcer, WHBQ(AM) Memphis, named director of community and public relations. **J. J. Jordan**, program director, WGRQ-FM Buffalo, N.Y., named program director, WHBQ.

Bob Jones, weekend news, weather and sports director, KMGH-TV Denver, named assistant program director.

Chet Ivey, staff announcer, WANN(AM) Annapolis, Md., named assistant program director.

Broadcast Journalism

Bernard W. Caughey, regional executive, UPI, Boston, named UPI New England news editor. **Stanton J. Berens**, division news editor, named UPI enterprise and special projects editor, Boston. **Harold H. Martin**, Lisbon, Portugal, bureau manager, named UPI regional executive, New Jersey. **Jim A. Loveland**, night city editor, New York, named UPI bureau chief and state manager, Augusta, Me. **Peter N. Baylor**, UPI Annapolis, Md., staff, named Baltimore bureau manager.

Jane Temple Hughes, news announcer, WNCN(FM) Cleveland, named news director.

Eileen Douglas, assignment editor, WKLO-(AM) Louisville, Ky., named news director, WKLO and WCSN(FM) Louisville.

Sandy Hill, news announcer, KIRO-TV Seattle, joins KNXT(TV) Los Angeles as co-anchorperson.

Rigo Chacon, news producer-anchorman, KNTV(TV) San Jose, Calif., joins news staff, KGO-TV San Francisco.

Howard DeMere, newsman, KSD(AM) St. Louis, named to newly created position of assistant radio news director.

David M. Parker, anchorman, WFMY(TV) Greensboro, N.C., named manager of community services, WCIV-TV Charleston, S.C. **James L. Moritz**, WQSN(AM) Charleston, S.C., joins WCIV-TV news team. **Wayne Seal**, anchorman, WCIV-TV, named manager of news and public affairs.

Ann Gillies, graduate student, Sangamon State University, joins WICS-TV Springfield, Ill., as reporter. **Nicholas Penning**, with *State Journal-Register*, Springfield, joins WICS-TV as reporter.

Cable

Ray Pastie, manager, Jerrold Electronics CATV Midwest regional office, named general sales manager, Jerrold's CATV systems division, Philadelphia.

Willard J. Wilmot, field representative, CATV products, Belden Corp. Electronic Division, named to newly created position of CATV sales manager, Richmond, Ind.

Equipment & Engineering

Ray Thomson, chief engineer, KTAR(AM)-KBBC(FM) Phoenix, joins KDKB-AM-FM Phoenix in same capacity.

Roger W. Cappello, general manager, Fidelipac division, Telepro Industries Inc., Cherry Hill, N.J., in addition named VP-sales for plastic products.

Matthew J. Mulvihill, western regional sales manager, North American Philips Electronic Component Corp., named VP and general sales manager.

James T. Crowell, FCC assistant engineer in charge of Norfolk, Va., district office, named engineer in charge of Kansas City, Mo., district office.

James C. McKinney, chief of enforcement division, monitoring systems division and assistant engineer, FCC Washington field office, named deputy chief, FCC field operations bureau.

Allied Fields

John D. Goeken, president, MCI Com-

munications Corp., Washington, resigns to enter new telecommunications venture. **William McGowan**, chairman and chief executive, assumes post of president.

Jack Wilkinson, VP-director of Teleproof Services, named VP-director of marketing services, IDC Services Inc. (formerly International Digisonics Corp.), Chicago.

Robert Steen, regional manager for Teleproof Services, named VP-director of sales, Teleproof division, IDC.

Graham Wallace, Western division operations manager, Marketronics Inc., consulting and computer applications firm, named manager, The Source, radio audience measurement service, San Francisco.

For the Record®

As compiled by BROADCASTING, July 8 through July 12 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, BRP—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

■ **Pierre, S.D.**—Forum Communications Company seeks VHF ch. 4 (66-72 mhz); ERP 100 kw vis. 20 kw aur. HAAT 1280 ft. P.O. address: c/o Jack M. Lester, Courthouse Plaza, 6th & Dakota Ave. 57102. Estimated construction cost \$232,690; first-year operating cost \$40,000; revenue not given. Legal counsel Marmet Professional Corporation, Washington. Principals: William C. Marcil, et al. Mr. Marcil is president of Forum Publishing Co., parent co. of applicant, and has interest in WDAY-AM-FM-TV Fargo, N.D. Forum owns KSFY-TV Sioux Falls (new TV would be satellite) and KABY-TV Aberdeen, both South Dakota. Ann. July 12.

Final action

■ **San Bernardino, Calif.**—Global Television Inc. Broadcast Bureau granted UHF ch. 18 (494-500 mhz); ERP 1,295 kw vis., 260 kw aur. P.O. address 1015 Gayley Avenue, Los Angeles 90024. Estimated construction cost \$226,748; first-year operating cost \$184,680; revenue not given. Geographic coordinates 34° 11' 15" north lat.; 117° 41' 53.5" west long. Type trans. RCA TFU-60-C. Type ant. RCA TFU 301. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer A. E. Towne, Belmont, Calif. Principals: Robert K. Doane is president of non-profit, non-stock corporation (BPCT-4691). Action July 1.

Other action

■ **Review board in Birmingham, Ala.**, granted application of Birmingham Broadcasting Co. for UHF ch. 21 (512-518 mhz); ERP 202 kw vis., 40 kw aur.; HAAT 705 ft.; ant. height above ground 364 ft. P.O. address: Rose Hill, Irondale, Ala. Estimated construction cost \$498,000; first-year operating cost \$150,000; revenue \$210,000. Geographic coordinates 33° 29' 10" north; 86° 48' 20" west. Trans. type TTU-10A. Ant. type TFU-25G. Legal counsel Ellis J. Parker III, Birmingham; consulting engineer Raymond E. Rohrer. Principals: James G. Lang and Ellis J. Parker (Docs. 15461, 16761). Competing application of William A. and George K. Chapman (Chapman Radio and Television Co.) was denied. Action June 27.

Designated for hearing

■ **KAVU(TV) Victoria, Tex.**—Application of John J. Tibiletti for reinstatement of CP, call sign and application (BMPCT-7351) for extension of time to complete construction of KAVU (ch. 25) Victoria has been granted and extension of CP application set for hearing by commission. Action July 2.

Existing TV stations

Application

■ **WTVU (ch. 59) New Haven, Conn.**—Seeks to change ERP to vis. 138 kw (H), aur. 19.6 kw (H);

studio and trans. location to Burwell Road near water tank, West Haven, Conn.; type trans. to RCA TTU-30; type ant. to RCA TFU-151DAS; and HAAT 508 ft. Ann. July 9.

Final actions

■ **KNTV San Jose, Calif.**—Richard Martinez, Chicano Airwaves Programming Committee, has been notified by Complaints and Compliance division that no action is warranted on his complaint that KNTV was using fairness doctrine to limit programming of controversial issues on La Voz De Aztlan, monthly one-hour program devoted to Chicano affairs. Ann. July 9.

■ **WMAQ-TV Chicago**—Bruce Sagan has been informed by Complaints and Compliance division that no further action is warranted on his complaint that WMAQ-TV broadcast personal attack on him and had not presented and did not plan to present contrasting viewpoints. Alleged attack occurred during commentary which stated that Mr. Sagan was one of group of "allegedly bad people who had gotten or would get" governor in trouble as appointees to positions in state government. Ann. July 8.

■ **WCVB-TV Boston**—Members of Massachusetts Black Caucus have been notified by Broadcast Bureau that no further action is warranted on their complaint that WCVB-TV violated fairness doctrine and equal time provision in broadcasting editorials against Racial Imbalance Law, which requires desegregation of public schools in Massachusetts. Ann. July 11.

■ **KWTV Oklahoma City**—Donald W. Davis, candidate for county commissioner of District 1 of Oklahoma county, Okla., has been notified by Complaints and Compliance division that no further action is warranted on his complaint that KWTV refused him equal time to reply to statement made by incumbent commissioner, who is seeking reelection. Ann. July 9.

■ **KTEW Tulsa, Okla.**—Broadcast Bureau granted requested authority to operate trans. by remote control from 3701 South Peoria, Tulsa (BRCTV-187). Action July 2.

■ **WPVI-TV Philadelphia**—Mrs. John F. Barrett, chairman, STOP ERA Committee, has been notified by Broadcast Bureau that no further action is warranted on her complaint that WPVI-TV had failed to offer her organization opportunity to reply to program by League of Women Voters on benefits of proposed Equal Rights Amendment. Ann. July 11.

■ **Rapid City and Lead, S.D.**—FCC granted applications of Western Television Co. for CP's for interim authority to operate KRSD-TV Rapid City and KDSJ-TV Lead, pending outcome of comparative hearing for permanent operating authority (BPCTI-13, BPCTI-14). Action July 9.

Other actions

■ **Ohio**—FCC denied request by Scripps-Howard Broadcasting Co., licensee of WEWS(TV) Cleveland, for stay of commission's order released May 2 insofar as it applies to contracts for syndicated programming affecting Cleveland TV stations and WAKR-TV Akron, Ohio (Doc. 18179). Action July 2.

■ **Wausau, Wis. and Minneapolis**—FCC informed Horizons Communications Corp. (WAOW-TV [ch. 9] Wausau) and United Television (KMSP-TV [ch. 9] Minneapolis) that their applications for changes in facilities cannot be granted without hearing (BPCT-4608, BPCT-4616). Horizons and United were directed to inform commission within 60 days whether they intend to dismiss their applications or prosecute them in hearing. Action July 12.

Rulemaking action

■ **FCC invited comments** on various matters in recent decision of U.S. Court of Appeals for Second Circuit, reversing in part commission's decision of January 1974 which modified prime time access rule. Proceeding (Doc. 19622), involved investigation of rule as to whether it should be

modified, retained in its existing form, or abolished. Comments are due by Aug. 16 and reply comments by Aug. 30. Action July 9.

New AM station

Call letter application

■ **Oconee Broadcasting Corp.**, Milledgeville, Ga.—Seeks WXLX.

Existing AM stations

Applications

■ **WAKY Louisville, Ky.**—Seeks mod. of CP (BP-19,106) to increase slightly RMS value of daytime pattern. Ann. July 10.

■ **WKLX Portsmouth, Va.**—Seeks modification of license to change station location to Norfolk, Va., and CP to dismantle and construct new center tower. Ann. July 10.

Starts authorized

■ **Following stations** were authorized program operating authority for changed facilities on date shown:

KEST San Francisco (BP-19,452), June 28; **WSIR Winter Haven, Fla. (BP-19,561)**, June 26; **WRAW Reading, Pa. (BP-19,445)**, June 27; **WSIX Nashville (BP-19,364)**, June 27.

Final actions

■ **KZNG Hot Springs, Ark.**—Broadcast Bureau granted CP to change ant.-trans. location to north of Ridgeway Boulevard, East of Busch Avenue, Hot Springs (BP-19720). Action July 1.

■ **WMMM Westport, Conn.**—Broadcast Bureau granted CP to relocate #1 tower (BP-19708). Action July 1.

■ **KOKX Keokuk, Iowa**—Broadcast Bureau granted CP to change MEOV's for nighttime DA pattern (BP-19717). Action July 1.

■ **KWJJ Portland, Ore.**—Broadcast Bureau granted CP to dismantle two end towers and construct two new towers to be used with two existing towers; condition (BP-19719). Action July 1.

Other action

■ **KTLK(AM) Denver**—Grant of application of Action Radio for renewal of license for KTLK Denver has been set by commission for oral argument on Sept. 10. Action July 9.

Fines

■ **KTOB Petaluma, Calif.**—Broadcast Bureau, by letter, notified KTOB Inc. that it had incurred apparent liability for forfeiture of \$1,000 for willful or repeated violation of rules by operating station with daytime power beyond 105% of authorized power. Action July 5.

■ **WVOB Bel Air, Md.**—FCC ordered Bel Air Broadcasting Co., licensee of WVOB to forfeit \$2,000 for repeated failure to comply with requirements of political editorial rule. Action July 10.

■ **KWQW Spring Valley, N.Y.**—FCC ordered WKQW Radio, licensee of WKQW to forfeit \$1,000 for repeated violation of rules (maintenance logs) and failure to abide by terms and provisions of station license. Action July 2.

Call letter actions

■ **WKWS Rocky Mount, Va.**—Granted WNLB.
■ **KCFA Spokane, Wash.**—Granted KMBI.

New FM stations

Applications

■ **Morro Bay, Calif.**—West Coast Wireless Company seeks 104.5 mhz, 3.39 kw. HAAT 1459 ft.

P.O. address: 7247 Lee Highway, c/o Oxford Properties, Falls Church, Virginia 22043. Estimated construction cost \$46,416; first-year operating cost \$46,500; revenue none. Principals (33 1/3% each): Dennis F. Thurman, real estate businessman; Robert J. Buenzie and David Meyers, both attorneys and educational consultants. Ann. July 10.

■ *Longmont, Colo.—St. Vrain Valley School District Re-1-J seeks 88.5 mhz, 14 w. HAAT 118 ft. P.O. address: 1200 S. Sunset St., Longmont 80501. Estimated construction cost \$8,134; first-year operating cost \$1,600. Principal: George N. Baskos, Communications Instructor. Ann. July 10.

■ *Indianapolis—Metropolitan School District of Washington Township, Marion County seeks 89.1 mhz, 27 w. HAAT 120 ft. P.O. address: 1605 East 86th Street, Indianapolis 46240. Estimated construction cost \$48,183; first-year operating cost \$19,063. Principal: H. Dean Evans, superintendent of schools. Ann. July 10.

■ *Kalamazoo, Mich.—Western Michigan University seeks 89.1 mhz, 39 w. HAAT 158 ft. P.O. address: W. Michigan Ave., Kalamazoo 49001. Estimated construction cost \$27,401; first-year operating cost \$25,000. Principal: P. Glenn Bishop, technical director. Ann. July 5.

■ *Olivet, Mich.—Board of Trustees, Olivet College seeks 88.1 mhz, 17 w. HAAT 95 ft. P.O. address: c/o Willis A. Selden, Dole Hall, Olivet 49076. Estimated construction cost \$5,972; first-year operating cost \$3,500. Principal: Willis A. Selden, Director of Information Services. Ann. July 5.

■ *Camden, Tenn.—Camden Broadcasting Co. seeks 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address: Highway 70, East Camden 38320. Estimated construction cost \$40,981; first-year operating cost \$10,000; revenue \$40,000. Principals: Michael R. Freeland (100%) has broadcast interests in Florida, Illinois and Tennessee including WFWL(AM) Camden and WKTA-FM McKenzie, both Tennessee. Ann. July 10.

■ Victoria, Texas—Pioneer Broadcasting Company seeks 95.1 mhz, 56.15 kw (H and V). HAAT 446 ft. P.O. address: 3613 North Main Street, Victoria 77901. Estimated construction cost \$100,086; first-year operating cost \$35,000; revenue \$30,000. Principal: Wendell Mayes Jr. (96%), et al., owner of stations throughout Texas including KXOL-AM-FM Ft. Worth. Ann. July 10.

■ Suffolk, Va.—Tidewater Sounds seeks 106.9 mhz, 100 kw. HAAT 755 ft. P.O. address: 14912 Jefferson Davis Highway, Woodbridge, Va. 22191. Estimated construction cost \$294,700; first-year operating cost \$93,605; revenue \$100,000. Principals: Michael T. Hall (50%), real estate developer, and Mark S. Fowler (50%), attorney. Ann. June 21.

Start authorized

■ *WAFG Fort Lauderdale, Fla.—Authorized program operation on 90.3 mhz, ERP 3 kw, HAAT 281 ft. Action July 1.

Final action

■ *Belcourt, N.D.—Couture School Board, District #27, Rolette county. Broadcast Bureau granted 88.5 mhz, 19 kw. HAAT 364 ft. P.O. address: Box 190, Belcourt, 58316. Estimated construction cost: \$67,250; first-year operating cost \$45,000; revenue none. Principal: Fayes Albert is president of school board (BPED-1792). Action July 3.

Action on motion

■ Administrative Law Judge Lenore G. Ehrig in Westbrook, Me. (Japat and Down East Broadcasting), FM proceeding, scheduled hearing for Oct. 15, in lieu of Aug. 19 (Docs. 20053-4). Action July 8.

Call letter applications

■ Pemigewasset Broadcasters, Plymouth, N.H.—Seeks WPNH-FM.

■ John L. Breece, Sioux Falls, S. Dak.—Seeks KIOV.

Call letter actions

■ *Board of trustees of University of Illinois, Chicago—Granted WUIC.

■ *Towson State College, Towson, Md.—Granted WCVT.

■ KFST Inc., Fort Stockton, Tex.—Granted KPJH.

Existing FM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown:

KUPD-FM Tempe, Ariz.—(BPH-7298), June 28; WALT Meridian, Miss.—(BPH-8653), June 27; WRPM-FM Poplarville, Miss. (BPH-7042), July 1; KCEZ Kansas City, Mo. (BPH-8718), June 27; KLCO-FM Poteau, Okla. (Doc. #19,737), June 27; WMTS-FM Murfreesboro, Tenn. (BPH-8230), June 27; WCWM Williamsburg, Va. (BPED-1756), June 27.

Final actions

■ KHLS Blytheville, Ark.—Broadcast Bureau granted CP for changes; ERP 100 kw (BPH-9005). Action July 3.

■ *KHSU-FM Arcata, Calif.—Hank Appleton has been informed by Complaints and Compliance division that no further action is warranted on his complaint that KHSU-FM broadcast tape of fictional interview with six candidates for city council. He alleged that candidates did not actually appear in interview, but that names given were "barely" disguised and that four of candidates were ridiculed and their issues smeared while two others had their views stated correctly and were subsequently endorsed. Ann. July 8.

■ KGMS-FM Washington—Broadcast Bureau granted CP to install new alt. main trans. (BPH-8982). Action July 3.

■ *WFSU-FM Tallahassee, Fla.—Broadcast Bureau granted CP to change trans. and ant. location to Apalachicola National Forest at junction of roads 344 and 344B, 6.9 miles southwest of Holland, Fla.; install new trans.; install new ant.; change ant. system; change transmission line; ERP 50 kw; ant. height 500 ft. (BPED-1746). Action July 3.

■ WPCB Decatur, Ga.—Broadcast Bureau granted CP to install new trans. and ant.; change ant. system; ERP 99 kw; ant. height 950 ft. (BPH-8978). Action July 5.

■ WMAZ-FM Macon, Ga.—Broadcast Bureau granted CP to install new trans.; ERP 100 kw (horiz.), 45 kw (vert.); ant. height 660 ft.; remote control permitted (BPH-9006). Action July 3.

■ *WLRA Lockport, Ill.—Broadcast Bureau granted license covering new FM; ERP 250 w; ant. height 95 ft. (BLED-1116). Action July 1.

■ WMT-FM Cedar Rapids, Iowa—Broadcast Bureau granted CP to install new trans.; ERP 50 kw (BPH-90004). Action July 3.

■ WSGS Hazard, Ky.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw (horiz.), 88 kw (vert.); ant. height 1,140 ft.; remote control permitted (BPH-8999). Action July 3.

■ WMAR-FM Baltimore—Broadcast Bureau granted CP for changes; ERP 20 kw; ant. height 620 ft.; change to DA; remote control permitted; condition (BPH-8998). Action July 2.

■ *WNMR Marquette, Mich.—Broadcast Bureau granted CP to change trans. location to 6.7 miles from Republic, Mich., on bearing of 124 degrees T, Marquette, Mich.; install new trans. and ant.; ERP 100 kw; ant. height 970 ft. (BPED-1737). Action July 3.

■ *WBLD Orchard Lake, Mich.—Broadcast Bureau granted license covering new station (BLED-1268). Action July 3.

■ KBEO Kansas City, Mo.—Broadcast Bureau granted CP to install new trans.; ERP 50 kw (BPH-9007). Action July 3.

■ WSLI-FM Jackson, Miss.—Broadcast Bureau granted CP to install new aux. ant.; ERP 28.5 kw; ant. height 400 ft. (BPH-8997). Action July 3.

■ *WNJC-FM Senatobia, Miss.—Broadcast Bureau granted CP to change trans. location to .9 miles west of U.S. Highway 51 on northwest edge of Senatobia; install new trans. and ant.; change ant. system; ERP 18 kw; ant. height 380 ft. (BPED-1740). Action July 3.

■ WCOS-FM Columbia, S.C.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location for aux. purposes only; ERP 6.5 kw; ant. height 420 ft.; remote control permitted (BPH-9008). Action July 3.

■ *KUSD-FM Vermillion, S.D.—Broadcast Bureau granted CP to change frequency to 89.7 mhz; change trans. location to 2 miles south of Beresford, S.D.; install new trans. and ant.; change ant. system; ERP 50 kw; ant. height 520 ft. (BPED-1736). Action July 3.

■ *KWBC Waco, Tex.—Broadcast Bureau granted CP to change trans. location to 415 South 32d Street, Waco; change studio location and remote control to Baylor University campus, Castellaw Communications Center, 1218 South Third Street, Waco; install new trans. and ant.; change ant. system; ERP 3 kw; ant. height 190 ft. (BPED-1804). Action July 3.

■ *KUSU-FM Logan, Utah—Broadcast Bureau granted CP to install new trans.; install new frequency and modulation monitors; ERP 14 kw; ant. height —570 ft. (BPED-1744). Action July 3.

■ KRSP-FM Salt Lake City—Broadcast Bureau granted CP to change trans. location to 17 miles west of Salt Lake City on Coon Peak of Oquirrh mountains; operate by remote control from studio location; install new trans. and ant.; change ant. system; ERP 13 kw; ant. height 3,630 ft. (BPH-8895). Action July 3.

■ *WMRA Harrisonburg, Va.—Broadcast Bureau granted CP to change frequency to 90.7 mhz; change trans. location to 9 miles north northwest of center of Harrisonburg; install new trans. and ant.; change ant. system; ERP 19 kw; ant. height 730 ft. (BPED-1762). Action July 3.

■ WXRA Woodbridge, Va.—Broadcast Bureau granted CP to change trans. and transmission line; condition (BPH-9000). Action July 3.

Fine

■ KBOB West Covina, Calif.—Broadcast Bureau by letter, notified Robert Burdette Investments that it had incurred apparent liability for forfeiture of \$300 for willful or repeated violation of rules by permitting operator to be in charge of transmitting system who held third-class license not endorsed for broadcast station operation, and by permitting this operator to make entries in operating logs. Action July 5.

Call letter applications

■ WROC-FM Rochester, N.Y.—Seeks WPXY.

■ WLCM-FM Lancaster, S.C.—Seeks WPAJ-FM.

Call letter actions

■ WDLF De Land, Fla.—Granted WELE-FM.

■ WALM-FM Marshall, Mich.—Granted WELL-FM.

■ WRNJ Atlantic City, N.J.—Granted WAYV.

■ WSTV-FM Steubenville, Ohio—Granted WRKY.

■ KHER Longview, Tex.—Granted KYKK.

■ *KCFA-FM Spokane, Wash.—Granted KMBI-FM.

■ KAAR Yakima, Wash.—Granted KUTI-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of license for following stations, including SCA's where appropriate on July 3: WLS-AM-TV and WDAI(FM) Chicago conditioned on outcome of antitrust action; KEOR(AM) Atoka, Okla.; KERE(AM) Denver; KEMS(FM) St. Louis; KGIN-TV Grand Island, Neb.; *KOVB-FM Kearney, Neb.; KRNK-FM Kearney; KRSI(AM) St. Louis Park, Minn.; KSKU(FM) Hutchinson, Kan.; KSWT(FM) Topeka, Kan.; KYUS-TV Miles City, Mont.; WRCO(AM) Bucyrus, Ohio; WIFF(AM) Auburn, Ind.; WRNC(AM) Raleigh, N.C.; WROK(AM) Rockford, Ill.; WVIC-FM East Lansing, Mich.

■ KSBW-TV Salinas, KSBY-TV San Luis Obispo, Calif.—FCC granted applications of Central California Communications Corp. for renewal of licenses for KSBW-TV and KSBY-TV (BRCT-395, BRCT-308). Petition to deny applications, filed by Gill Industries, licensee of KNTV(TV) San Jose, Calif., was denied. Action July 10.

■ WNDE-AM-WFBQ-FM Indianapolis—FCC dismissed objections of Indianapolis Local American Federation of Television and Radio Artists to applications of WFBM Inc. for renewal of licenses for WNDE and WFBQ-FM. Action July 10.

■ WVLC(AM) Lexington, Ky.—FCC granted renewal application of Bluegrass Broadcasting Co. for WVLC Lexington, Ky. Station had been granted short term license renewal for period ending Aug. 1, because of violation of various rules. Action July 11.

Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

■ *WJMJ(FM) Hartford, Conn.—Change trans. location to Johnnycake Mountain on Johnnycake Mountain Road, Burlington, Conn.; make change in ant. system; granted request for waiver of section 1.573(2) of rules; ERP 8 kw (horiz.), 5.1 kw (vert.); ant. height 560 ft.; remote control permitted; condition (BMPED-1131). Action July 2.

■ WKEM Bonita Springs, Fla.—Change trans. and ant.; change ant. system; ant. height 310 ft. (BMPH-14151). Action July 3.

■ WGRG-FM Pittsfield, Mass.—Change trans. location to Bousquet ski area, Pittsfield, Mass.; change trans.; change ant. system; ERP 710 kw; ant. height 560 ft. (BMPH-14056). Action July 3.

■ WJMS-FM Ironwood, Mich.—Change trans. location; change trans. and ant.; change ant. system; ERP 50 kw; ant. height 570 ft.; remote control permitted (BMPH-13824). Action July 3.

■ WLRV(AM) Lebanon, Va.—Change ant. trans. site to 1.65 miles northwest of Lebanon (BMP-13805). Action July 1.

Translators

Final actions

■ North Warren, Pa.—Following UHF translator license authorizations canceled and call letters deleted at request of licensee, Conewango Valley Television: W70AB (ch. 70), rebroadcasting WGR-TV Buffalo, N.Y.; W72AL (ch. 72) rebroadcasting WSEE-TV Erie, Pa.; W74AA (ch. 74) rebroadcasting WKBW-TV Buffalo, N.Y.; W78AF (ch. 78) rebroadcasting WICU-TV Erie, Pa., and WPSX-TV Clearfield, Pa.; W82AA (ch. 82), rebroadcasting WBEN-TV Buffalo, N.Y. Ann. July 9.

Other actions, all services

■ FCC amended rules dealing with references to time in radio broadcast services to specify use of "local" time, except when observance of "standard (non-advanced)" or "advanced" time is specifically required by license documents or other rules in Part 73, effective July 23. Action July 9.

Ownership changes

Applications

■ KAFY(AM) Bakersfield, Calif. (AM: 550 khz, kw-U, DA-N)—Seeks assignment of license from WAFY Inc. to Sunset Broadcasting Corp. for \$665,000, adjusted. Seller: Robert E. Eastman (100%) is former owner of WTRX(AM) Flint, Mich. and of Eastman station-representative firm. Buyer: General Broadcasting, owned by Gerald D. McLevis, Daren E. McGowan and James A. Fodick. They also have interest in KKIO-FM Livermore-Pleasanton and KGEO(AM) Thousand Oaks, both Calif., and have agreed to sell KOBO(AM) Yuba City, Calif. Ann. July 3.

■ KNCR(AM) Fortuna and KFM1-FM Eureka, both California (AM: 1090 khz, 10 kw-D; FM: 96.3 mhz, 30 kw)—Seeks assignment of license from FGK Inc. to C&M Enterprises for \$200,000. Seller: Frank G. King (100%). Buyers: John H. Collins, president, et al. Mr. Collins is former account executive with KLIN(AM) Lincoln, Neb. Ann. July 3.

■ WTVV(TV) (ch. 59) New Haven, Conn.—Seeks assignment of CP from Impart Systems to Connecticut Television Inc. for \$192,500. Seller: Victor Muscat (100%) is being requested by FCC to sell his broadcast interests. Buyer: Plains Television Corp. (100%), owned by Herbert Scheffel (25%), et al. Plains owns WICST(TV) Springfield, Ill., and WICD(TV) Champaign, Ill. Ann. July 9.

■ WEAT-AM-FM West Palm Beach, Fla. (AM: 850 khz, 1 kw-D; FM: 104.5 mhz, 100 kw)—Seeks assignment of license from Gardens Broadcasting Co. to Curt Gowdy Enterprises for \$1,500,000. Seller: Royal American Industries Inc., controlled by Bankers Life & Casualty Co., West Palm Beach. John D. MacArthur, president of WEAT-AM-FM, owns 60% of Bankers Life. Buyer: Sportscenter Gowdy (100%) also owns KOWB(AM) Laramie, Wyo., and through Curtis Gowdy Broadcasting Corp., WCCM-AM-FM Lawrence, Mass., and WBBX(AM) Portsmouth, N.H. Ann. July 3.

■ WOKS(AM) Columbus, Ga. (1340 khz, 1 kw-D)—Seeks assignment of license from John C. Pennington to Associated FM Broadcasting for \$530,000. Seller: Mr. Pennington is receiver for Hertz Broadcasting of Columbus, Buyers (50% each): B. Ken Woodbin and Milton Hirsch own WWRH-FM Columbus and are former owners of WOKS. Ann. July 10.

■ KOFE(AM) St. Maries, Idaho (AM: 1480 khz, 1 kw-D)—Seeks assignment of license from Eugene A. Hamblin to St. Joe Radio. Seller: Eugene Hamblin (100%) owns 4 other Idaho stations including KOZE-AM-FM Lewiston. Buyers: (33 1/3% each) Duane J. Bare, Benjamin F. Bush, Grangeville, Idaho, businessmen, and Robert D. Stollery, Grangeville newspaperman. No price because January flooding destroyed facilities. Ann. July 10.

■ WXLW(AM) Indianapolis (950 khz, 5 kw-DA-D)—Seeks assignment of license from Greater Indianapolis Broadcasting Co. to Shirk, Inc. for \$715,000. Seller: Grewe Radio, controlled by Fred A. Grewe Jr., has interests in WEIF(AM) Moundsville and WPAR(AM) Parkersburg, both West Virginia, WSTL(AM) Eminence, Ky., and WGEO(AM) Richmond, Va. Buyer: William S. Poorman (100%) is general manager of WXLW and has interest in WERK(AM) Muncie, Ind. Ann. July 10.

■ WTLO(AM) Somerset, Ky. (1480 khz, 1 kw-D)—Seeks assignment of license from Pulaski Broadcasting Corp. to Cumberland Communications for \$250,000. Sellers: Oris Gowen, WTLO general manager, et al. Buyers: James A. Brown (25%), et al. Mr. Brown has been general manager at WSFC(AM)-WSEK(FM) Somerset, Ky. Ann. July 10.

■ KAUS(AM)-KAAL(FM) Austin, Minn. (AM: 1480 khz, 1 kw-DA-2; FM: 99.9 mhz, 100 kw)—Seeks assignment of license from Minnesota-Iowa Television Co. to W. Russell Withers Jr. for \$400,000. Seller: Minnesota-Iowa. Robert Buckmaster, president, is subsidiary of Black Hawk Broadcasting Co., owner of KWLL-AM-TV-KFMW(FM) Waterloo, Iowa and KLWW(AM) Cedar Rapids, Iowa. Buyer: W. Russell Withers Jr. (100%), has interest in WDTV(TV) Weston, W. Va., WMIX-AM-FM Mt. Vernon, Ill., KGMO-AM-FM Cape Girardeau, Mo. Ann. July 3.

■ WRAN(AM) Dover, N.J. (1510 khz, 10 kw-D, 500 w-N, DA)—Seeks assignment of license from Jersey Horizons to Jersey Community Broadcasting for \$560,000. Seller: Media Horizons, Kenneth Cowan, president. Media Horizons owns KMEO-AM-FM Phoenix, KDEF-AM-FM Albuquerque, N.M., WGNV(AM)-WFMM(FM) Newburg, N.Y., and KROD(AM) El Paso. Buyer: Richard E. Bailey (100%), formerly with Hughes Television Network. Ann. July 3.

■ WHPE-AM-FM High Point, N.C. (AM: 1070 khz, 1 kw-D; FM: 95.5 mhz, 13 kw)—Seeks trans-

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

fer of control of High Point Broadcasting Co. from Gary C. Davis and Dale C. Montgomery (66% before, none after) to Bible Broadcasting Network (18% before, 84% after). Consideration: \$329,544. Principals: Messrs. Davis and Montgomery are retiring from broadcasting. Bible Broadcasting (owned by Keith H. Davey, 20%, et al) owns WYFI(AM) Norfolk, Va. Ann. July 3.

■ WRFD(AM) Columbus-Worthington, Ohio (880 khz, 5 kw-D)—Seeks assignment of license from Nationwide Communications Inc. to Buckeye Media for \$750,000. Seller: Jack G. Thayer, vice president and general manager, et al. Other NCI stations include WNCI(AM) of Columbus, Ohio, WGAR(AM)-WNCR(FM) Cleveland, WATE-TV Knoxville, Tenn., WLEE(AM) Richmond, Va., and WEXE-TV Petersburg, Va. Buyer: Ohio Farm Bureau Federation, non-profit organization. Leonard Schnell, president. Ann. July 10.

■ WCFR-AM-FM Springfield, Vt. (AM: 1480 khz, 5 kw-D; FM: 93.5 mhz, 3 kw)—Seeks assignment of license from Connecticut Valley Broadcasting Co. to New England Broadcasting Co. for \$401,267. Seller: Carlo Zezza, president and general manager, et al. Buyers: Scott R. McQueen, Randall T. Odenal, Theodore E. Nixon and Alfred W. Hill (each 18%), et al., also own WCVR(AM) Randolph, Vt., and are selling WARV(AM) Warwick, R.I. Ann. July 3.

■ WGEZ(AM) Beloit, Wis. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Telegraph-Herald to Public Service Broadcasters, Inc. for \$405,000. Seller: F. Robert Woodward Jr., vice president. Telegraph-Herald owns KDTN(AM)-KFMD(FM) Dubuque, Iowa. Buyers: Don G. Jones (22.5%), president, et al. Public Service owns several stations throughout the Midwest. Ann. July 10.

Actions

■ KBJT(AM) Fordyce, Ark.—Broadcast Bureau granted acquisition of positive control of KBJT Inc. by Mack R. Smith (34% before, 51% after) through purchase of stock from estate of Jesse B. Smith; \$25,000 paid by Mack R. Smith and Jess T. Bagwell Jr. (32% before, 49% after) (BTC-7284). Action June 27.

■ WPWW-AM-FM Portland, Ind.—(AM: 1440 khz, 500 w-D; FM permittee, 100.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Glenn West to WPGW Inc. for \$140,000. Seller: Mr. West, who managed WPWW, is retiring. Buyers: Robert C. and Charlotte M. Brandon (20% each), et al. Mr. Brandon is engineering supervisor at WOWO(AM) Fort Wayne, Ind. Mrs. Brandon is registered nurse. (BAL-8131). Action July 2.

■ WFMM-FM Baltimore (93.1 mhz, 5.3 kw)—Broadcast Bureau granted assignment of license from Commercial Radio Institute Inc. to Nationwide Communications Inc. for \$975,000. Sellers: Julian S. Smith, president, et al. (100%). Mr. Smith also has interest in WGFV(TV) Baltimore and pending application for new television station in Pittsburgh. Buyers: Dean W. Jeffers is general board chairman and Wendell Weller is board chairman of Nationwide Communications, which also owns WGAR(AM)-WNCR-FM Cleveland, Ohio; WATE-TV Knoxville, Tenn.; WEXE-TV Petersburg and WLEE(AM) Richmond, both Virginia, and has applied to sell WAFD(AM)-WNCI-FM Columbus-Worthington, Ohio (BALH-1958). Action June 28.

■ WDON(AM) Wheaton, Md. (1540 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of WDON Inc. from Edward L. Dillard. Sandra Dillard Faunce as custodian for Donald E. Dillard Jr. et al. (100% before, none after) to Horizon Communications Corp. (none before, 100% after). Consideration: \$425,000. Principals: Gary G. Marshall (58.3%), Edward S. Magnus (17.8%) and William Hildebrandt (23.9%). Mr. Marshall is sales manager with WGSO(AM) New Orleans and Mr. Hildebrandt is salesman with WKRC-TV Cincinnati. Dr. Magnus has medical practice in Oakbrook, Ill. (BTC-7289). Action June 28.

■ WCIB(FM) Falmouth, Mass. (101.9 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Cape and Islands Broadcasting Co. to New England Media Corp. for \$302,000. Seller:

Charles K. Avery is president of Cape and Islands. Buyers: Ralph Guild (50%), Roger A. Nenhoff (42.5%), et al. Mr. Guild has broadcasting interests in Boston, Cleveland, and California, and Mr. Nenhoff in Indiana and Illinois (BALH-1972). Action July 2.

■ KRFS(AM) Superior, Neb. (1600 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Valley Broadcasting Co. from William L. Grattopp (100% before, none after) to Leroy Wolfe, Gilbert Wolfe, et al. (none before, 100% after). Consideration: \$115,000. Principal: Mr. Grattopp is president of Valley Broadcasting. Leroy (30%) and Gilbert Wolfe (25%) are, respectively, hairdresser and park concessionaire in Colorado (BTC-7397). Action July 2.

■ WUCR(AM) Sparta, Tenn. (860 khz)—Broadcast Bureau granted transfer of control of WUCR Inc. from C. A. Cameron (51% before, none after) to Robert W. Gallaher (49% before, 100% after). Consideration: \$91,277. Principal: Mr. Cameron is president of WUCR Inc. Mr. Gallaher is general manager of station (BTC-7399). Action July 2.

■ *WNVTV(TV) (ch. 53) Goldvein, Va.—Broadcast Bureau granted assignment of license from Northern Virginia Educational Telecommunications Association to Central Virginia Educational Television Corp. for \$550,000. Seller: Robert D. Smith is VP-general manager of NVETA. Buyer: CVETC owns WCVF(TV) and WCVW(TV), both Richmond, Va.; B. W. Spiller, president (BALET-14). Action July 3.

■ KLYK(FM) Longview, Wash. (105.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Howard Broadcasting to Vision Corp. for \$83,690. Seller: H. I. Schoff, president. Buyer: Frederic A. Danz (100%). Mr. Danz has interests in several West Coast stations, including KTW(AM) and K7OK(FM) Seattle and KSOJ(FM) San Jose, Calif. (BALH-1984). Action July 2.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced July 5 (stations listed are TV signals proposed for carriage):

■ Peninsula Cable Television Corp. of Menlo Park, Box 10727, University Park Station, Denver 80210, for San Mateo county, Calif. (CAC-4012); add KTXL Sacramento, Calif.; KTLA Los Angeles.

■ Systems TV, P.O. Box 3027, New Haven, Connecticut 06515, for New Haven (CAC-4006); Hamden (CAC-4007) and West Haven (CAC-4008). All Connecticut: Add WNET Newark, N.J.

■ Indian River Cablevision, P.O. Box 327, Sebastian, Florida 32958, for Mico Fla. (CAC-4003); Requests certification of existing CATV operations.

■ Storer Cable Communications, 1177 Kane Concourse, Miami Beach, Florida 33154, for Bainbridge, Ga. (CAC-2835); Delete WYEA-TV Columbus, Ga.

■ Quint Cities Cablevision, 3760 41st St., Moline, Ill. 61265, for Davenport, Iowa. (CAC-4016); Requests certification of existing CATV operations.

■ Great Plains Cable, 718 Freeman, Oakley, Kans. 67748, for Oakley, Kan. (CAC-4004); KLINE-TV Lexington, Neb.; KHPL-TV Hays Center, Neb.; KAYS-TV Hays, Kan.; KLOE-TV Goodland, Kan.; KGLD, KUPK-TV Garden City, Kan.; KCKT Great Bend, Kan.; KTVC Ensign, Kan.; KOMC McCook, Neb.

■ Charlestown Cable, 1336 Sulphur Spring Rd., Baltimore 21227, for Charlestown, Md. (CAC-4005); WHYTY-TV Wilmington, Del.; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV Philadelphia; WMAR-TV, WBAL-TV, WJZ-TV, WBFF, WMPB Baltimore; WGAL Lancaster, Pa.; WKBS-TV Burlington, N.J.; WTTG, WDCA-TV Washington.

■ Alden CATV, State Bank Building, Room 7, P.O. Box 223, Hillsdale, Michigan 48942, for Hudson Mich. (CAC-4013); Requests certification of existing CATV operations and add WBGU-TV Lima, Ohio; WGTE-TV Toledo, Ohio; and Three Rivers, Mich. (CAC-4014); Requests certification of exist-

ing operations and add WNIT-TV, WMSH-TV South Bend, Ind.; WSNS, WTTW Chicago; WZZM-TV Grand Rapids, WKBD-TV, WTVS Detroit.

■ Cablecom-General, P.O. Box 387, Gulfport, Mississippi 39501, for Gulfport, Miss. (CAC-4002): Requests certification of existing CATV operations and add WDAM-TV Laurel, Miss.

■ Mahoning Valley Cablevision, 202 Legal Arts Centre, Youngstown, Ohio 44503, for Girard, Ohio (CAC-4001): WFMJ-TV, WKBN-TV, WYTV Youngstown, Ohio; WUAB Lorain, Ohio; WVIZ-TV, WKYC-TV, WEWS, WJW-TV, WKBF-TV Cleveland; WNEO-TV Alliance, Ohio.

■ Tele-Media Company of Lake Erie, 274 East Main Road, Conneaut, Ohio 44030, for Jefferson (CAC-4009). Austinburg township (CAC-4010), Jefferson, Ohio; WJET-TV, WQLN Erie, Pa.; WYTV-TV, WEWS, WJW-TV, WKBF-TV, WVIZ-TV Cleveland; WUAB Lorain, Ohio; WICU-TV, WQLN Erie; WKYC-TV, WEWS, WJW-TV, WFMJ-TV, WKBN-TV Youngstown, Ohio; CFPL-TV London, Ont.; CKCO Kitchener, Ont.; CHCH Hamilton, Ont.; WPXI-TV, WOR-TV, WNEW-TV New York; and for Kingsville Township, Ohio (CAC-4015): WICU-TV, WJET-TV, WSEE, WQLN Erie; WKYC-TV, WEWS, WJW-TV, WKBF-TV Cleveland; WUAB Lorain; WFMJ-TV, WKBN-TV Youngstown; CFPL-TV London; CKCO-TV Kitchener; CHCH Hamilton.

■ Warner Cable of Crockett, 75 Rockefeller Plaza, New York 10019, for Crockett, Tex. (CAC-4000): Add KWTX-TV Waco Tex.

The following operators of cable television systems have requested certificates of compliance, FCC announced July 10 (stations listed are TV signals proposed for carriage):

■ Seasha Community Cablevision Co., P.O. Drawer 1080, Tuskegee Institute, Ala. 36088, for Tuskegee (CAC-4034): WSFA-TV, WCOV-TV, WAIQ, WKAB-TV Montgomery, Ala.; WTVY Dothan, Ala.; WYEA-TV, WTVM, WJSP-TV WRBL-TV Columbus, Ga.; WTCG, WQXI-TV Atlanta.

■ Master Television Distribution System, P.O. Box 1223, Palm Springs, California 92262, for Thousand Palms Calif. (CAC-3775): Add XHBC Mexicali, Baja California.

■ United States Cablevision Corp., 4182 Clairmont Road, Atlanta 30341, for Chamblee (CAC-4017) and Doraville (CAC-4018), both Georgia: WSB-TV, WAGA-TV, WXIA-TV, WTCG, WETV, WHAE-TV, WATV-TV, Atlanta; WRET-TV Charlotte, N.C.; WRIP-TV Chattanooga; WJSP-TV Columbus, Ga.; WCIQ Mt. Cheaha State Park, Ala.; WCLP-TV Chatsworth, Ga.; WGTW Athens, Ga.

■ Comtec, 74 Kekuanaoa Street, P.O. Box 747, Hilo, Hawaii 96720, for South Hilo district, Hawaii (CAC-4038): Add KAIL-TV, KMVI-TV, KMEB-TV, Wailuku, Hawaii.

■ East Bank Cable TV, P.O. Box 1152, Kenner, Louisiana 70062, for Kenner, La. (CAC-4019): WVL-TV WDSU-TV, WVUE-TV, WYES-TV, WGNO-TV New Orleans; KVRL, KHTV Houston.

■ Cable Communications Systems, P.O. Box 777, Hector, Minnesota 55342, for Madison (CAC-3615) and Dawson, (CAC-3638), both Minnesota. Delete KESD-TV Brookings, S.D.; KFME-TV Fargo, N.D.

■ Morris Cablevision, 171 Ridgeville Avenue, P.O. Box 2009 R, Morristown, New Jersey 07960, for Denville township, N.J. (CAC-4037): WCBST-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPXI-TV New York; WNET Newark, N.J.; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WPHL-TV, WTAJ-TV, Philadelphia; WBTB-TV Newark; WXTV Paterson, N.J.

■ Suburban Cable TV Co., 137 West Wayne Avenue, Wayne, Pennsylvania 19087, for Perkasié borough (CAC-4035) and Sellersville borough (CAC-4036): KYW-TV, WPVI, WCAU-TV, WPHL-TV, WTAJ-TV Philadelphia; WKBS-TV Burlington, N.J.; WHYY-TV Wilmington, Del.; WOR-TV, WPXI-TV New York; WLVT Allentown, Pa.

■ Suburban TV Cable Co., P.O. Box 1112 Muhlenberg Street, Reading Pennsylvania 18603, for Reading (CAC-4024), Cumru township (CAC-4025), Shillington (CAC-4026), Mohnton borough (CAC-4027), Kenhorst borough, (CAC-4028), Sinking Spring borough (CAC-4029), Spring township (CAC-4030), West Lawn borough (CAC-4031), Wyomissing Hills borough (CAC-4032) and West Reading borough (CAC-4033), all Pennsylvania: Add WPXI-TV New York.

■ Univ. Amp, 101 Bisbee Road, Bisbee, Arizona 85603, for Dandridge (CAC-4020), Jefferson City (CAC-4021), White Pine (CAC-4022), and Jefferson county (CAC-4023), all Tennessee: WATE-TV, WBIR-TV, WTVK, Knoxville, Tenn.; WSJK-TV Sneedville, Tenn.; WLOS-TV Asheville, N.C.; WGGG-TV Greenville, S.C.; WRIP-TV Chattanooga.

■ Warner Cable of Crockett, 75 Rockefeller Plaza, New York 10019, for Crockett, Tex. (CAC-4000): Delete KUHT Houston.

Final actions

■ Rincon Valley, Ariz.—FCC denied application of Henry W. Jackson-Rincon Valley CATV for certifi-

cate of compliance for new cable system at Rincon Valley, Tucson, Ariz., smaller TV market (CAC-3347). Action July 9.

■ Groton, Ledyard and Stonington, Conn.—FCC granted applications of Coastal Cable TV Co. for certificates of compliance for its systems at Groton, Ledyard and Stonington (CAC-2758-60). Objections by Connecticut Educational Television Corp. Connecticut Television were denied. Systems were authorized to carry Massachusetts stations WGBH-TV, WBZ-TV, WCVB-TV, WSBK-TV, WNAC-TV, Boston; WKBG-TV Cambridge; WWLP, WHYN-TV Springfield; WTEV New Bedford; WSMW-TV Worcester; Connecticut stations WFSB-TV, WHCT-TV Hartford; WTNH-TV New Haven; WHNB-TV New Britain, WEDN Norwich; WATR-TV Waterbury; Rhode Island stations WJAR-TV, WPRI-TV Providence; and New York stations WNEW-TV WOR-TV and WPIX. Action July 2.

■ Leesburg, Lake county, and Fruitland Park, Fla.—FCC granted applications by Leesburg Cablevision for certificates of compliance to add signals of independent stations WWSB-TV Orlando, Fla., and WTOG St. Petersburg, Fla., to its cable systems at Leesburg, portions of Lake county, and Fruitland Park (CAC-862-4). Action July 2.

■ Rexburg, Idaho—FCC ordered Rex TV Inc., operator of cable TV system at Rexburg, to comply with rules within 30 days by providing same day network program exclusivity to KID-TV and KIFI-TV Idaho Falls, Idaho.

■ Frankfort, Ky.—FCC denied petition by Consolidated TV Cable Service, operator of cable system at Frankfort, requesting that Community Service, also cable operator at Frankfort, be ordered to cease allegedly anticompetitive activities (CSR-31). Action July 9.

■ Quincy, Mass.—FCC granted application of Warner Cable of Eastern Massachusetts for certificate of compliance to begin cable service at Quincy (CAC-1719). Objections of United Television Co. of New Hampshire, licensee of WMUR-TV Manchester, N.H., to Warner's request to carry signals stations licensed to Providence, R.I., and New Bedford, Mass., and its failure to request carriage of WMUR-TV were denied. Warner proposed to carry *WGBH, WBZ-TV, WCVB-TV, WNAC-TV, WXNE-TV, WSBK-TV, *WSBX-TV, and WQTV, all Boston; WSMW-TV Worcester; WKBG-TV Cambridge; WTEV New Bedford; WJAR-TV, WPRI-TV, WBSB-TV, WNET Providence, R.I.; *WENH Durham, N.H., and WOR-TV and WPIX both New York City. Action July 10.

■ Marquette, Mich.—FCC denied petition by WLUC Inc. (WLUC-TV Marquette) for issuance of show cause order against Iron Range Cable TV. WLUC-TV alleged that Iron Range began full-time carriage of WBAV-TV Green Bay, Wis., in Aug. 1973 without receiving certificate of compliance. Action July 2.

■ Bernie, Mo.—FCC denied application by See Mor Cable TV of Bernie for certificate of compliance to begin cable service at Bernie, located in Poplar Bluff, Mo., smaller TV market (CAC-3148). Action July 9.

■ Columbia, Mo.—FCC denied request of Channel Seventeen, licensee of KCBF-TV Columbia, for reconsideration of commission's order released April 5, which ruled that future cable systems operating at Columbia may carry signals for which two prior franchises were authorized. Action July 10.

■ Big Fork and Polson, Mont.—FCC denied petitions of Teleprompter Cable Communications Corp. for waiver of carriage and same-day network program exclusivity rules (CSR-95, CSR-96). Teleprompter is operator of cable systems at Big Fork and Polson. Polson system recently added carriage of KPAX-TV Missoula. Teleprompter was directed to carry KPAX-TV on its system at Big Fork within 30 days. Action July 2.

■ Great Falls and Black Eagle, Mont.—FCC denied request by Teleprompter of Great Falls, operator of cable systems at Great Falls and Black Eagle, Mont., for waiver of rules (same day network program exclusivity) and directed system to comply with requirements within 30 days. Petitions requesting same day network program exclusivity protection, filed by KRTV and KFBB-TV, both of Great Falls, were dismissed. Action June 25.

■ Nebraska—FCC granted application of Community Telecommunications for certificates of compliance to add Los Angeles independent TV stations KTLA, KHJ-TV, KTTV and KCOP to its cable systems at Kimball, Sidney and Alliance, Neb., (CAC-740, CAC-741, CAC-761). Opposition of Duhamel Broadcasting Enterprises, licensee of KDUH-TV Hay Springs, Neb., was denied Action July 9.

■ Highland Falls, N.Y.—FCC granted application of Sonic TV Systems for certificate of compliance to begin cable service at Highland Falls, located in New York, N.Y.-Linden-Paterson-Newark, N.J., major TV market (CAC-2289). Sonic proposed to carry New York stations WCBST-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, *WNYE-TV and WNYC-TV; *WNET Newark; WNJU-TV Linden; WXTV Paterson, WHCT-TV Hartford, Conn., and WSMW-TV Worcester, Mass. Action July 9.

■ Waterville, N.Y.—FCC dismissed request of Nu-

View Inc., operator of cable systems at New York towns of Sangerfield, Madison and Marshall and in village of Oriskany Falls and at Waterville (all in Utica smaller television market), for exemption from program exclusivity requirements with regard to Station WUTR Utica, N.Y. Action July 2.

■ Williston, N.D.—FCC denied request by Community Service Television, operator of cable system at Williston, for waiver of its obligation to provide network program exclusivity protection to KXMD-TV Williston. Request was opposed by Williston Enterprises, licensee of KXMD-TV. Action July 9.

■ Whitehall, Ohio—FCC granted application of Co-axial Communications of Whitehall for certificate of compliance to operate new cable system at Whitehall, located in Columbus, Ohio, major TV market (CAC-2398). System will carry WBNS-TV, WLWC, WTVN-TV, *WOSU-TV Columbus; WUAB Lorain, Ohio; WKBF-TV Cleveland and WXIX-TV Newport, Ky. Action July 9.

■ Wintersville, Ohio—FCC denied application of Community TCI of Ohio for certificate of compliance to begin cable service at Wintersville (CAC-1782). Commission said grant of application would be inconsistent with cross ownership rule. Action July 9.

■ Johnstown, Pa. and Trenton, N.J.—FCC scheduled oral argument for Sept. 24, 1974, on issue of whether Teleprompter Corp. is disqualified from operating cable systems at Trenton and Johnstown. Action July 9.

■ Mahanoy City, Pa.—FCC denied City TV Corp. operator of cable system at Mahanoy City waiver of rule that provides that where TV signal is required to be carried by cable system that signal shall, on request of licensee or permittee, be carried on system on no more than one channel, and directed it to comply with the requirements of that section within 30 days. Action July 2.

■ Richland County, S.C.—FCC granted applications of Palmetto Cablevision and Columbia Cable TV Co. for certificates of compliance to serve unincorporated areas of Richland county (CAC-1269, CAC-2481). Columbia's request for issuance of cease and desist order against Palmetto was denied. Palmetto already carries WIS-TV, WNOX-TV, WOLO-TV, and *WRLK-TV Columbia, S.C., and sought to add WTGG-TV Atlanta, and WRET Charlotte, N.C. Columbia Cable proposed to carry same signals with exception of WRET-TV. Instead it requested WRIP-TV Chattanooga. Both systems are in Columbia television market. Action July 2.

■ Staunton, Va.—FCC denied petition by Staunton Video Corp. for waiver of rules in order to deny network program exclusivity to WVIR-TV install translator serving Staunton within 180 days (CSR-507). Request by Virginia Broadcasting Corp., licensee of WVIR-TV, opposing Video Corp. petition and asking FCC to order cable company to accord program exclusivity to its station was denied. Action June 26.

■ Seattle—FCC granted application by Vanhu for certificate of compliance to begin cable TV service at Seattle, within Seattle-Tacoma major television market (CAC-3219). Vanhu was authorized to carry KOMO-TV, KING-TV, KIRO-TV, *KCTS-TV Seattle; KSTW, KTVW, *KTPS Tacoma; KVOS-TV Bellingham, Wash.; CBUT, CHAN-TV Vancouver, B.C.; and CHEK-TV Victoria, B.C. Action July 2.

■ Welch, W. Va.—FCC directed Welch Antenna Co., operator of cable system at Welch, to cease and desist, within two days, from further violation of rules by providing program exclusivity protection to WHIS-TV Bluefield, W. Va. (Doc. 20007). Action July 2.

■ Weston, W. Va.—FCC denied Weston Television Cable Corp., operator of cable system at Weston, waiver of network program exclusivity rules "on-channel" carriage provisions, and "single-channel" carriage provisions. Commission directed Weston to comply with provisions 76.9(a) in its carriage of WDTV (CBS) Weston, against programming of other CBS affiliated stations carried on system. Action July 9.

Action on motion

■ Administrative Law Judge Byron E. Harrison in Berkeley township, Beachwood borough, Ocean Gate, Pine Beach, South Tomb, N.J. (Clear Television Cable Corp.), request for declaratory ruling, confirmed order made on hearing record, granting two petitions to intervene by WTAJ-TV Philadelphia and by WPHL-TV Philadelphia (Docs. 20039-40). Action July 8.

Rulemaking actions

■ Chief, CATV bureau, in response to petition of National Cable Television Association, extended through July 30 time for filing comments, and Aug. 27 for reply comments concerning amendment of rules and regulations with respect to network program exclusivity protection by cable television systems. (Docket 19995). Action July 10.

■ Chief, CATV bureau, on request of Charles H. Helein, extended to July 26 time for filing comments and to Aug. 13 for reply comments on amendment of rules and regulations in area of transfers of control of cable franchises (Docket 20023). Action July 10.

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Project director. Seek proven track record in studio design, installation, public programming, grantsmanship, management for 50KW power increase and operation. Academic credentials, desirable. Donald McConkey, Communication Arts, Madison College, Harrisonburg, VA 22801.

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Salesperson. Experienced with management potential. Salary plus commission for salesperson, something else for Sales Manager. Spencer, WALY, Herkimer, NY.

Looking for young aggressive salesperson. Will pay top commission. Send application to WEAM, 2131 Crimmins Lane, Falls Church, VA 22043.

Good sales opportunity at WEET radio in Richmond. WEET is a modern country music station going 5,000 watts. Only experienced sales persons apply. An appointment for an interview can be scheduled by contacting WEET Radio, P.O. Box 27184, Richmond, VA 23261.

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.

Help Wanted Sales Continued

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.

Country Music Station looking for DJ/Salesperson ready to make money. Contact Robert Freeman, 7397 West Central Wichita, KS 67212. 316-722-0018.

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New country-western station—full time, Eastern Pennsylvania, accepting applications now. Box G-143, BROADCASTING.

Announcer. News, Sports, Production. Send resume, tape. MOR Station. KFRO, Longview, TX 75601.

Outstanding small market station in Southwest needs two good combo people. Announcer/News person and Announcer/Sales. Write, Mike Troy, KGRO, Box 1779, Pampa, TX 79065.

New Country AM in Plainview, Texas seeks entire staff. Send resume, tape, and salary requirements to: KKYN, Box 147, Plainview, TX 79072. Equal Opportunity Employer.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact Program Director, Art Brooks, KPOW, Box 968, Powell, WY, 82435.

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.

Growing company needs key people. Immediate need for experienced morning jock for adult contemporary and gold format. Must be sharp production and programer for overall inside man. Extra for engineer. WCSM, Box 341, Celina, OH 45822.

Young aggressive news person wanted for small market. Grow with us in the midwest, send tape and resume 1st letter. WLCL, P.O. Box 311, Lowell, IN 46356.

QXI-FM Atlanta, Wanted: Contemporary announcer with proven capacity in competitive situations. Send tapes and resumes immediately to: Bill Sherard, WQXI Radio, 2970 Peachtree Road, N.W., Atlanta, GA 30305. EOE.

Announcer for five to 12 Midnight. MOR. At least 1 Year experience, mature voice. Send tape and resume to W. P. Gumm, Jr. WRJN, Radio Park, Racine, WI 53405.

Good Jock/Salesperson. Central Florida 5 KW modern country. Excellent deal. Company expanding. Must be good. Tape/resume Tom Joyner, Box 727, Deland, FL or call 904-736-3700. No collect calls.

Country Music Station looking for DJ/Salesperson ready to make money. Contact Robert Freeman, 7397 West Central, Wichita, KS 67212. 316-722-0018.

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.

Help Wanted Technical Continued

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KSO-Des Moines has an immediate opening for an experienced, dedicated news person. 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.

Got the goods? Bright, imaginative person to do news and possibly some sports. Tapes, resumes and writing samples to WCIT, Box 940, Lima, OH 45802.

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.

Help Wanted Programing Production, Others

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.

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.

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.

Increased billings from \$350,000 to \$700,000 first year at last management position. Now seeking new challenge following two years in college. Box G-175, BROADCASTING.

"My radio track record"—\$80,000 to \$350,000 in 4 years; \$32,000 to \$185,000 in 3 years; \$100,000 to \$250,000 in 2 1/2 years; \$100,000 to \$450,000 in 4 years; 0—\$100,000 in 1 year; all in cities of 50,000 population or less. Expert in all phases of group management. Former consultant in all programming formats. Excellent in sales management. My interests lie in managing Florida Coastal Station(s) or group management. Presently Florida resident. Salary \$30,000 plus incentives. Personal interview only. Box G-202, BROADCASTING.

28 years experience, 19 as selling manager. Small market. Dependable. College. Final Move. Top references. Box G-205, BROADCASTING.

Eighteen year broadcast veteran available for manager responsibility. Experienced operations manager, program director and general manager. Box G-211, BROADCASTING.

Enthusiastic take-charge pro prepared to manage your property, successfully, profitably. 15 years in radio (including station manager) and related fields. Presently selling promotions to radio stations. Desire to get off the road, manage in medium-to-major market. Strong on FCC rules, personnel, programming, engineering, sales, Bottom Line! First-class ticket and attitude! Married, stable. Box G-212, BROADCASTING.

Lean and Hungry young (34) GM with 11 years management experience looking for new challenge. Have managed small market AM, medium FM, large AM daytime, currently at medium AM-FM (6 years). Excellent growth record. Looking ownership possibilities. Earning \$20,000 yearly plus benefits. Full details first letter. Box G-224, BROADCASTING.

Former manager of a small VHF television station which was sold now seeking employment after six month vacation. 30 yrs. old, degree, 1st FCC; excellent references. Desire same position in radio. Write JRT, 3216 Eveningside Dr., Topeka, KS 66614 or call 913-272-6211.

10 years experience in all phases of radio—announcing—programming—engineering (1st phone)—sports (play-by-play)—accounting—sales. Currently managing 2 large motels in D.C. area but seeks return to radio. Ideal for small market operation. 31-year-old family man. Garry Jarrett, 703-768-0849, 6601 Richmond Hwy., Alexandria, VA 22306.

Situations Wanted Sales

Sports/salesman—5 years experience proven sales record. College basketball, pro-football pbb. Box G-165, BROADCASTING.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, 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.

MOR, top-40 rock D.J. Recent broadcasting school graduate. Wants to learn news and sales. Will relocate. Box G-123, BROADCASTING.

Northwest Ohio small market announcer looking for advancement. Seven years experience, five at present job. Degree. Family, stable. Box G-159, BROADCASTING.

8-Year broadcast Pro-1st Ticket seeks Am-Pm Drive slot or P.D. job with good top-40 station. All markets considered. Interested in Minn. or Wisc. Box G-179, BROADCASTING.

Please read this. Dedicated young man, sincerely wishes position in broadcasting. Third phone (willing to work for first), radio school, works boards, unique sense of humor, can adapt to any format. Have acted. Attaining college degree. Available 6 p.m.-6 a.m. Hard working, talented, very responsible. Desires NJ-Manhattan area. Will accept work other than D.J.; just need a chance. Box G-182, BROADCASTING.

Number one FM rock top ten market past two years. I am married, 28, college grad with first phone and can make you a winner. Can do MOR, beautiful music, and PD slot. Box G-183, BROADCASTING.

Situations Wanted Announcers Continued

Midday personality wants to be creative at stable top 40/contemporary/progressive station. First phone, experienced. Box G-186, BROADCASTING.

Need a rocker? Happy here, well, almost. 4 1/2 years experience, 1 1/2 commercially. College broadcasting degree. Third. Single. Box G-189, BROADCASTING.

Career academy broadcast grad, w/3rd-class lic., wants first break with progressive or top-40 station. Midwest area preferred. Box G-194, BROADCASTING.

Give Them Hell morning man. Working now on West Coast. Looking for good personality rocker. I will drive you crazy! Box G-197, BROADCASTING.

Female with major market experience on air and production. Would like West Coast position for air and/or production. For tape and resume write Box G-199, BROADCASTING.

Progressive MOR. Personality. M.O. First phone. Desires night shift in larger market. Currently working in medium market, will consider anywhere in U.S. Box G-203, BROADCASTING.

Unique MOR personality, British born, now working major market, seeks new challenge in similar market. Third phone, highest references. Box G-204, BROADCASTING.

Experienced Announcer, 7 years music and news. Innovative, communicative. Seeks medium market rock or MOR. Box G-208, BROADCASTING.

1st Phone Announcer, 9 years experience including production, music directing, studio engineering, automation, FM, and more. Mature approach to broadcasting. Need rock, MOR, or C&W, now. Prefer Southern States, all locations considered. Box G-221, BROADCASTING.

MD/PD potential. 4 years midwest, all phases. Married, college, third. Wants New England. Box G-228, BROADCASTING.

DJ, looking for first break. Tight board, good news and commercial delivery, creative, hard worker, willing to go anywhere. Box G-233, BROADCASTING.

Chief Maintenance Engineer-format jock; mor, dance bands, proofs. Five days, five figures. Anywhere mild, breezy, adventurous. Box G-237, BROADCASTING.

Three years experience, all formats. Endorsed third, some college, speech and acting background. Good voice, imaginative. Box G-238, BROADCASTING.

1st Phone, good voice, jazz-blues orientated. Desires station to call home. College educational possibilities. Available now. Box G-239, BROADCASTING.

Crazy Soul DJ, loves to rap, but knows when to shut up. Seeking first challenge. Anywhere, 24, single, and I do mean ready. Have 1st Class ticket. Eddie Jordan, 1755 Wilcox Ave. #220, Hollywood, CA 90028. 213-463-4644.

Responsible medium market MOR announcer—Programmer wants adult format position with good company. Personality or staff. Strictly professional background. Family man. Excellent references. Steve May, 401-785-1784.

First phone wants MOR entry level opportunity. Native of Rhode Island, but prepared to move anywhere. John Comforti, 401-596-5728.

Female DJ, heavily into music, free-form and FM progressive radio. 3rd class endorsed, AA in radio broadcasting, two years air experience at college station. California location preferred. Denise Tow, 16302 Candlelight Dr., Whittier, CA 90604. (213) 943-1522.

Looking for that break: Need a start. Some college, CSB, production assistant at radio station. Dependable worker, will go anywhere, know I can do the job. Money not important. Can follow directions. Give me that break. Bill DiColb, 1495 River St., Hyde Park, MA 02136 or call 617-361-4013.

Invest in your sports future. 4 years pro experience. Helped make good station great. Writing, play-by-play reporting, commentary, PR & promotions. B.A. '68, former teacher & college athlete. Write c/o J. Broadway, 609 Thomas 62025.

Experienced morning man, programming, production, supervision, sales. Hard work plus talent made me operations mgr. in small market. You're medium mkt. station looking for these qualities. Let's talk. Will relocate. Contact Dave Kennedy, 517-543-3226.

Experienced announcer newsman. Non-floater. Third endorsed. Will consider any offer, any format. Bill Caldwell, 15 Ashland, Springfield, MA 01119. 413-783-6948.

Situations Wanted Announcers Continued

First class radio telephone, career academy grad. No on-the-air experience, but will go anywhere, and am willing to learn fast. If you need someone now, call 806-659-2905 after 6 p.m. (C.D.T.) and ask for John Lujack.

Situations Wanted News

Second best—top runner-up for recent major league pbb job. Ability is there. Now doing prep., small college pbb. Looking to increase sports pbb with university. Degree, experience. Hard worker. Box G-121, 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.

Take charge news director—Operations manager for your major-medium market operation. Highly experienced. Big voice. Good administrator. 1st phone. Consider telephone talkshow. Box G-176, BROADCASTING.

Reporter experienced in local coverage ready to move to larger market. College grad, experienced interviewer. Box G-181, BROADCASTING.

Top PBP man from midwest's #1 basketball state looking to be voice of pro basketball team or college football & basketball PBP. Listener comment: I can see the game on radio. If you are looking let's talk. Box G-185, BROADCASTING.

Black Newsmen. Reporter-Anchors now with top 40 market station. Have proof of top ratings. Long on experience. Now considering relocation for good opportunity. Box G-188, BROADCASTING.

Want more than rip and read. Capable of writing, reporting and interviewing professionally. You'll be impressed with my experience and education. Box G-195, BROADCASTING.

Sportscaster. Heavy college basketball and football PBP. Reporting sports and news. First class license. Box G-196, BROADCASTING.

One of this state's top sportscasters seeks full-time sports job, sports only. No combo jobs. Local sports my strong point. Box G-207, BROADCASTING.

1974 MSJ from Columbia willing to work hard inside or on the street. Experience major college radio station. 212-538-4375. Box G-226, BROADCASTING.

Radio Newsmen, with business and advertising experience seeks placement in a small farm town market. Midwest or upper midwest. Box G-229, BROADCASTING.

Maximum Potential, growing experience small market news director, P.R. background, D.J., productive, some sales, M.A. communications. Want to take the next step. Box G-236, BROADCASTING.

Looking for sports, possibly with news. 4 1/2 years sports/news reporting, writing, tape, film, PBP. Prefer midwest, will go to opportunity. Available now. Dean, 219-293-1269, 219-523-0131, 312-545-8450.

News Director—Medium or small market. Degreed, married, strong music management background, imaginative, community minded, stable, grounded all phases radio & TV. Age 34, fluent delivery, excellent presentation. Immediate availability. Tel. 207-324-8237 (after 3 p.m.)

Sports director, all play-by-play, 4 years experience news, disc jockey. Call after 5. 305-666-3615.

Looking for reporter who believes in facts not sensationalism? Radio sports director ready for larger market. 9 yrs. p.b.p. hoop, hockey, football, baseball. Covered golf tournaments, track meets, rowing regattas. Do talk shows, field work. College grad., B.A., married. Will relocate for right offer. 18 Laurel Ave., Clifton, NJ 07012.

Quality sportscasting, newscasting, commercial announcing and copywriting for you. B.S. degree in radio-TV-Film from Miami University in Oxford, Ohio. 2 years commercial experience. Will rush resume and tape. Salary negotiable. Call or write Jon Hunt, 501 South Main Street, Poland, OH 44514. Telephone 216-757-1240.

Chuck Tront: Sportscastr—Sounds great in southern Illinois, your market too. Contact him at 218 Second Street, Sparta, IL 62286. 618-443-4410.

2 1/2 years experience. Prefer Eastern or Midwest medium or college town. No more broken promises or small minds please. Douglas Nagy, 1-313-534-0251.

Situations Wanted News Continued

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.

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

Situations Wanted Programing, Production, Others

Professional programmer available—One-third of fee acts as retainer on 18 month agreement. Remainder of fee paid in equal amounts or proof of performance basis as ratings and revenue increase. Return mail details to owners and managers only. Box F-195, BROADCASTING.

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

Production director, young, bright, hard worker, 6 years' experience in radio, former jock still hold 1st phone. Asst. chief engineer. Degree from Syracuse Univ. in radio and TV with concentration in production. Married, salary open, will relocate. Box G-105, BROADCASTING.

Hockey PBP seeks pro job. I've paid my dues in the minor leagues for three years. This dynamic, exciting sports director wants fulltime or freelance job. PD, major college football, basketball, baseball, sports-talk experience. Box G-180, BROADCASTING.

Commercials, PSA's, special programing specialist. College grad, 25, currently employed top ten market. Box G-184, BROADCASTING.

Progressive thinking PD seeks position as PD, MD or operations manager with medium or major market music oriented station. Increase your audience with my experience and research. Degree, married. Box G-206, BROADCASTING.

Program Director with proven ability. First phone, four years experience. Currently at 5kw contemporary in medium-large market. Salary \$190 weekly. Prefer Ohio, Pennsylvania, Virginia, North Carolina or adjacent states. Box G-220, BROADCASTING.

Production! Creative-classy-crazy! Writer/producer/programmer with busy mind and sunny enthusiastic attitude seeks solid position. Midwest or east. Happily married. Box G-222, BROADCASTING.

Top 30 Market production director wants to program your station #1 12+. Give me freedom, I'll give you ratings. Box G-223, BROADCASTING.

17 years experience in small mkt. Jock, PD, sales management, now desires move to larger mkt. Professional sounding air personality. Prefer country or MOR. 44 yrs. of age, married, will relocate. Box G-227, BROADCASTING.

Top 5 PD/Jock—Solid programming success with national chain, seeks rocker ready to be number one. Solid professional attitude and results. Looking for good people, commensurate pay and good market, in that order. Box G-232, BROADCASTING.

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.

TELEVISION

Help Wanted Management

General Sales Manager needed at major Southwest network affiliate. Candidates must have strong local sales experience and top management skills. Ability to develop sound marketing strategy important as well as recruiting and training salesmen. \$40K-\$45K. All replies confidential. Send resume to Box G-214, BROADCASTING.

Help Wanted Sales

Sales Manager specializing in Regional/Local sales and overseeing local sales staff. Growth possibilities in multiple station ownership. Network affiliated mid-western station. An Equal Opportunity Employer. Box G-28, BROADCASTING.

Help Wanted Sales Continued

Local/Regional sales list available. Great opportunity for right person in major southeastern market with network affiliate. Group ownership with excellent benefits. Equal Opportunity Employer. Send resume to Box G-198, BROADCASTING.

Excellent opportunity for experienced radio or television sales people with proven record for new ABC VHF station. Idaho Falls-Pocatello market. Ideal living conditions. Salary open. Call Aaron Bournstein, 208-233-6667. No collect calls.

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

Managing Engineer for college CATV/ITFS Television system. FCC first class license necessary. Responsible for technical management of studios and RF system. Salary commensurate with experience. Box G-187, BROADCASTING.

Chief Engineer—Northeast TV station Top 50 market. Knowledge of transmitters a must. Box G-193, BROADCASTING.

First Phone Engineers combo studio-transmitter. Profit sharing, retirement program company paid insurance. Salary open. Contact Earl Hill, KCEN-TV, 817-859-5481/773-6868.

Maintenance Engineer experienced in videotape and microwave. Call 303-632-1515 or send resume to Chief Engineer, KRDO-TV, Colorado Springs, CO.

TV Engineer—Excellent opportunity for first class licensee with fundamental knowledge and ability to learn and advance quickly under tutelage of chief engineer. Profit sharing, retirement and other long-range benefits. WSAV-TV, Savannah, GA.

Immediate opening—1st phone with technical training, prefer some experience. Excellent opportunity for advancement and experience in all phases of commercial UHF operation. WVR-TV, Box 751, Charlottesville, VA 22901. 804-977-7082.

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.

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.

Wanted: TV Studio-Transmitter Operation-Technician. Broadcast experience and technical school preferred. Must hold valid first radiotelephone license. Liberal fringe benefits. Equal Opportunity Employer. Contact Joseph Wasser, Chief Engineer, Telecommunications Center, Box 1416, Oxford, OH 45056.

TV Maintenance Engineer—3 years minimum experience on RCA VTR's and cameras. Some transmitter experience also helpful; excellent growth opportunity for the right person. Send resume and salary requirements to: Wayne Fast, P.O. Box 111, Portsmouth, VA 23705.

Help Wanted News

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.

Two Reporters wanted for leading TV Station expanding to full hour early local news. Must be experienced in TV Field reporting with ability to produce film features. Both must be strong writers with pleasant on air appearance and delivery. One reporter must be able to work at times as one man SOF crew. Women and minority applications welcomed. Send resume, photo and audio tape to News Director, WSBT-TV, 300 West Jefferson, South Bend, IN 46601.

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.

Help Wanted Programing, Production, Others, Continued

Strong Program/Operation oriented manager. Young aggressive ABC affiliate, excellent working, playing, living market. Equal Opportunity Employer. Gary Adler, Gen. Mgr., WJKS-TV, Jacksonville, FL.

Rust Craft Broadcasting, licensee of 6 TV, 6 AM and 5 FM stations, is seeking an aggressive and knowledgeable Company controller. Excellent opportunity for innovative person interested in future development with growing dynamic group. Send resume to Ralph E. Becker, 700 Porter Building, Pittsburgh, PA 15219.

Situations Wanted Management

Chance of a lifetime to hire extremely effective Broadcast Manager. Strong in News, Programing and Film Buying. Top references. Box G-120, BROADCASTING.

Experienced Account Executive now handling Local, Regional and National TV accounts in top 30 market, ready to assume management position. Seven years experience, 29, married, ambitious and will relocate. Box G-234, BROADCASTING.

Situations Wanted Announcers

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.

First phone, 6 years experience, complete studio operations—some maintenance, prefer Northeast, consider all. Box G-225, BROADCASTING.

Do you need a working chief, or an assistant in a large market? Heavy on maintenance, production and remotes. Experienced on 1200, 2000, HS100, 200, TR60, TR70, Townsend and RCA Transmitters, Microwave and Switchers. Contact Bill Taylor, 2511 Villa Way, Laredo, TX, or call 512-724-5155.

Situations Wanted News

Black woman, 22, receiving journalism M.A. in July, currently reporter for middle-market network affiliate, seeks relocation after graduation. Box G-161, 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. B14-642-7513 or Box G-164, BROADCASTING.

Seven years experience news, sports. BS, 22. Five years radio, 2 TV, p-b-p, HS and major college. References. Box G-172, BROADCASTING.

Weatherman with "Professional Delivery" and strong meteorological background. A Top Flight weather show that will add to your news cast. Box G-173, BROADCASTING.

Major Market radio sports. 5 years here. 28 years old. TV experience. VTR, tape, resume available. Box G-178, BROADCASTING.

Funny, major market weatherman and show host, ready to move to larger city. Box G-192, BROADCASTING.

Television Weatherman—Currently doing number one weather show in top thirty market. If you need someone who can communicate and explain the weather, I'm your man. Great voice, appearance. Former heavy news anchor, emcee, commercial announcer. Box G-235, BROADCASTING.

Meteorological Personality. A good solid meteorological weathercast doesn't have to be boring, mine isn't. 33 years old and ready to move up! Box G-240, BROADCASTING.

Three years in radio news in midwest state capital. Seeking move into television news. Midwest preferred. 608-233-5668.

Don't answer this ad unless you can use nation's most knowledgeable, dynamic, aggressive, enthusiastic, exciting young sports journalist. I'm tops, getting better. Pay unimportant. 715-278-3361.

Television Trained, News Anchor, Sports Director, Talk Show Host. B.A. Communications, 4 yrs. Interested small-middle market. Gene Blahut, 412-481-7323.

Situations Wanted News Continued

Sportscaster—Two years experience in p-b-p and hosting sports interview show. Currently Sports Information Director at midwestern university. Willing to relocate. Contact: Dave Jovanovic, 801 S. Main #3, Warrensburg, MO 64093, 816-429-4313.

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.

Situations Wanted Programming, Production, Others

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.

Hard working director wants more challenge; five years experience directing various TV programs, familiar with all phases of station operation. Box G-190, BROADCASTING.

Experienced Producer/Director, multi-faceted professional background in Film, Radio, limited TV; producing, directing, writing, cinematography, announcing, etc. Desires permanent change to TV Production. Young and aggressive. Willing to accept responsible production staff position. Salary open. Box G-209, BROADCASTING.

Working Production Manager with diverse remote/studio directing experience, seeks move. Excellent references. 1-602-969-8072 messages.

Director with broad spectrum talents, degree. Thirteen years experience in production, direction, cinematography, film editing, scripting. Have done musicals, drama, news, documentaries. Position wanted with TV station or production house. Contact David Shaposhnikov, c/o Cossman, 1726 Lynbrook, Flint, MI 48507.

CABLE

Help Wanted Technical

Operator/Engineer CATV in Long Island, N.Y., operate and maintain equipment including color film chain, 1 inch tape equipment and color cameras. 1st Class FCC license. Send resume: Huntington TV Cable Corporation, 10 Stenard Place, Huntington Station, NY.

Help Wanted News

News director wanted for top rated local origination operation. Expanding dynamic news department needs leader who can write news copy and be part of on air team. Send written resume and letter with salary expectations to Box G-210, BROADCASTING.

WANTED TO BUY EQUIPMENT

3 Color Studio camera chains, recent models, must be in top operating condition. Box G-169, BROADCASTING.

Cash for your used AM or FM transmitter. Superior Broadcasting, P.O. Box 2154, Jackson, MS 39205. Phone: 362-7637.

FOR SALE EQUIPMENT

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 1/8" Coax switches; spare water pumps for 4TF3A1 transmitter, and many spares for both transmitters. Box G-148, BROADCASTING.

Consoles: Sparta A-20B, McMartin B-501, Tape: Ampex AG600B, Tapecaster 700RP, 700P, Spottmaster 405A, On-air lights, cart racks. 214-824-7646 or Box G-170, BROADCASTING.

Gates 250B FM transmitter on air now. Available June 15th. Excellent condition, \$995. KYFM, Bartlesville, OK. 918-336-1001.

For Sale: Gates automated system; 2 Scully reel-to-reel machines, 14 inch, 1 playback (reversible); 1 playback & record (both stereo), Carousel—mono, Criterion machine—mono, programmer, tape generator, Timer, Silent sensor, Entire unit can automate AM or FM operation. WHIC Radio, Jim Wooley, Manager, P.O. Box 203, Hardinsburg, KY 40143. Phone: 502-756-2105.

For Sale Equipment Continued

Four-Tower Directional Antenna to be dismantled following a station transmitter move to a new site that is now in operation. Included are four (4) 350 foot, base-insulated, Trucon Steel triangular, self-supporting towers, with complete lighting system including Austin transformers, flashers, etc.; many phasing system components rated at 40 RF amperes including E. F. Johnson RF contractors and antenna switches, tube type coils, coaxial transmission lines, meters, etc. will be taken out of service. Everything is first class merchandise in good condition—no junk. Antenna was operated with 5 kw on 570 kc. Contact W. P. Williamson, Jr., WKBN Broadcasting Corp., Youngstown, OH 44501. Phone: 216-782-1144.

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, WEAU, 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.

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.

COMEDY

Deejays: New, sure-fire comedy 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Contemporary Comedy! Sample issue 25¢. Library, 5804 Twineing, Dallas, TX 75227.

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

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.

"Paperchex!" CKLW WLS WCFL CKOC and more! The Chucker WKBW."

Prizes—Excellent low, low cost, very high value. Box 223, Westfield, IL.

New! Paperchex! (Air chex on paper) Rip off ideas for your show from the Biggies. The Chucker (weekly). Make check to John Thayer, 249 North St., Buffalo, NY 14201.

The Chucker! Openings + Paperchex! 1 mo.—\$4, 3 mos.—\$10, 6 mos.—\$18, 1 yr.—\$30. John Thayer, 249 North St., Buffalo.

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 renewal 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

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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 Programing Production and Others

**MAJOR MARKET AM
50 KW
WANTS
PROGRAM DIRECTOR**
Must know music
inside and out
Must be able to
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Send resume and references:
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Situations Wanted Management

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My Name Is Sandy Beach

I am a hard-working pro, with impeccable references, and a swell dancer, who has spent the last 6 years doing afternoon drive at WKBW Buffalo. If you're looking for an on-the-air personality, or P.D., or both, I would most appreciate your call. Please hurry, my wife and I have no food.

Sandy Beach
5873 Bowmiller Road
Lockport, New York 14094
1-716-433-6534

I'll find it yet!
Somewhere there must exist a station that is in someway involved in the movement of increasing spiritual or self awareness. I would like to apply my talents and skills in an area that has become increasingly important to me. 30/broadcasting grad/speech & voice background/3rd endorsed/ can relocate. Nell Prusse, 39 Sunset Ave., Apt. 101, Venice, Calif. 90291, 213-399-8335.

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Box G-132, BROADCASTING

new Sales Manager will begin operation of the Regional Office on a largely-unsupervised basis. For this responsibility, we expect applications only from candidates whose backgrounds can stand detailed scrutiny. If the "fast buck" interests you, please don't waste our time. Our reputation is based upon ethical sales and service to our customers. Our employees reap the long-term payoff of corporate and personal growth, not "hit and run" jackpots. Of course, our staff enjoys a chance to participate in company ownership and bonus and incentive programs.

If this sounds like the kind of a challenge in which you would be interested, send: (1) a detailed personal resume and (2) a letter explaining your interest to Joseph D. Coons, President. After we screen applicants, the remaining candidates will be brought at our expense to a central location for interviews, with the intent of starting full time employment September 3, 1974. No phone calls, please.

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.

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Fifteen years in heavy competition assures top results.

Write for exceptional references and agreement facsimile.

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McBain, Michigan 49657
or Call 616-825-2924

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Miscellaneous

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TELEVISION

Help Wanted Management

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Box G-147, BROADCASTING
All responses confidential.

Regional Salesmanager Broadcast Equipment

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Applicants must have an operational and technical understanding of Production switching techniques.

We will give thorough training.

Salary plus commission.

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Sarkes Tarzian, Inc.
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VTRs & COLOR CAMERAS

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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/1

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2 Key Sales Positions In TV Broadcast Equipment

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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
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Help Wanted News

EXPERIENCED TV ANCHORPERSON

This group-owned station in the Great Lakes-Ohio Valley area needs a capable, aggressive newperson to direct our News Department and be our chief-on-air presenter. We're not in a top-50 market, but we are a top-rated highly regarded network affiliate. This is an excellent opportunity to build a career with a fine station in a progressive community. Send your resume. We'll contact you for your videotape.

*An equal opportunity employer.
Box G-243, BROADCASTING.*

BROADCASTING'S Classified

offers an extensive variety of opportunities and services.

Help Wanted Programing, Production, Others

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Station in Top Ten Market. Looking for producer/associate producer from top twenty for daily talk show. Want a creative, energetic human being.

Box G-244, BROADCASTING

Situations Wanted Management

ATTENTION TV STATIONS/ NETWORKS!

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Situations Wanted News

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Consummate pro, network background all PBP, exciting, knowledgeable sports talk host, interviewer, editorialist, TV-radio. Member Number One rated TV news team, Top Ten market. A darn good air salesman, too, but my ego subordinate to your P and L. Tapes, resume.

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For Sale Stations

Southeast radio station.

50,000 watts. Moneymaker.

\$900,000 cash.

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The only authoritative listing of film and television courses offered by American colleges, tells you

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Arthur Knight, Professor of Film, Department of Cinema at the University of Southern California writes an exciting Foreword on Film about the exploding market for trained teachers and producers of film. He cites the tremendous expansion in television—commercial, educational, cable TV—as well as the wide variety of new vidronic devices.

George C. Stoney, Professor of Film and Television, Undergraduate Institute of Film and Television, New York University, in his Foreword on Television optimistically cites the changes in and out of film schools and says "the way we view and use the visual medium will be revolutionized and college campuses will be serving as the laboratories."

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Washington, D.C. 20036

Please send me _____ copies of GUIDE TO COLLEGE COURSES IN FILM AND TELEVISION at \$5.95 each.
My check for \$_____ is enclosed.

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RADIO STATION FOR SALE

Eastern Colorado. Exclusive Fulltime AM with FM. Excellent thriving, growing market. Well equipped. Best Network affiliation. Principals only. Price of \$475,000 includes building.

Box G-241, BROADCASTING

MAJOR MIDWEST MARKET

10KW AM daytimer with class B FM. Attractive facilities. 10 acres of land. Unlimited potential. \$650,000, all assets. Principals only.

Box G-231, BROADCASTING

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Kansas	small	FM	\$200M	terms
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Atlanta, Georgia 30341

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Washington, D.C. 20036
202/223-1553

You belong in

Broadcasting
The newsworthy of broadcasting and allied arts

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.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Hartford Gunn: fulfilling his own prophecy with PBS

"The first step toward meeting and solving—or trying to solve—the awesome problems of our times," wrote Hartford Gunn in 1962, "is to understand them." Communication, he ventured, is the answer. So simple. And so very difficult.

All media work well, Mr. Gunn observed, but none individually work well enough. Of these, "no other medium can compare to television in reach or impact." Television as it was then practiced he found too shallow: "If viewers are offered only the ordinary and commonplace, they will remain unaware of what lies beyond the average of experience."

It was at that 12-years-ago point that Hartford Gunn began his quest to purge the ordinary. His concept, detailed in a lengthy report to the Ford Foundation, envisioned an interconnected network of noncommercial television facilities, funded by public contribution and private grant, independent of political ambition and offering programming designed to augment a commercial TV system which, in his view, succeeded admirably in entertaining, but much less so in enlightening.

The blueprint, as it has since been executed, was of public television.

Today Hartford Gunn, as much as any one man can, presides over a principal component of that system. As president of the Public Broadcasting Service, he resides at the bottom of a funnel into which the energies, ideas and frustrations of thousands of communicators are poured. Without the mutual participation and guidance of those thousands, his role would be feeble and aimless. His is "an enterprise in which you have a number of equal and vocal individuals and stations, all of which need to be heard and must be heard." Ultimately, however, Hartford Gunn is the one who is doing the listening.

From his office at PBS's L'Enfant Plaza headquarters, Mr. Gunn enjoys a serene view of the Potomac flowing through Washington parkland. The vista invites deep contemplation, and it is appropriate. At 47, Hartford Gunn retains the exuberance of a youthful philosopher. "It seems to me," he observes, "that communications, and particularly electronic communications, offers an opportunity that is unique to provide some of the cement that will hold us all together as a society." Hence, in expounding on his association with PBS he is prone to cite the philanthropic rather than the self-rewarding benefits of his role. "It seemed to be the best place where I could offer my expertise in improving the quality of the American communications system."



Hartford Nelson Gunn—president, Public Broadcasting Service, Washington; b. Dec. 24, 1926, Port Washington, N.Y.; Harvard College, 1944-45; U.S. Merchant Marine Academy and active duty, U.S. Navy Reserve, 1945-48; BA Harvard, 1948; MBA Harvard Business School, 1951; director of operations and assistant general manager, WGBH-FM-TV Boston, 1951-57; vice president and general manager, WGBH, 1957-70; chairman, ETS division of National Association of Educational Broadcasters, 1968-70; president, PBS, 1970-present. Recipient, Ralph Lowell Medal for outstanding contribution to public television, 1973. Single.

Public television has been subject to an ongoing metamorphosis throughout Mr. Gunn's 23 years in its midst, as has he. The son of a Long Island attorney, he was rejected by Harvard Law School, thus ending parental pressures to pursue a legal career. A lack of proficiency in math quieted a personal ambition to become an engineer. And finding little interest among commercial broadcasters of the time in one with his academic background, Mr. Gunn affiliated with what was then known only as "educational" television.

The association began in 1951, when he joined WGBH-FM-TV Boston as assistant general manager. It was nurtured during his 19 years at those stations, 13 of which were spent at the top management position. He joined PBS when it replaced the old National Educational Television in 1970.

Mr. Gunn's resume lists numerous other personal achievements: an MBA in business administration from Harvard, two honorary doctorates in human letters, a commission in the U.S. naval reserve, a trusteeship in the World Peace Foundation, a score of prominent civic affiliations. None of them adequately reflects the man.

While he has not been immune to

criticism over the years—much of it in response to a host of progressive ideas that some of his more conservative peers found unsettling—Hartford Gunn is ultimately recognized as one of the pre-eminent pathfinders of public broadcasting. His conviction in the late 50's that an educational station cannot realize "its true capacity" without an exchange of ideas and material with its sister facilities led directly to the establishment of the Eastern Educational Network. His role in a long and painful series of negotiations with the Corporation for Public Broadcasting in 1973 was influential in the establishment of a new public system with PBS representing the stations' national interests as well as providing technical facilities for program distribution. When John Gardner resolved in 1966 that his Carnegie Foundation should appoint a commission to study a permanent noncommercial broadcasting system—an investigation which laid the groundwork for what is public broadcasting today—the idea to which he was responding belonged to Hartford Gunn.

Now, public television has implemented the revolutionary National Station Cooperative, through which for the first time the national program funding and selection decisions are placed where Mr. Gunn has long felt they belong—with the stations. That, too, was his idea. And with the acceptance last week of long-range funding legislation by a President who had previously seemed willing to facilitate the medium's demise, Hartford Gunn is all the more convinced that "we have a system that nobody can order around."

"We need to reinvigorate our programming." The system, he finds, has been moving dangerously close to stagnation. "We've got to define our over-all direction, provide a system that will meet the needs of the public at large." The stations, too, must remain convinced that the system is theirs, and not the toy of some demagogue in Washington. Reluctantly, federal support—while remaining "the cream at the top of a very large bottle of milk"—must continue to be sought. Of greater importance, campaigns to procure more funding, more talent and better programming at the grass roots must be instigated. The public has no time for public broadcasting's internal problems, Mr. Gunn finds. "What they care about is the quality of what is on that screen." Absent the motivation to seek out such commodities, Hartford Gunn feels, "all the money in the world won't establish that quality."

What remains to be accomplished is for public television to muster the resources, moral and material, to achieve that end. Hartford Gunn is an old hand at mustering.

Editorials

Public business

The presidential impeachment proceedings are about to emerge from the executive sessions of the House Judiciary Committee into public display. Hopefully they will be opened to all the public by means of radio and television.

There are influential members of the House who still oppose the admission of live broadcast coverage — asserting that the presence of camera and microphone would somehow corrupt the legislative process. It is a specious fear. Indeed the denial of public attendance through the media of radio and television will only raise more doubts about an impeachment process that is already open to considerable question.

In retrospect, the wiser members of the Judiciary Committee must be questioning their decision to keep the first phase of hearings closed. As could have been expected, the testimony that was supposed to be adduced in privacy has been profusely leaked. There have been few days without their juicy revelations that may, or may not, reflect what was actually said.

To open the sessions to pad-and-pencil reporting would of course enormously improve the coverage. Journalists could get the testimony at first hand instead of through third parties whose bias dictates the extent and accuracy of their accounts.

But pad-and-pencil reporting is not enough when the question is as important as the impeachment of a President and when the incomparable reporting instruments of radio and television are at hand. To deny the use of modern communication is to deny the electorate a service it is owed. The House leadership would be well advised to consider how the public would react to a prohibition against broadcast coverage.

Perhaps there is a way to relieve the anxiety of legislators who genuinely fear that broadcasting would distort deliberations and debate. Let sessions be opened to radio and television as a trial, with the understanding that they would be closed to live coverage if the fears of theatrical distraction materialized.

A House that is unwilling to accept at least a test of broadcasting is expressing little confidence in its own behavior and no understanding of its responsibility to the public it is supposed to represent.

Rediscovering the First

Broadcasting has found a new champion in Senator William Proxmire (D-Wis.), who has opened a campaign to repeal the fairness doctrine. The champion, it now appears, will need all the help he can get.

The formidable Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, has declared war. Last week, as is reported elsewhere in this issue, Mr. Pastore made an impassioned speech on the Senate floor in defense of the fairness doctrine, and he loaded the *Congressional Record* with supporting texts.

It is, as Senator Pastore said, a curious reversal of roles. Back in 1959, when the Senate was debating an amendment to exempt news programs from Section 315, the equal-time provision of the Communications Act, it was Senator Pastore who led the forces of liberalization and Senator Proxmire who offered a floor amendment that eventually led to the incorporation of the fairness doctrine in the law.

Before that time fairness was an amorphous concept that

was loosely applied by the FCC from time to time. When imbedded in the Communications Act, it became official U.S. policy, removable only by congressional repeal or a Supreme Court declaration of unconstitutionality. The latter, sad to say, was tried but failed when the court sustained the law in its 1969 Red Lion decision.

Despite the memories of Red Lion and the vigor of Senator Pastore's defense of the fairness statute, there continue to be encouraging signs of future liberation for broadcasters. As noted earlier, the Supreme Court in its recent *Miami Herald* decision declared a fairness law for newspapers unconstitutional after rejecting all the same arguments that it accepted in Red Lion. There are lawyers of competence who see a chance for Supreme Court reversal of Red Lion in an appropriate case.

It is also salutary that a senator of Mr. Proxmire's reputation and experience should now be renouncing the measure for which he bears personal responsibility. "I am proud of the fact that I changed my mind over the last 15 years," Senator Proxmire told the Senate last week. And he added: "We have a new world now — technologically a new world and professionally a new world."

The fight to provide "full First Amendment rights to broadcasters is going to win," said Senator Proxmire. "It may take two or three years. It may take 20. But it is bound to win."

If broadcasters want to be counted in the company of journalists, they will rally to the senator's call and do what they can to accelerate his timetable.

Testimonial

To critics who believe that television broadcasters are insensitive to public needs, there is an answer in the following unsolicited comment taken from a letter written to *Broadcasting* last week by John C. Sawhill, administrator of the Federal Energy Administration.

"Television was instrumental in quelling the panic that could have easily resulted during the first chaotic days of the fuel shortage."

The rest of the letter appears in this week's "Open Mike," to which your attention is respectfully directed.



Drawn for *Broadcasting* by Jack Schmidt

"And now...during this time out...here is Tom Hollister with some scenes of the NFL strike."

There are two R's in Xerox.

One is right in the middle.

But the really important one is the one you probably never notice.

It's the little R in a circle—like the one you see at the bottom of this ad—that tells you that Xerox is a registered trademark.

And what it reminds you is that our name—which is also our trademark—should only be used in connection with the products and services of our corporation.

Including everything from Xerox copiers or Xerox computers to Xerox textbooks.

So as you can see, our trademark is a

very valuable one.

To us. And to you, too.

In fact, a respected trademark is as valuable to you as it is to the company that owns it.

This is because it ensures that when you ask for something, you can be sure of exactly what you're going to get.

Of course, we don't expect you to use the second R every time you use our name.

But we do hope you'll give it a second thought.

XEROX

Be the first
"Instant News" station
in your market

IKEGAMI

*The Micro-Mini
Electronic
News Gathering
System*



Now used by CBS News and CBS owned stations

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

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

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

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