

OTP's Mr. Eger takes charge of the interregnum
Fast, faster, fastest is the challenge for TV news

Broadcasting Aug 19

The newsworthy of broadcasting and allied arts

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Aug. 19, 1974

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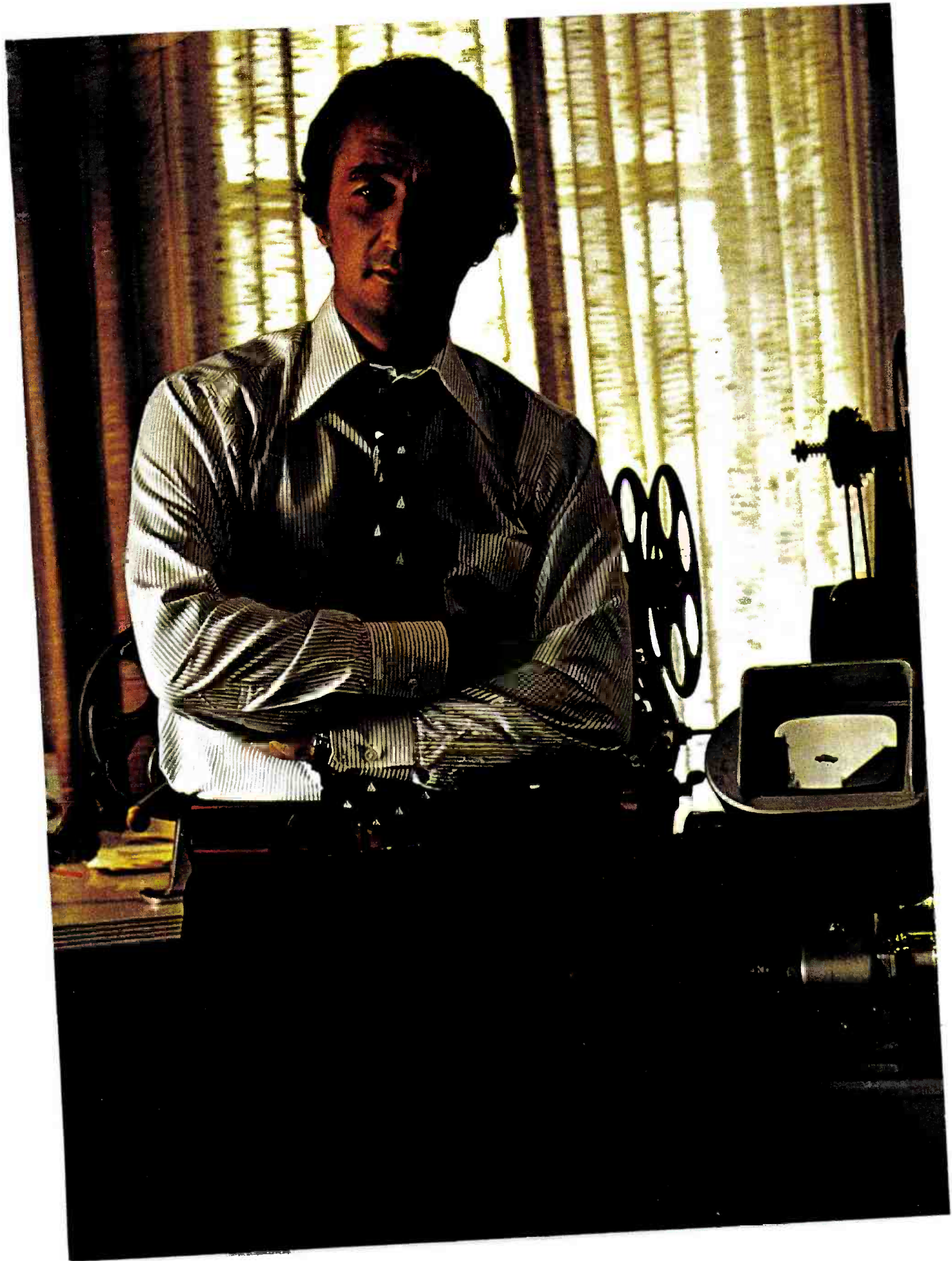
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“Even more terrifying than the stunts we filmed for the Fiat ‘Stunt Driver’ commercial was the fact that we had no more than one chance to get each one on film.

“In fact, deciding what to do was easy. All we had to do was let our imaginations run amok. Roof jumps, ferryboat leaps, running down three flights of steps. Since the idea was to demonstrate how extraordinarily durable these cars are made, no stunt could be too wild.

“But working out a thoroughly efficient, totally foolproof way of shooting the stunts—and doing it within a very strict budget—was another matter.

“We put together a multinational crew. Our director was Giacomo Battiato, a brilliant young man from Milan. Our cinematographer was Pasqualino DeSantis, who did the feature film, ‘Romeo and Juliet.’

“Then, after months of planning how each stunt would proceed second by second, plotting exactly how each would be filmed, where each camera would be placed, which lens to use for what, we started shooting in Italy.

“We used four cameras to film each stunt. Two going at regular speed and two at 120 frames per second. The idea here was to allow ourselves every possibility in the editing room and to provide for a backup in case one camera failed.

“The Eastman film we used was the kind they use for most feature films. And, at the risk of sounding like a commercial for Kodak, deciding what film to use was the easiest decision we made on the whole project.”

Ralph Ammirati. Partner in Ammirati Puris AvRutick Advertising Agency, New York.



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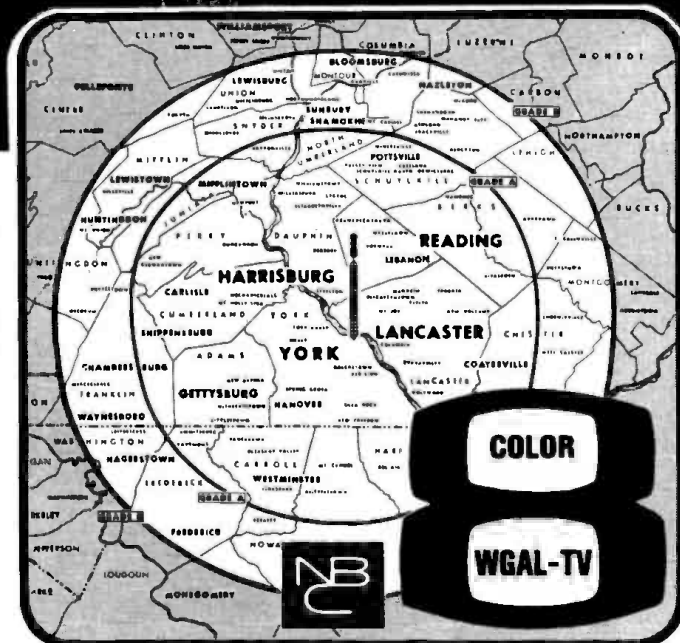
Nielsen, Feb.-Mar. '74 special Metro Area breakout. Estimates subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

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Closed Circuit®

A little less relief? Broadcasters close to Washington scene are worried about reports that Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, is drafting changes in license-renewal bill to placate Senator Philip A. Hart (D-Mich.), chairman of Antitrust Subcommittee. At prodding of citizen groups, Senator Hart has threatened to seek referral of bill for antitrust implications (*Broadcasting*, Aug. 12).

Though there was no firm word on Pastore intentions, indications were he was considering shorter license term than five years House adopted (*Broadcasting*, May 6) and modification of section prohibiting disqualification of licensees because of other ownerships, if ownerships conform to rules. National Association of Broadcasters was hoping Mr. Pastore would stick by House bill and still thinks that version is favored by majority of senators — despite Hart objections.

Less heat. Owners of co-located newspapers and television stations can breathe more easily: It's unlikely there'll be general divestitures of kind contemplated by FCC rulemaking on which arguments were made last month (*Broadcasting*, July 29). Discussions among FCC members since then indicate all but one, Glen O. Robinson, are against divestiture, and opinions of majority have only been enforced by President Ford's known attitudes. He has been reported to believe that government action against crossownerships is desirable only on showing that "privilege is abused."

Mr. Ford's concepts are in sharp contrast to those of Nixon White House and Justice Department's antitrust division. Speculation now is that separations of crossownerships will for foreseeable future come about only by voluntary sales, individual antitrust suits or, perhaps, some kind of FCC rule that makes action possible in cases of clear and undesirable monopoly.

Cavett in the morning. Dick Cavett, ABC-TV late-night talk show host, may be network's choice for host of its long-planned early-morning network show, *A.M. America*, scheduled to begin in January. Mr. Cavett may be abetted on two-hour (7-9 a.m. EDT) entertainment/news program by West Coast local TV personality, Miss Kelly Lang. Geraldo Rivera, WABC-TV New York newsmen, may be picked for occasional features. Already announced was commentator assignment for ex-New York Mayor John Lindsay.

Mr. Cavett reportedly turned up as favorite in network's exhaustive viewer polling for *A.M. America* likely talent. Reports were network also considered comedian Steve Allen and Los Angeles CBS reporter, Ralph Storey.

One way or another. It's probability — if not virtual certainty — that National Cable Television Association within month will file complaint with Federal Trade Commission, charging National Association of Broadcasters with fraudulent or deceptive advertising in antipay-cable campaign. Complaint would cite advertisements placed by NAB's Special Committee on Pay TV in New York and

Washington daily newspapers in past year.

NCTA action would be taken by association's legal staff and would not be related to continuing investigation of broadcasters' antipay campaign by special NCTA counsel, Washington law firm of Holobough & Jacobs. Other actions stemming from firm's soon-to-be completed report are still possible. Among options are: private antitrust suit against broadcast interests (NAB, networks, individual stations); petition for Justice Department action; call for probe of antipay campaign by Senator Philip Hart's (D-Mich.) Antitrust and Monopoly Subcommittee.

Noncommercial? Public television stations in major markets are competing vigorously with commercial facilities to supply production and technical services for fee. Commercial broadcasters who helped furnish equipment and money for early development of educational TV are beginning to think they were had.

One of those aggressive in merchandising its facilities is said to be WTTW-TV Chicago, which only at last minute lost out to WGN-TV Chicago for contract to supply pool pickup of President Gerald Ford's address before Veterans of Foreign Wars today (Aug. 19). Newton N. Minow, FCC chairman from 1961 to 1963, is active in counseling public stations in Chicago.

Author, author. CBS News officials profess to be unruffled by next fall's appearance of book by *Washington Post* reporter Sally Quinn on her highly publicized five-month stint on *CBS Morning News*. In words of one spokesman, CBS hopes she will reveal complexities of TV newscasting skills she never acquired. CBS News is more interested in forthcoming volume by White House correspondent Dan Rather. Written with CBS newswriter Gary Gates, *The Palace Guard* will be issued next month by Harper & Row. It's about Nixon aides John Ehrlichman, Bob Haldeman and others.

Mr. Rather's book — begun before 1972 elections — was practically rewritten because of Watergate revelations. Part of book's inspiration was 1972 suggestion by Mr. Ehrlichman to CBS News President Richard Salant that Mr. Rather be dismissed.

Deal's off. Disagreement over scheduling of closing led to cancellation last week of \$8-million sale of WOW-TV Omaha by Meredith Corp. to Pulitzer Publishing Co., St. Louis. Meredith wanted prompt transfer, with payment of \$8 million in cash, after anticipated FCC approval. Pulitzer (KSD-AM-TV St. Louis) insisted on delay of perhaps 45 days. WOW-TV has been taken off market.

Fraying cable. Divisive controversy has developed within FCC's Cable TV Technical Advisory Committee in wake of decision by committee majority (composed of cable industry interests) to endorse commission-imposed moratorium on local-government technical standards (also see page 81). Municipal sympathizers on committee feel majority's action highly improper. Cable Television Information Center, for one, has written fiery dissent. There'll probably be minority report.

Top of the Week

Changing of guard. John Eger — somewhat reluctantly cast in limelight as OTP's acting director with resignation of Clay Whitehead — foresees little departure from agency's present course during his tenure. In exclusive interview with Broadcasting, Mr. Eger maps out OTP's future, which includes adherence to VHF drop-in convictions, dedication to Whitehead plan for cable regulation and profound concern over spectrum management. Page 20.

Cost of regulation. Prodded by Supreme Court decision, FCC issues its new plan for recovering fees from its regulated industries. Broadcast, cable assessments would be cut substantially, and a new scheme for determining transfer fees promulgated. Retention of annual fees — which some view as outlawed by high court — promises to provoke further controversy. Page 21.

The TV president. A "Perspective on the News" takes a look back at the love-hate relationship between Richard Nixon and the broadcast media. Page 22.

Clouds over copyright. Status of pending copyright revision bill is cloaked in uncertainty as disgruntled legislators brood over belated amendments. Senator Scott, angered over Commerce Committee assault on performance royalties, places bill in holding pattern. No timetable for floor action has emerged. Page 24.

One step closer. Long-range funding legislation for public broadcasting clears Senate committee with higher level of allocations than envisioned by sponsoring OTP. But it still has a long way to go. Page 30.

Young statesman. Starting with low profile, CBS President Arthur Taylor is developing as one of broadcasting's foremost spokesmen. It's an inheritance from his predecessor — Frank Stanton — but with a new style. Page 32.

Up again. National and regional advertisers' investment in spot television was on the increase again in second-quarter 1974. Billings rise by 1.5% to \$412 million. Page 34.

Eye and ear. While his TV viewing patterns may be somewhat erratic, average American's radio preferences are relatively predictable. Recognition of that fact, Mediastat study observes, could prove useful to advertisers. Page 34.

Telling it all. While law precludes advertising which misrepresents facts, it says nothing about omitting them — a point lamented by FTC's Lewis Engman. He suggests government provide rectification. Page 36.

Going through changes. With improved technology at their disposal and less restricted formats in which to work, local TV journalists are blazing new trails in bringing home the news. Broadcasting's annual survey of grassroots news operations finds a multiplicity of approaches but a united pursuit of excellence. Page 41.

Insistent. Pittsburgh Mayor Hugh Flaherty, seeking to purchase statewide TV time to enhance his senatorial campaign, seeks FCC sanction against stations that turned him down. Page 86.

Indefatigable. Broadcasting profiles John Woods — living proof that the American dream is attainable. Page 105.

1973 — biggest year ever in TV revenues — saw medium take in \$3.46 billion, keep \$653 million; network profits up 66%

In second record performance in as many years, television in 1973 took in revenues totaling \$3.46 billion and pre-tax profits of \$653 million. Increases, reported in FCC's soon-to-be released annual report, were even more dramatic than had been predicted by industry observers.

Last year's TV revenues, commission reports, were up 9% over 1972 total of \$3.18 billion. Profit increase amounted to 18.3%, from 1972's \$552.2 million, was up 17.9% over previous record (1969's \$553.6 million).

Expenses were also on rise. They totaled \$2.8 billion — increase of 7%.

Advertisers, commission reported, expended even \$4 billion on TV in 1973, up 8.9%. Figure includes \$642 million in agency commissions, but not cost of programing supplied by advertisers. Broken down, total includes \$1.84 billion for network advertising (up 9.1%), \$1.23 billion for national and regional spot (up 4.5%), and \$932 million for local (up 15.1%).

Networks had grand year, with revenues advancing by 10.5% — to \$1.4 billion — and expenses by only 5.1% for \$1.22 billion total. Thus, profits were up 66.6%, to \$185 million. Network O&O's didn't fare nearly as well. While their revenues increased to \$353 million (up 7.9%), profit increase was slight (0.3%) with total of \$102.8 million. Networks' success can be attributed in part to decrease in news and public affairs expenditures. Total was \$140 million, down 4.8% from 1972.

Other television stations reported revenues of \$1.71 billion, 7.9% increase. Profits were up by nearly same level (7.8%), to \$365 million.

Commission said there was also marked increase in barter and trade-out activity, total value of which rose by 12.4% to \$61.4 million.

President Ford lines up press office staff; TerHorst says 'Madison Avenue approach' out

New line-up in White House news operations was announced Friday by Jerald P. terHorst, press secretary and long-time friend of President. Old communications office has been abandoned with nonpolitical functions transferred to press offices. "Madison Avenue approach" will be eliminated, new press secretary said.

Deputy press secretary is Jack W. Hushen, who moves over from Department of Justice and who, like Mr. terHorst, had been on news staff of *Detroit News* (WWJ-AM-FM-TV).

Paul A. Miltich, press secretary to Mr. Ford as Vice President, and James Holland, deputy director of dismantled communications office, become assistant press secretaries. W. (Bill) Roberts, former president of Radio Television News Directors Association and on vice presidential staff, will be assigned broadcast functions at White House along with regular news duties.

Larry Speakes, who was press officer for President Nixon's special counsel, James St. Clair, will join press office. John Carlson and Tom DeCair, who served in Nixon office will continue on press staff under Mr. terHorst. Andrew T. Falkiewicz, foreign service officer, will remain with press office as specialist in foreign policy matters.

Ken Clawson, director of communications office and successor to Herbert Klein, will leave soon and expects to return to journalism. Alvin Snyder, radio-TV deputy, remains on staff, but no mention was made of his status or plans. Before joining White House in 1969, Mr. Snyder was executive news producer at WCBS-TV New York. Mr. Roberts, who will assume broadcast duties, was formerly chief of Washington news bureau of Time-Life Broadcast.

MBS escalates opposition to AP, UPI services

Mutual Broadcasting System last week stepped up attack against AP Radio and UPI Audio. Week before it had asked FCC to declare both to be networks subject to FCC regulation (*Broadcasting*, Aug. 12). Last week it petitioned FCC to outlaw news services from operating networks or, that failing, to clarify rules Mutual had week before asked FCC to apply. Both AP Radio and UPI Radio have said they would contest attempts at regulation.

If FCC rejects petition to ban AP and UPI from operating radio networks, Mutual said it should rule that all radio networks, including AP Radio and UPI Radio, are prohibited from affiliating with more than one station in given market for simultaneous broadcast of same news programming. Mutual also asked FCC to complete rulemaking started in 1964 and declare two-year limit on station contracts with news services, as is now imposed on network affiliation contracts.

OTP cable bill still on high center

Office of Telecommunications Policy's proposed legislation on cable regulation will be subjected to further revision before its departure from Office of Management and Budget clearinghouse. OTP spokesman last week said several provisions of bill will likely be re-drafted (although he maintained "thrust" of bill will remain same) in light of objections from other agencies. He said OTP remains confident bill will go to Congress — although precisely when is question mark.

Development follows meeting Wednesday (Aug. 14) between representatives of OTP, OMB, Justice Department, Commerce Department, White House staff and FCC's Cable TV Bureau. Cable Bureau representatives (commission itself has not given official opinion on bill) were said to have expressed concern over several purported ambiguities and omissions in OTP's draft bill. "The way the bill is written," said bureau staffer, "it casts in stone the very things which must remain flexible in an emerging industry." Bureau, which due to communications gap with OMB did not submit formal comments on bill, is particularly concerned about lack of clarity in OTP draft over who would assume enforcement authority on several regulatory matters. "It would seem," one staffer said, "that the only remedy would be to go to court."

Justice representative at meeting also raised serious questions regarding bill's antitrust ramifications. Department's Ken Robinson was particularly concerned over provision in bill that would allow CATV-television crossownership during period in which OTP's proposal to separate ownership and most programming functions of cable systems would not be in effect. Mr. Robinson was also reported as opposed to provision that would allow FCC to retain anti-siphoning rules.

Back to bargaining table on pole issue

Prodded by FCC decision to draw up order asserting authority over CATV pole attachment issue (*Broadcasting*, Aug. 5), AT&T this week will begin negotiations with National Cable Television Association's pole committee in pursuit of private settlement. Coupled with considerable progress of NCTA's negotiations with General Telephone, lengthy controversy appears headed for swift climax. Indeed, association source said last week, "the next month may well give us a definitive determination as to whether we're at the FCC [with protracted hearings] or whether we have an agreement with both companies."

AT&T, which has been away from talks for months, will meet with NCTA negotiators Thursday (Aug. 22), at which time it will respond to association proposal to pursue pole agreements on cost-justification basis. NCTA has

proposed formula by which it would be determined by parties what percentage of poles are generally occupied by cable hardware. Proposal hinges on phone company's disclosure of what its annual pole maintenance costs are. If AT&T elects to divulge that data (General already has), cable would pay pole rental based on cost to phone company divided by percentage of poles used by cable. Parties will also seek agreement regarding future cable-telco joint ownership of poles.

Goal of present negotiations is to reach agreement prior to issuance of FCC assertion-of-authority order, expected early this fall.

In Brief

Slender wedge. Senate leadership has scheduled copyright revision bill (S.1361) for floor discussion late today (Aug. 19), if time permits. But no vote is expected during small time allotted and whether bill will be taken up again in remainder of week is uncertain, Senate staffers say.

More time. FCC has extended time for comments and reply comments in prime-time access rule proceeding to Sept. 20 and Oct. 7, respectively, noting extension would allow "public groups" such as United Church of Christ and American Civil Liberties Union to respond.

Consensus growing against DST. Senate Commerce Committee Chairman Warren Magnuson (D-Wash.), whose committee has jurisdiction, indicated last week he would go along with measure to return to standard time four months this winter. Senate demonstrated its approval when it tacked measure to energy research and development bill passed last Thursday, but that rider is likely to die in conference because House version of research bill does not have it. House bill to amend year-round daylight savings (see page 27) is scheduled for floor action today (Aug. 19).

Exception. Premium Advertising Association of America, New York, has attacked proposed Federal Trade Commission guide that would ban advertising of premiums on television to children under 12 years of age (*Broadcasting*, July 1). In letter to FTC, PAAA objected to contention that premiums are example of "hard sell"; expressed regret FTC has stopped efforts toward promoting self-regulation, and said arguments advanced by commission are largely "irrelevant or unfounded." It said FTC cannot support argument of its staff that children and parents lack ability together and separately to appraise value of product and of incidental premium.

Interdependently independent. FCC Chairman Richard E. Wiley, speaking before American Bar Association in Hawaii last week, addressed remarks to independence of federal regulatory agencies and FCC's ability to steer between legislative and executive influence in establishing fairness rules. Agency's record has been "demonstrably evenhanded," he said, adding that "equal time" complaints have been won and lost by both parties with no regard to political ideology. Chairman admitted FCC is not totally independent, said legislative and executive overview is proper.

Pending. Stockholders of Pacific & Southern Broadcasting Co. adjourned meeting last week at which vote on firm's proposed merger into Combined Communications Corp. was initiated. Meeting will reconvene on Aug. 26 to finalize decision, with polls remaining open in interim. P&S said delay was necessitated by last-minute decision of P&S board member Paulette B. Fownes, previously opposed to



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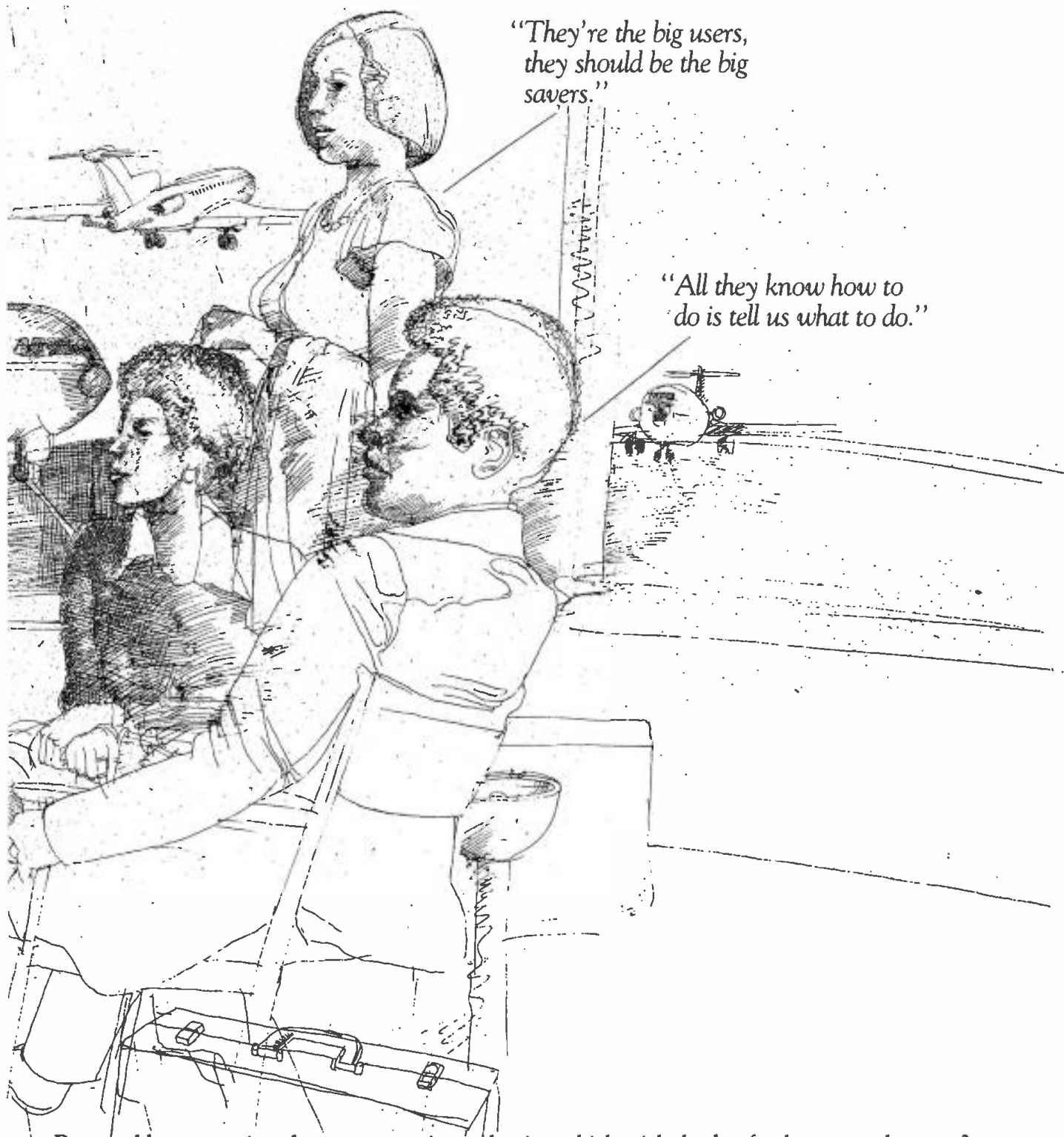
Business and industry account for nearly 70 percent of all the energy used in our country.

With over 12 million businesses operating today, it's no wonder they use all that fuel. If they can be more efficient in their use of energy for commercial, industrial and transportation activities, we could save a huge amount of oil.

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Yes. Large and small. It's not always easy, but there are no deep secrets to it. Conservation can be as simple as turning out lights or as complicated as developing totally new manufacturing processes. But it *can* be done.

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merger, to support transaction. Ms. Fownes's move places majority (four of seven) P&S directors in favor of proposal. Together, they control 34.9% of firm's outstanding stock, with Ms. Fownes voting 10.7%. Three directors remain opposed. CCC stockholders, meeting Aug. 12, endorsed that firm's board of directors in decision to proceed with merger.

Down to earth. New low-cost receiving dish that has theoretical application to radio network interconnection by satellite was demonstrated last Thursday in New York by RCA, Muzak Corp. and AII Systems, Moorestown, N.J., manufacturer of computer-communication gear. First application of dish, designed by AII Systems, may come in distribution of Muzak music services. At demonstration Robert J. Angliss, RCA executive vice president for services, said technology now exists for radio networks to bypass Bell Telephone and go to satellite distribution. Four-foot dish, demonstrated last week, could be placed at affiliates for about \$1,000 each. Larger, more expensive receivers are required for TV satellite service.

Free and clear. Apprehension over possible delay or cut in fiscal 1975 appropriation for FCC by Senate vanished when Senate voted \$46.9 million for agency last Friday. FCC appropriation was part of larger package which passed 60-0. Senate-passed FCC figure is identical to that passed earlier in House.

Senate appropriations package had gone from Appropriations Subcommittee to floor, then back to subcommittee after Subcommittee Chairman William Proxmire (D-Wis.) had made motion to cut total for FCC and other related allocations by 3 per cent. In meeting last Thursday subcommittee voted compromise by parent committee chairman, John McClellan (D-Ark.), which cut some of related allocations but left FCC untouched.

Two for, one against. Fiscal 1975 appropriation of \$8.45 million for Office of Telecommunications Policy passed both houses by unanimous consent last week and was sent to President for signature. Figure was compromise between original House-voted appropriation of \$9.4 million and Senate-voted appropriation of \$7.5 million (*Broadcasting*, Aug. 12). It is \$2 million higher than last year's OTP budget.

Meanwhile, New York chapter of American Women in Radio and Television asked President Ford to "phase out" OTP. In telegram last week, chapter urged Mr. Ford not to appoint successor to Clay Whitehead, who resigned as OTP director, said OTP is "blatant waste of taxpayers' money," job can be done by FCC. If President wants advice on communications, telegram read, he should "assign one broadcasting professional from [his] staff."

Sign of times. Alacrity with which new President Gerald Ford accepted invitation to become honorary chairman of American National Red Cross is being cited by Frank Stanton, ex-CBS president who now heads that organization, as welcome portent of both open and fast-moving administration. Dr. Stanton extended invitation Aug. 9; President's response came Aug. 13. Dealings with Nixon administration were characterized by long delays or silence.

News nominees. Total of 40 nominations for news and documentary programs in 1973-74 Emmys competition are being announced today (Aug. 19) by National Academy of Television Arts and Sciences, Beverly Hills, Calif. CBS-TV leads list with 14 nominations (12 programs, two individuals), followed by ABC-TV with 12 (11 programs, one individual), NBC-TV with five (three programs, two individuals). One syndicated series (*The World at War*) was nominated. Winners in news and documentary as well as in craft, religious and children's programming will be announced on telecast to be carried on ABC-TV Sept. 4 (10-11:30 p.m.).

Second look. President's call for freeze on congressional confirmation of all Nixon appointees (Mr. Ford said he'd like "traditional opportunity" to review candidates) affects, among others, recent candidates for board of Corporation for Public Broadcasting, including former FCC general counsel John Pettit, Continental Cablevision's Bud Hostetter.

Late Fates. Larry Cole and Ken Caffrey, VP's and associate media directors of Ogilvy & Mather Inc., New York, and Art Topol, VP and associate director of broadcasting, named senior VP's. Jack Minkow, general manager, WSID(AM) and WLPL(FM) Baltimore, named general manager of WRIF(FM) Detroit, ABC-owned station, succeeding Willard Lochridge, recently named VP and general manager, WPLJ(FM), New York, also ABC-owned (*Broadcasting*, July 8). Thomas F. Shannon Jr., former VP-general manager, WTOP-TV Washington, named VP-Western sales manager, Top Market Television, Chicago. Douglas Sinn, general sales manager, WSPD-TV Toledo, Ohio, named general manager, WSPD(AM). Robert T. Fennimore, New York sales manager, WOR-TV New York, named general sales manager. Louis S. Simon, 58, executive consultant, Westinghouse Broadcasting Co., and from 1968 to 1974 West Coast area VP for WBC, died at Children's Hospital, San Francisco, Aug. 14, two weeks after heart attack. Mr. Simon entered broadcasting in 1935 as salesman for what is now KCBS(AM) San Francisco and after World War II worked for KSFO(AM) there before joining Westinghouse's KPIX(TV) as general sales manager in 1948. From 1958 to 1960, he was general manager of station. He leaves wife, Gladys, daughter, Deborah and son, Robert.

Headliner



Pierre Weis, VP-syndicated sales, Metromedia Producers Corp., New York, appointed to new post of executive VP-syndication for Independent Television Corp., New York. Before Metromedia connection, Mr. Weis had served in executive posts for 21 years with United Artists Television, New York.

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For the record

EDITOR: In reporting what I said at the FCC's oral argument on newspaper-broadcast crossownership (BROADCASTING, July 29), you have me saying that "there are 60 cities in which the 'monopoly' newspaper owns one or more radio stations, and 20 cities where the only newspaper owns the only television station." What I said—and what's the fact—is that there are more than 60 cities in which a monopoly newspaper owns a television station. The figure of some 20 cities where it's the only TV station is correct. So far as newspaper-radio crossownership is concerned, there are, as I said, some 200 cities where a monopoly paper holds the license for one or two local radio stations (including some 70 where the only daily paper has the only AM station).—*Stephen R. Barnett, professor of law, University of California, Berkeley.*

Independent label

EDITOR: In the BROADCASTING issue of July 29 in the music department, your magazine erred in identifying Stax Records as "a division of Columbia Records." It is not.—*Robert Altshuler, vice president, information services, CBS/Records Group, New York.*

(The CBS/Records Group handles distribution and promotion of Stax Records but does not own the company.)

Also present

EDITOR: Those of us in the academic world value BROADCASTING as an invaluable record. Scholars of tomorrow will

be using it as the definitive record of what was important in the world of broadcasting today.

For this reason I would like to correct a mistaken impression left from the article "Anti's Have Say on Renewal Bill" (July 29). The article says, in part: "A lonely supporter of the bill this time was the National Association of Broadcasters, represented by its president, Vincent T. Wasilewski."

Fact is that while Vince may have been lonely he was not alone in speaking in support of H.R. 12993. Dr. Bruce Linton who holds a position similar to mine at the University of Kansas testified in person in favor of the bill as did I, and both of us additionally filed supporting statements for the record.—*Worth McDougald, head, radio-TV-film, Henry W. Grady School of Journalism, University of Georgia, Athens.*

Air and ground

EDITOR: A "Closed Circuit" item in your Aug. 5 issue, reporting on the cable satellite consortium report, notes that a cable-satellite network is technically feasible "once sufficient spacecraft are in orbit."

Without dealing in the proprietary aspects of the report I would point out that it is the earth stations, not the spacecraft, that constitute the pacing factor. There may be an oversupply of space facilities for a while until cable systems start to acquire satellite receive stations. But this development is nearer than anyone thinks.—*Robert E. Button, director of satellite development, Teleprompter, New York.*

Datebook

■ Indicates new or revised listing.

This week

■ **Aug. 5-23**—State University College at Buffalo festival, "The Television Documentary: A Look at its Future." Professor David Yellin, director; course credit optional. Dean Harry Ausprich, Buffalo State College, 1300 Elmwood Ave., Buffalo, N.Y. 716-862-6236.

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

Aug. 26—Deadline, extended from July 25, for comments to FCC on AM-FM program duplication. Deadline for reply comments extended from Aug. 26 to Sept. 30 (Docket 20016).

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

Also in August

Aug. 27—New deadline for reply comments in notice

of inquiry and proposed rulemaking concerning amending Subpart F of Part 76 of FCC'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—Ohio State Awards competition deadline, for education, informational and public affairs broadcasting. Contact: The Ohio State Awards, 2400 Olen-tangy River Road, Columbus, Ohio 43210.

Sept. 15-17—Nebraska Broadcasters Association annual convention. Speakers: Thomas Rosch, director, Consumer Protection Bureau, FTC; Earl Stanley, Washington communications attorney. 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—Florida Association of Broadcasters fall conference. Hudson Millar Jr., WIRA(AM) Fort Pierce, chairman. St. Lucie Hilton.

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

Sept. 22-24—National Cable Television Association marketing workshop. Fairmont hotel, New Orleans.

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 affiliates convention. Speaker: FCC Chairman Richard E. Wiley. Arizona Biltmore hotel, Phoenix.

Sept. 27-28—Massachusetts Broadcasters Association fall convention. Williams Inn, Williamstown, Mass.

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

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

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

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

October

■ Oct. 1-3—Video Expo V, featuring exhibits of 100-plus firms in cable-industrial-educational hardware and software. Madison Square Garden, New York.

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. 7-8—Mutual Advertising Agency Network national meeting. Chase Park Plaza, St. Louis.

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—Indiana Broadcasters Association and Ohio Association of Broadcasters joint convention. Kings Island, Ohio.

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

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

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

■ Oct. 18-20—National Association of Radio Farm

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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. 21-23—NAB fall conference. Waldorf-Astoria hotel, New York City.

Oct. 27-29—NAB fall conference. Hyatt Regency hotel, Atlanta.

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

Oct. 29-31—NAB fall conference. Hyatt O'Hare hotel, Chicago.

Nov. 13-15—NAB fall conference. Fairmont hotel, Dallas.

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. 17-19—NAB fall conference. Brown Palace, Denver.

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

Nov. 19-21—NAB fall conference. Sands hotel, 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.

Broadcasters annual meeting. Crown Center, Kansas City, Mo.

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, Neb.

Oct. 18-20—MIFED 30th biannual International Film, TV Film and Documentary Market for film buyers and sellers. Largo Domodossola 1, 20145 Milano, Italy.

Oct. 22—Central Canada Broadcasters' Association convention, Bonaventure hotel, Montreal.

Oct. 21-23—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. 27-29—NAB fall conference. Hyatt Regency hotel, Atlanta.

Oct. 29-31—Institute of Electrical and Electronics Engineers annual northeast electronics research and engineering meeting. John B. Hynes Veterans Auditorium, Boston.

Oct. 29-31—NAB fall conference. Hyatt-Regency O'Hare hotel, Chicago.

November

Nov. 1-3—Loyola University college radio conference. Lewis Towers Campus, Chicago.

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. 13-15—NAB fall conference. Fairmont hotel, Dallas.

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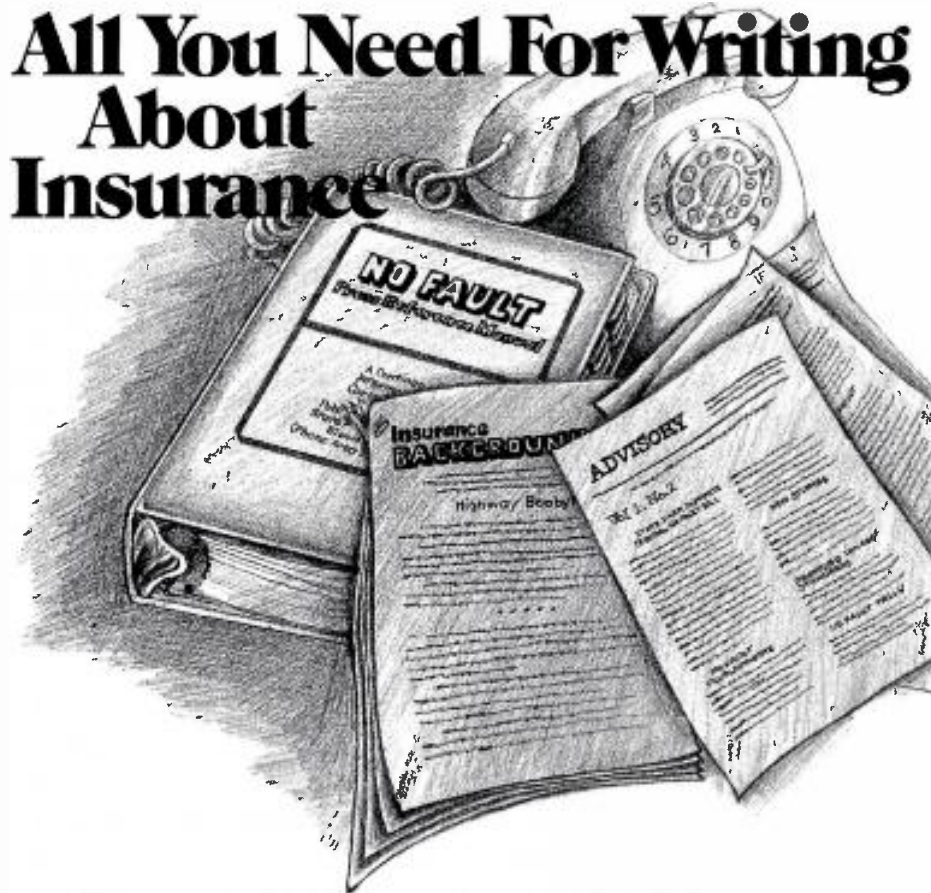
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Monday Memo®

A broadcast advertising commentary from Jerome Barr, VP, advertising and marketing, Kaufman Carpet Inc., Lodi, N.J.

A turned-away client castigates broadcast media for prejudice, censorship

There is an alarming trend toward censorship by the broadcast media that goes far beyond the mere censoring of questionable program materials and commercials. The broadcast media are now determining whether an advertiser is worthy of advertising. And if they decide the advertiser unworthy, then they make an arbitrary decision that the advertiser is no longer invited to advertise.

This is a paradox, considering that some radio and television stations are often guilty of the unconstitutional and unworthy practice of trial by headline. It's common knowledge and, unfortunately, common practice, that a company accused of questionable business practices (and *only* accused) by a government agency like the Federal Trade Commission, Food and Drug Administration or a Department of Consumer Affairs, receives a good deal of public attention on the airwaves well before the accusations have been proved. At the same time, these same stations, which are contributing so much to trial through headlines, refuse as a next step to honor the same company's advertising over its airwaves.

This is frightening in that it places too much illegal police power in the hands of the broadcast media.

I speak from experience. My company recently went through the nightmarish experience of being accused by the New York City Department of Consumer Affairs of technical violations of consumer protection laws. Despite the fact that the handling of this matter was like a kangaroo court, and despite our continued protestations of innocence, the New York City Department of Consumer Affairs saw fit to try us in the media. Make no mistake about it, I am not anti-consumerism nor is Kaufman Carpet. After all, we are consumers, too. We simply oppose unfairness and overzealousness on the part of government agencies, and strongly support everyone's constitutional right of being regarded as innocent until proved guilty.

However, once a company is singled out by a department, as Kaufman was in New York, its chances of obtaining a fair public hearing are virtually nil. We found that out as headline after headline was generated in the New York City newspapers, and story after story was put on radio and TV stations in New York by the DCA. All depicted our "ruthless" treatment of the consumer. We protested, we maintained our innocence, but the headlines were still there. And the broadcast media contributed to our trial by headline as though they were



Jerome Barr has been vice president, advertising and marketing, Kaufman Carpet Co., Lodi, N.J., for 19 years. Earlier, he was advertising manager of S. Klein in New York. Kaufman Carpet, now 50 years old, has 43 stores in New York, New Jersey, Pennsylvania, Connecticut and Massachusetts. Kaufman has retail sales of more than \$26 million annually.

paid employees of the DCA.

To the credit of a minority of the media, I was called to give our side of the story. It was proposed in the name of "responsible reporting."

What compounded an already unfortunate situation was the fact that two major stations advised us that, as a result of the charges by the Department of Consumer Affairs, we could no longer advertise on their stations. In fact, one major radio station simply dropped our advertising without the decency of telling us beforehand. I had never encountered such unprofessionalism or experienced such police-state censorship in my entire life.

These were charges and allegations by the DCA, not conclusive facts. As a corporate citizen, like any other citizen in this country, we are presumed innocent until proved guilty.

Who then gives some officials, sitting in the ivory towers of a broadcasting station, the power to go beyond those of a judge and jury? Are we to be presumed guilty by station officials—stations no less, with whom we have placed a great deal of advertising and dealt with for many years? (Kaufman advertises on about 25 radio and TV stations on the East Coast.)

It is frightening for a radio or TV station to tell an advertiser that its advertising is no longer wanted. It is tantamount

to saying that a company that has been attacked by someone on the editorial side of the media faces the possibility of additional retribution by the same stations that do the accusing on its news programs.

Would those who dropped me take me back? Yes, if I gave written assurances that I would conform to the guidelines the DCA alleged I had not conformed to. The fact that expensive lawyers are preparing to go to court to disprove those allegations is not sufficient. I had to prove my innocence to the stations, as though they are courts of law.

Now, where do the consumers come in? Remember them? Don't they have the right to make their own judgments based on past experiences with an advertiser? Must a decision be rammed down their throats by the broadcast media? I suspect that part of the answer, if not all of it, lies in the fact that each broadcaster lives in continuing fear of license-renewal denial, and fear begets paranoia with all its attendant evils. Any effort then by the broadcast medium is to show that it is compatible with the aims of a regulatory agency and thus looked on favorably at license renewal time.

Such acts certainly defy our democratic system and are ominous signs for the future. Imagine the power of a broadcaster that damns a company on its airwaves and then refuses the company the continued right of advertising its services. I have always been in favor of free media, but there must be restraint and, above all, reason in the use of news stories as well as the use of the veto for advertising.

Fortunately, the reputation that our company built in its 50 years of existence will carry us through the momentary tribulations of an overzealous Consumer Affairs Department. We're not the only company that has gone through this ordeal and has come out of it with its reputation untarnished. And, given the questionable goals of some of the regulatory agencies, we won't be the last.

In summation, I must ask:

(1) Will the fearful broadcast media ever stop being the paranoically anxious guillotine of every regulatory agency before guilt and punishment are established by the courts?

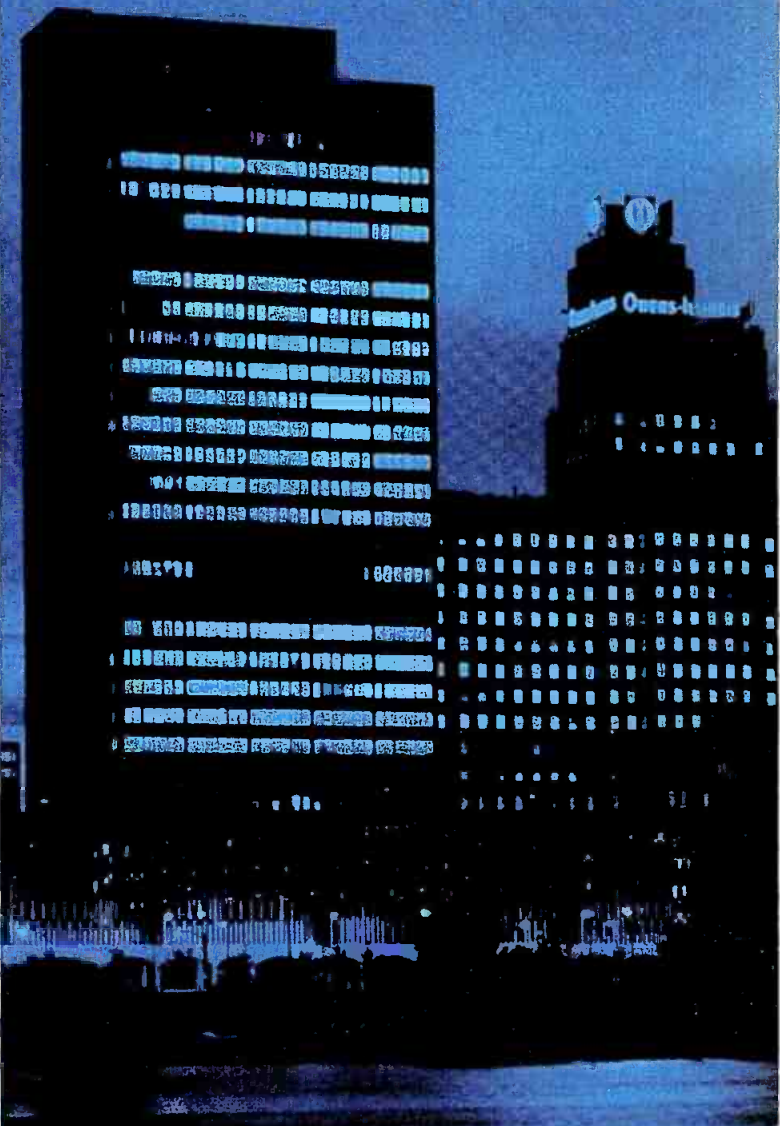
(2) Will the media ever stop the unconstitutional practice of trial by headlines that they consider to be news?

(3) Will arbitrary action and censorship against advertisers continue and spread?

(4) And finally, when, if ever, can all broadcast media be counted on to extend the same courtesy to an advertiser of long standing that a court does to a defendant?



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Media

After Whitehead: OTP pursuit of VHF drop-ins and its kind of cable regulation

**Eger, second in command, sees
no retreat from established policies
but sharpening of way office works**

John Eger, who with the resignation of Clay T. Whitehead (BROADCASTING, Aug. 12) has suddenly been cast in the acting director's role at the Office of Telecommunications Policy, displays none of the flamboyance so often associated with his predecessor. Nevertheless, Mr. Eger is a man to be watched closely by communicators, and he assures that the observance will be steadfastly reciprocated.

Mr. Eger says he neither seeks nor expects appointment to the permanent directorship of OTP—a point he emphasized forcefully in an interview with BROADCASTING last week. "I'm not anticipating," he maintained. "I'm not even speculating. It would be presumptuous of me—knowing that things are very uncertain and that there are probably a lot of other candidates far better qualified than I—to get so out in front that for some reason, to save face, I am going to have to leave." Being deputy director of the office, the position he has held for the past 10 months, is "a fun job," Mr. Eger noted—and one he intends to keep.

However, there was no hint last week of who will succeed Mr. Whitehead at OTP or when. It is apparent that Mr. Eger will be calling the shots at the office for at least a while. Indeed, though Mr. Whitehead's resignation does not officially take effect until Sept. 15, Mr. Eger was for all practical purposes the head man at OTP the day that the resignation was offered.

As such, he views his principal role as "doing what I can to continue to promulgate the policies which have been established and which are on the horizon." To that extent, Mr. Eger observed, "I don't think anyone is going to see a marked change."

Not that there be an imitation of personal styles. Said Mr. Eger: "Some of the things Tom Whitehead did as Tom Whitehead, and not as part of OTP, will probably not be reflected in my character, simply because I'm an entirely different



Eger

personality and, frankly, just not as colorful a guy as Tom."

It was not color that Mr. Whitehead sought when he chose Mr. Eger for his second-in-command a year ago. Rather, in Mr. Eger's reckoning, the choice was guided by logic. Mr. Whitehead—the former Rand Corp. scholar—was to be the resident thinker at OTP. Mr. Eger—a former coordinator of business systems projects at the Bell Laboratories and an attorney with a background in federal communications regulation (he served for three years as an aide to former FCC Chairman Dean Burch before moving to OTP), was to provide the management acumen.

Mr. Eger acknowledges that expertise in the more humdrum affairs of the FCC was not one of Mr. Whitehead's stronger points. "He didn't know quite how we operated. He couldn't understand why, for instance, it would take months to get something done and weeks to get an answer to his letters. One of the last things Dean Burch said to me when I left was: 'Christ, if you don't do anything else there, be sure to get your input over here within a reasonable time frame.' OTP has made some very good recommendations to the commission. But they were always late. It's no sense to go over there and talk about cable when the commission is engrossed in the Chicago spectrum management center."

Mr. Eger talks of establishing a new form of dialogue with the commission on major issues. "A lot of the reaction to what Tom personally and OTP as an agency did," Mr. Eger noted, "was per-

haps adverse because it came as such a complete surprise. It was a bombshell."

One of the sometimes forgotten realities of OTP is that the office expends, in Mr. Eger's estimation, only about 15% of its time and energies in the more "colorful" aspects of communications—broadcasting and cable television. Mr. Eger speaks of meeting OTP's mandate to assure, in concert with the FCC, that the government's use of the electronic spectrum is carried out efficiently. Indeed, he noted, OTP's controversial VHF drop-in proposal is an outgrowth of that continuing research. In Mr. Eger's view, it has been time well spent. "We have a silent crisis down the road," he asserted. "We're running out of a very, very valuable resource."

As far as the drop-in plan—which has provoked the ire of many in the broadcast industry—is concerned, Mr. Eger plans to move ahead. "This country," he noted, "is founded on the idea of freedom of choice. Implicit in that is the concept of diversity. So if we can get more channels of communication in more major markets, that's a pretty good proposal. . . . We never said that this station in this market is going to be an economically viable one. That's a choice the private sector has to make. . . . Maybe there aren't 100 channels [that can be added to the VHF allocation]. Maybe there aren't 50. But if there are eight, or nine, or one, we ought to know about it and we ought to make it available to somebody who's willing to make a go of it."

"As this thing starts to snowball—and I think it will—we're certainly not going

to shrink from defending it if called upon to." However, Mr. Eger acknowledges that OTP cannot cling to the issue indefinitely. "You can only take an idea so far, and if the idea succeeds—great. If it fails I think you ought to be able to swallow hard and move on to the next item of business."

The next immediate item of business for OTP will probably be the office's proposed cable television legislation, which is to be transmitted to Congress imminently. "I don't envision that we'll see legislation this year," Mr. Eger concedes. "That's gone. And maybe not next year. But I think it's time to start having hearings." In so doing, he suggests Congress might not concentrate on the bill exclusively, but rather "use the bill as a vehicle to begin holding hearings about what this promise of cable is, and what its problems are."

While noting that the bill has attracted general support from the cable industry—particularly in its advocacy of deregulation of the medium—Mr. Eger denies that the legislation is designed to serve the particular interests of that industry. "I don't think it's a ratification of the cable people's arguments. Rather, it reflects the views of the cabinet committee that we have a brand-new communications medium and it's time to go back to first principles. By that I mean avoiding on the one hand an undue concentration of power of a mass communications medium, so as to avoid on the other pervasive governmental regulation. . . . We really believe that this is a viable, new and rather exciting medium that ought to be given a chance."

Mr. Eger—and OTP—do not share broadcasters' concerns that cable could eventually supplant them as the predominant force in communications through unjust means. "In terms of impact," he notes, "I think we start out with the assumption that cable and broadcast can co-exist. . . . I don't know when cable is going to reach its maturity, or indeed if it ever will. I think we all should take a wait-and-see attitude. If a substantial number of people lose certain services which they otherwise have received over the air free, the commission [FCC] has pervasive jurisdiction to remedy that."

But, to Mr. Eger's thinking, the cable-broadcast relationship can—and should—be one of solidarity rather than hostility. Indeed, he believes broadcasters should be encouraged to get into the cable business. And while he is not yet prepared to advocate the abandonment of the FCC rules barring crossownership of co-located cable and television broadcast facilities, he professes "serious doubts" about those rules. "I can see some of the possible abuses," he notes, "but I've got to have more faith in American businessmen. I can't see a broadcaster making a substantial investment in a cable system to sit on it—to kill it."

Mr. Eger's views—although not reflective of any OTP philosophy at present—regarding broadcast-newspaper crossownership run in a similar vein. "I don't want to see an ad hoc restructuring

of the industry," he maintains. "I just don't think that's fair. . . . Given the economic problems of running a newspaper—witnessing, for example, the major markets where often the print media are depending on the revenues of the broadcast media to sustain them—the potential for abuse is not so much the sheer size of the combination as it is the lack of diversity in the editorial staffs." However, Mr. Eger noted, "there probably are ways of requiring separate staffs, separate editorial policies, hiring practices and so forth—so that the media concentration is in reality not as great as your gross perspective of the problem."

One of the immediate Whitehead legacies is OTP's long-range public broadcasting funding bill—which last week was voted out of the Senate Commerce Committee with far greater appropriation ceilings than originally contemplated by the office (see page 30). That troubles Mr. Eger. "The principles enunciated in the bill," he observed, "are very healthy. I would hate to see those principles lost because of a bill that fiscally was not satisfactory to other members of Congress or the administration." But, he acknowledged, "the ball is in Congress's court now."

At the outset, at least, of his tenure as OTP's acting director, Mr. Eger would prefer to maintain a low profile. He is cognizant, however, that such may not be possible. "Insofar as I am going to be the acting director, I am going to be the acting director to the best of my ability. . . . There are probably a thousand guys who can do the job better than I can." But for now, and most likely for some time to come, John Eger is the only show in town. And while that remains the case, he concedes, "I can't hide in the shadows."

FCC proposes fee schedule that is fraction of one struck down by Supreme Court

But it sticks to annual charges for broadcasting and cable, saying court endorsed that principle

A revised fee schedule that would cut the revenues the FCC derives from services it regulates by more than half was proposed by the commission last week.

The new scheduled, the result of five months of computations by commission staff, follows the March Supreme Court decision that declared illegal the agency's previous attempts to recover 100% of its costs from those it regulates (BROADCASTING, March 11). The high court decision, arising from a suit brought by the National Cable Television Association, related to a fee schedule implemented by the commission in 1970. The decision also scuttled a new cost-recovery formula designed to bring the com-

mission increased revenues, which would have taken effect in May.

As previously reported (BROADCASTING, Aug. 5), the new fee schedule is expected to bring the commission \$18.1 million—much less than the agency's proposed 1975 budget of \$46,847,000, upon which the new computations were based. The new schedule would recover some 39% of the commission's costs; the schedule that would have taken effect in May would have brought in about 92%.

With the new schedule, the commission noted that it hopes to recover only those costs for which a direct benefit to the regulated service may be allocated—a correlation decreed by the court. Therefore, the new computation excludes the costs of such support branches as the general counsel's office, the internal equal employment opportunities office, the offices of the commissioners and some functions of the executive director's office. Furthermore, only the costs of the six major commission bureaus (Broadcast, Cable Television, Safety and Special, Common Carrier, Chief Engineer and Field Engineering) that are directly related to the processing of applications (as opposed to such functions as rule-making proceedings and complaints and compliance actions) were considered.

Broadcasting, whose regulation entails the second highest cost to the agency (exceeded only by field engineering, which under the new schedule would recover only those costs it realizes from processing requests for operator licenses), would be obligated to foot the largest bill under the new proposal. Since 70% of the Broadcast Bureau's expenses can be directly attributed to services of some benefit to the regulated, the commission said, the total revenues that bureau would receive under the new formula would decrease by 30%.

The proposed filing fees for applications for broadcast construction permits, which the commission broke down into 23 separate categories, are shown in the table on page 24.

Other supplementary fees would include: applications for construction permits to replace expired permits—\$175 for AM, FM and TV and \$35 for auxiliary units; applications for minor modifications—\$35 for all services; applications for modification of CP's or licenses for auxiliary facilities—\$14; applications for call-letter changes—\$100; other broadcast applications—\$35 for all facilities. Applications for subscription-TV authorizations would cost \$700.

Fees for assignments and transfers of broadcast licenses would change markedly under the new schedule. The commission has scrapped the previous approach of charging a grant fee based on 2% of the total sale price. Instead, the commission now contemplates charging a fixed percent of the average of annual gross revenues of the station over the preceding three years, which would depend on the service to which the station belongs and, in some cases, its current

Continues on page 24. On pages 22-23, a look back at former President Nixon and his relationship with broadcasting.



Beginning. Richard Nixon's long and crisis-filled TV career began in earnest with the "Checkers" speech on Sept. 23, 1952.

Perspective on the News

Two decades of crisis between Nixon and media

There was never much love lost between politician and press; principal change in relationship was escalation of antagonism

When Richard M. Nixon left the Presidency on Aug. 9 with a parting shot at the press, he was acting true to character. In all the years he spent on the national scene he felt more put upon than served by journalistic coverage. If there were occasional periods of cooling off—after an election triumph or a flight to an international summit—there were longer periods of abrasive give and take or, more in character, silence.

It has only been in recent years that Mr. Nixon encompassed in his mistrusted "press" all the vehicles of journalism that compose it. For the "Checkers" speech of Sept. 23, 1952, he bought \$75,000 worth of time on the NBC television network and CBS and Mutual radio networks to present his defense of a hidden \$18,000 expense account. In that speech he alleged misrepresentations by newspaper columnists and radio commentators.

His direct appeal to the public worked, and his vice-presidential candidacy was saved. Throughout the Eisenhower administration he continued to believe that television and radio (except for commentators) played him less false, especially when he used broadcasting as a platform, than he was played by the liberal-leaning writers of the printed press. He still thought so—and said it loudly—when he faced that shattering defeat in his race for California governor on Nov. 7, 1962. What is remembered from his news conference on the morning after the election is his remark: "You won't have Nixon to kick around any more." What has been largely ignored is that he was directing that remark to print journalists.

"I think that it's time that our great newspapers have at least the same objectivity, the same fullness of coverage, that television has," said Mr. Nixon at that time. "And I can only say thank God

for television and radio for keeping the papers a little more honest."

There had, of course, occurred another television experience for Mr. Nixon in the interlude between vice-presidential survival and gubernatorial eclipse. He had faced John F. Kennedy in four nationally televised "great debates" in their 1960 contest for the Presidency.

Mr. Nixon entered the first confrontation, on Sept. 26, 1960, as the older and much better known candidate. He emerged from the fourth, after weekly exposure (Oct. 7, 13 and 21), with an adversary now as widely recognized as he. There are those who believe to this day that the debates (with a considerable boost from Kennedy vote tabulators in Chicago) cost Mr. Nixon the 1960 election.

It was a wiser Richard Nixon who campaigned against Hubert Humphrey for the Presidency in 1968. Debates were out. The arranged telethon — with



Kitchen debate. Vice President Nixon made political capital out of his televised confrontation with Nikita Khrushchev in a U.S. exhibition in Moscow.

screened telephone calls taken by the candidate—was in. Mr. Nixon won, but by a margin so narrow that the networks, with all of their computers and political analysts, would not call the decision until midmorning after election day.

Once in the Presidency, at last, Mr. Nixon settled into a tentative relationship with the correspondents covering the

White House. Two years after his inauguration, Mr. Nixon had held only 17 news conferences, 12 of them televised, and correspondents were beginning to feel shut out. The regulars were additionally irritated by a special one-hour *Conversation with the President* in prime time on the television networks. In that Mr. Nixon answered questions put by Howard K. Smith, ABC; Eric Sevareid, CBS; John Chancellor, NBC, and Nancy Dickerson, PBS. Afterward, it was generally agreed that the format was a poor substitute for frequent news conferences.

If Mr. Nixon were being criticized for aloofness in his dealings with the press during the first of his administrations, his Vice President was taking a radically opposite tack. Beginning with speeches in Des Moines, Iowa, and Montgomery, Ala., in November 1969, Spiro T. Agnew had been berating the television networks and the Eastern press as nests of anti-Nixon conspirators. Before cheering audiences of like-minded partisans, Mr. Agnew spread the word: "The day when the network commentators and even the gentlemen of the *New York Times* enjoyed a form of diplomatic immunity from comment and criticism of what they said—that day is over."

Mr. Agnew never wavered in his attacks until his own career was put in question by the federal investigation of his income-tax returns. On Aug. 21, 1973, he called a news conference to decry leaks that were emanating from the investigators, but it was a new Agnew who exonerated journalists of blame. "I cannot fault you for publishing information given you by informants with the Department of Justice," he said. By mid-October the Vice President was gone.

The old Agnew role, however, had been openly assumed by Mr. Nixon. Watergate had burst upon the President.

There were fewer news conferences, and those that were held were more abrasive than communicative. Only on April 20, 1973, was there a momentary detente, when Mr. Nixon credited "a vigorous free press" with helping reveal the Watergate story.

The next time Mr. Nixon met the press was on Aug. 22, 1973, in a conference



The "great debates." Mr. Nixon and his Democratic rival, John F. Kennedy, made political history when they engaged in the first—and so far only—broadcast debates between presidential candidates. (These two pictures were from the first, on Sept. 26, 1960.) Among the lessons Mr. Nixon learned from that experiment was never to repeat it.



Triumph. Television's chronicle of the Nixon career included two triumphant inaugurals (this picture was taken off the tube at the second, on Jan. 20, 1973).



Broadcast summitry. Although the thermostat of the Nixon administration's relationships with broadcast media seemed set permanently at "cool," the President made a number of attempts to keep communications open. The meeting pictured here—with CBS executives on March 9, 1971—was the second of three such sessions with network brass. (L to r: Robert D. Wood, president of CBS-TV; Richard W. Jencks, then president of the CBS/Broadcast Group, now Washington vice president for CBS Inc.; William S. Paley, chairman of the board; the President; Frank Stanton, then president of CBS, now retired, and John A. Schneider, then executive vice president of CBS, now president of the broadcast group. Not pictured but part of the parley: Herbert G. Klein, director of communications for the executive branch, and Charles Colson, counsel to the President.)

he called to announce the appointment of Henry Kissinger as secretary of state. Nobody asked about that. All the questions were on Watergate. By the end of the affair Mr. Nixon had accused "most" members of the press of opposing his elections.

Two months later, in another news conference, he said of White House coverage: "I have never heard or seen such outrageous, vicious, distorted reporting in 27 years of public life."

In the 10 months after that, relations only got worse. And a fragment on one of those incriminating tapes revealed that back in April 1971 Mr. Nixon talked privately of antitrust action against the television networks, a year before suits were filed.

Another tape disclosed Mr. Nixon in a behind-the-back excoriation of Herbert Klein, then his communications director, for the arrangement of a meeting with leading broadcasters in June 1972. It was the first the broadcasters knew that they had not been wanted.

In his formal speech of resignation on all national networks the night of Aug. 8, the President made no mention of the press.

The next morning he was on national radio and television again, but in the more emotional environment of staff and cabinet for his leave taking. He and his family were given a genuine ovation by those who had served him to the end. When the applause subsided, the President said: "Let the record show that this is one of those spontaneous things we always arrange whenever the President speaks."

He added: "And it will be so reported by the press."



Resignation. Mr. Nixon's penultimate TV appearance as President on Aug. 8, 1974.



Exit. With his lady, the departing President boards Air Force One on Aug. 9, 1974.

Continues from page 21.

economic standing. Filing fees for applications for major ownership changes would be \$700 for all services; pro forma transfers would entail a \$175 filing fee.

Grant fees for AM stations and AM-FM combinations sold jointly, with average annual gross revenues of \$400,000 or less, would be 3.15% of gross revenues. Stations in the same category with revenues in excess of \$400,000 would be charged \$12,600 plus 4.9% of all the gross revenues over \$400,000. All FM station assignments would entail a grant fee of 3.15% of gross revenues; as would television stations with revenues of \$800,000 or less. For TV facilities with revenues of over \$800,000, the tab would be \$28,000 plus 5.6% of those revenues in excess of \$800,000. In all other cases, or where the gross revenues cannot be determined, the fee would be 1.4% of the sale price.

In what will doubtless be the most controversial part of the commission's new plan, annual fees for both broadcasters and cable operators have been retained in the proposed schedule. The commission acknowledged that it "has considered the possibility" of eliminating those payments—and replacing them with such assessments as a resurrected broadcast license-renewal fee (dropped in 1970) which might stand less chance of running afoul of the Supreme Court decision.

The commission asserted that "there appears to be some misconception" that the court struck down the annual fees. But, the commission said, "it is clear that it did not, as is explicitly pointed out in the dissent in that case." (Justices Thurgood Marshall and William Brennan said in a separate opinion that while they did not believe in the propriety of the annual-fee concept, a clear reading of the majority opinion—which itself was quite vague on the issue—reveals that retention of those fees would be justified.)

The commission, nevertheless, can expect some flak on this point. NCTA General Counsel Stuart Feldstein last week maintained that he still views the annual fees as "illegal" and will so state in the association's forthcoming comments. Mr. Feldstein also was displeased with the commission's tardiness in resolving the issue of requested refunds of previous fee payments. No mention of that subject appeared in the new notice of rulemaking.

A spokesman for the National Association of Broadcasters said the association's view on the new rulemaking had not yet been formulated. (NAB General Counsel John Summers, who had been handling the fee issue almost exclusively, was vacationing; a decision on the issue, it was reported, will await his return.) The commission seems prepared to defend itself. As one agency official observed: "I'm sure we'll be back in court."

For broadcasters, the annual fee would be based on the individual station's rate card. For radio, the fee would equal the station's highest single 60-second spot announcement charge multiplied by 16.8,

but in no case would the charge be less than \$36. For television, the fee would equal 8.4 times the station's highest 30-second spot rate, but no less than \$100.

Cable systems would have to pay a straight annual fee of 13 cents per subscriber; the old levy was 30 cents per subscriber.

The commission estimated that cable fees in general would decrease by about 50% under the new schedule. Certificate of compliance applications would have to be accompanied by a \$15 payment (except where a number of such applications are filed for several communities served by a single headend, in which case the charge would be \$15 plus \$5 for each additional community). Cable Television Relay Service (CARS) application fees would be as follows: \$20 for construction permits; \$5 each for renewals, modifications of CP's or licenses, and reinstatement of expired CP's or licenses; and \$10 for transfers of licenses or CP's.

The commission also said it is proposing to decrease the fee for first, second and third class radiotelephone and radiotelegraph operator licenses from \$5 to \$4.

Comments on the proposed schedule must be submitted no later than Sept. 20; replies are due Oct. 4.

Projected costs and fee revenue (000's)

Activity	Total projected costs	Fee recoverable costs	Projected fee revenue
Broadcast	\$10,230	\$ 7,090	\$ 7,192
Common Carrier	6,718	4,542	4,542
Safety & Special	5,173	3,146	3,150
Cable Television	2,577	1,158	1,162
Field Operations	12,165	1,002 ²	1,001
Chief Engineer	5,711	1,041 ³	1,040
General support activities ¹	4,273	—	—
Total	\$46,847	\$17,979	\$18,087

¹ Includes office of general counsel, office of plans and policy, offices of commissioners and portions of office of executive director not included in fee program.

² Operator licensing.

³ Equipment testing and approval.

Application for construction permit

Service	Filing Fee	Grant fee
VHF—top 50 markets ¹	\$3,500	\$31,500
UHF—top 50 markets	1,750	15,750
VHF—next 50 markets	1,400	12,600
UHF—next 50 markets	700	6,300
VHF—balance	700	6,300
UHF—balance	350	3,150
FM—class A	70	630
FM—class B and C	140	1,260
AM—day-50 kw	350	3,150
AM—day-25 kw	280	2,520
AM—day-10 kw	210	1,890
AM—day-5 kw	140	1,260
AM—day-1 kw	70	630
AM—day-500 w	35	315
AM—day-250 w	20	155
AM—unlimited 50 kw	700	6,300
AM—unlimited 25 kw	560	5,040
AM—unlimited 10 kw	420	3,780
AM—unlimited 5 kw	280	2,520
AM—unlimited 1 kw	140	1,260
AM—unlimited 500 w	35	315
AM—unlimited 250 w	35	315
AM—class IV	70	630

¹ The market size shall be determined by the ranking of the American Research Bureau, on the basis of prime-time households (average quarter-hour audience during prime time, all home stations).

Wiretap issue tied into Cleveland Heights renewals

The FCC review board has enlarged the issues involved in the license-renewal proceedings of WJMO(AM) and WLYT(FM)

Cleveland Heights, Ohio, to include a determination of whether or not convictions and indictments stemming from the October-November 1972 bugging of the office of WJMO's general manager, reflect upon Friendly Broadcasting Company's qualifications as a licensee.

John R. Rees, formerly employed by United Broadcasting Co., 100% owner of Friendly, and Morris P. Schechter, former vice president and sales manager at WJMO, were convicted for illegal wiretapping of the office of Kennard Hawkins, WJMO general manager (BROADCASTING, Jan. 7).

Francis Perkins Jr., counsel for Friendly, and Morton Silverman, Friendly vice president, are currently under indictment for similar electronic eavesdropping and aiding and abetting Mr. Rees (BROADCASTING, March 18).

The review board ordered the stations' hearings to be postponed until the final disposition of the indictments is announced, noting the delay would not compel the defendants to disclose evidence prior to their own trial.

Scott arches back on Sec. 114 deletion in copyright mark-up

Minority leader asks hold on bill as Ervin presses for action

With the Labor Day recess and a possible adjournment in late September or early October approaching for the 93d Congress, the fate of the copyright revision bill (S. 1361) is uncertain. Early last week Senator Hugh Scott (R-Pa.) erected one barrier in the bill's path to Senate passage by placing a hold on it of unspecified duration.

A hold is a gentlemen's agreement of sorts between the Senate leadership and any member who would like to stall floor action on a piece of legislation until that member is ready to proceed. Senator Sam Ervin (D-N.C.) obtained a hold on the bill until today (Aug. 19), for example, so he could attend the American Bar Association convention in Honolulu last week.

The reason for Senator Scott's hold, according to a Scott aide, is that the senator is upset with a Commerce Committee amendment to strike a section of the bill requiring broadcasters to pay performance royalties (part of Section 114). That action was taken in a closed Commerce Committee mark-up session a month ago (BROADCASTING, July 22).

"We just think it's not fair play," the senator's aide said. The Commerce Committee struck down in one session and without hearings what Senator Scott has been working on for 25 years, he added, referring to the performance royalty issue. "Here's all this committee work going right down the drain."

A spokesman for the broadcast interests said he thinks Senator Scott is attempting to stall the copyright bill to death for this session. Senator Scott does not have the votes to sustain the per-

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formers royalty section, the spokesman said, adding the senator is probably thinking it is better to have no vote at all this session than to have one which would delete Section 114.

Senator Scott "has no ulterior motives other than to protect what he has been working on all these years," the senator's aide said.

The aide said Senator Scott would try to persuade the Commerce Committee to negate its action to strike Section 114, but the aide was uncertain how the senator would accomplish that.

"If it takes another year, we'll take another year," he said.

But at midweek there were indications that the Senate may be ready to proceed on the copyright bill, this despite Senator Scott's powerful voice as minority leader in calendar decisions and his personal interest in the bill.

Sources said both the Democratic leadership and Senator John McClellan (D-Ark.), chairman of the Patents, Trademarks and Copyrights Subcommittee, have indicated their interest in taking the measure up on the Senate floor, perhaps before the Labor Day recess which is scheduled for the end of this week. The leadership can act over Senator Scott's objection.

When the measure is taken up, it is believed that chances are good that Senator Ervin's amendment to strike Section 114 will be scheduled for consideration before the Commerce Committee's

amendments, which normally would have come first.

Senator Ervin's amendment would strike down the entire Section 114, which establishes royalties for record performers and manufacturers to be paid by broadcast stations, juke boxes and other users of recorded works, while the Commerce Committee's action was limited to the royalty as it affects broadcasters.

Sources said at midweek that Senator Ervin had enough votes to pass his amendment. The National Association of Broadcasters said its count indicated Senator Ervin's amendment will pass by a narrow margin.

Should the Senate complete action on the copyright bill in this Congress, observers say it is unlikely the House will complete its own hearings and vote on the measure. And if the House does not finish, both houses would have to begin again from the start in the next Congress.

Despite this, it is felt that Senate completion of the bill would be valuable as a record and, as a result, action on copyright legislation in the next Senate would likely be abbreviated.

Changing Hands

Announced

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

▪ KWTO-AM-FM Springfield, Mo.: Sold

by Ozarks Broadcasting Co. to Salina Broadcasting Inc. for \$1.25 million. Principals in seller are Mildred L. Cox and Lester L. Cox, co-executors of estate of Lester E. Cox (49.9%). Mrs. Cox owns 12.5% and Mr. Cox owns 37.5% of KOAM-AM-TV Pittsburg, Kan. Mr. Cox has 25% interest in KYTV(TV) Springfield. Principal in buyer is James Stuart (83.5%). Mr. Stuart is chairman of board and majority stockholder in Stuart stations KFOR(AM)-KHKS(FM) Lincoln and KRG1(AM) Grand Island, both Nebraska; KSAL(AM) Salina, Kan.; KMNS(AM)-KSEZ(FM) Sioux City and KOEL-AM-FM Oelwein, both Iowa, and WMAY(AM) Springfield, Ill. KWTO operates on 560 khz with 5 kw. KWTO-FM is on 98.7 mhz with 100 kw and antenna 290 feet above average terrain.

▪ KJIM(AM) Fort Worth: Sold by Broadcast Consultants Corp. to Hill Enterprises Inc. for \$500,000. Seller is subsidiary of Tracy-Locke Inc., Dallas-based advertising agency. Principals in buyer are Mr. and Mrs. W. Sargent Hill. Mr. Hill is Fort Worth businessman and has no other broadcast interest. KJIM is daytimer on 870 khz with 250 w. Broker: Hamilton-Landis & Associates.

▪ KATA(AM) Arcata, Calif.: Sold by Arcata Broadcasting Co. to Martin Broadcasting Corp. for \$300,000. Seller is owned by Western Communications, publisher of four Oregon newspapers and owner of KQAL(AM) Lebanon, Ore. Principals in buyer are John P. Martin (50%) and C. Lucille Martin (50%), his wife. Mr. Martin is executive vice president of Telecon Productions, Chicago. KATA operates on 1340 khz with 1 kw daytime and 250 w at night. Broker: William A. Exline Inc.

▪ KPLS(AM) Santa Rosa, Calif.: Sold by KPLS Inc. to Radio 1150 Inc. for \$300,000. Principals in seller are Mr. and Mrs. Joseph Stamler (100%). Principals in buyer are Hugh E. Turner, Margaret Lang and James D. Lang Jr. (33 1/3% each). Mr. Turner owns personnel training company, Mrs. Lang is housewife, and Mr. Lang has insurance and investment interests. KPLS operates on 1150 khz with 5 kw daytime and 500 w at night.

▪ KLRB-FM Carmel, Calif.: Sold by Monterey Bay Area Media to Walton Radio Inc. for \$250,000. Principal in seller is L. E. Johnson Jr., president. Principals in buyer are John B. Walton Jr., president (55%), and his mother, Helen W. Walton (45%). Mr. Walton owns KELP-AM-TV El Paso, KDJW-AM-FM Amarillo and KBUY-AM-FM Fort Worth, all Texas; KAVE-TV Carlsbad, N.M.; KFOX(AM) Long Beach and KIDD(AM) Monterey, both California, and 98.9% of KIKX(AM) Tucson, Ariz. KLRB operates on 101.7 mhz with 630 w and antenna 590 feet above average terrain. Broker: George E. Dovolis.

▪ WBVM(AM) Utica, N.Y.: Sold by Fusco Broadcasting Corp. to WBVM Associates for \$225,000. Principals in seller are Michael C. Fusco and Daniel A. Fusco. Principals in buyer are George W. Stevens, administrative assistant to



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Congressman Marvin Esch (R-Mich.); Gerard Zeiller, special assistant to administrator of the Veteran's Administration, and Donato Sarapo, physician. WBVM operates on 1550 khz with 1 kw daytime. Broker: Keith W. Horton Co.

▪ WYNA(AM) Raleigh, N.C.: Sold by Hugh E. Holder to John F. Maurer for \$210,000. Mr. Holder owns WQPD(AM) Lakeland, Fla. Mr. Maurer has 55% interest in WYNN(AM) Florence, S.C. WYNA operates on 1550 khz with 1 kw daytime.

▪ KRNS(AM) Burns, Ore.: Sold by Radio Burns to William I. Hampton and Paul B. Patrick for \$150,000. Principals in seller are James Ward and Howard McDonald. Mr. Hampton is former newscaster for KFI(AM) Los Angeles. Mr. Patrick works in production at KEZM(FM) Los Angeles. KRNS operates on 1230 khz with 1 kw daytime and 250 w at night. Broker: Blackburn & Co.

Approved

The following transfers of station ownership were approved by the FCC (for other FCC activities see page 93):

▪ WPGC-AM-FM Morningside, Md.: Sold by WPGC Inc. to First Media Corp. for \$5.8 million. Seller is estate of Maxwell E. Richmond. Principals in buyer are Richard E. Marriott (44%) and J. W. Marriott Jr. (31%). Messrs. Marriott are vice president and board chairman, respectively, of Marriott Corp., hotel and recreational firm. Wpgc operates on 1580 khz with 10 kw daytime. WPGC-FM is on 95.5 mhz with 50 kw and antenna 260 feet above average terrain.

▪ WCWB-TV Macon, Ga.: Sold by WTVY Inc. to Bibb Television Inc. for \$800,000. Principal in seller is Charles E. Woods. Principals in buyer are F. E. Busby (64%) and R. A. Birgel (12%). Mr. Busby has business interests in Georgia, Alabama, and Florida and has held minority interest in WTVY Inc. which also owns WTVY-FM-TV Dothan, Ala. Mr. Birgel is developer in North Carolina. Wcwb-tv, an NBC-TV affiliate, operates on channel 41 with 760 kw visual, 152 kw aural and antenna 790 feet above average terrain.

▪ WHCN(FM) Hartford, Conn.: Sold by Concert Network to Beck-Ross Communications Inc. for \$569,154. T. Mitchell Hastings Jr. is president of Concert Network. Principals in buyer are Martin F. Beck and George M. Ross (33.7% each), president and secretary treasurer respectively. Beck-Ross owns WGLI(AM) Babylon and WBLI(FM) Patchogue, both New York, and WKMF(AM)-WGMZ(FM) Flint, Mich. WHCN operates on 105.9 mhz with 7.3 kw and antenna 740 feet above average terrain.

▪ Other sales approved by the FCC include: KPHX(AM) Phoenix, WMBM(AM)-WBUS(FM) Miami Beach, Fla., KEDI(AM)-KCMS-FM Manitou Springs, Colo., KSKG(FM) Salina, Kan., KEGG(AM) Daingerfield, Tex., WIVI-FM Christiansted, St. Croix, V.I., WMFM(FM) Madison, Wis., and KVRs(AM) Rock Springs, Wyo. See page 95 for details.

RKO General rival faces questioning on proposed financing

FCC orders hearing on claim of competitor for N.Y. channel 9

RKO General Inc.'s struggle to keep WOR-TV New York was helped last week when the FCC's review board ruled that the financial representations of the competing applicant for the channel 9 facility must be explored in hearing.

The board, acting on a motion by RKO, found reason to question the competing applicant Multi-State Communications Inc. about the availability to it of a \$4-million line of credit. The loan, ostensibly to be made available by the Chase Manhattan Bank of North America, would be used to construct Multi-State's new station and cover initial operating expenses if the applicant eventually wins against RKO.

RKO's pleading was based on testimony from a Chase Manhattan official, Kaye Harding Jones, that while the bank had expressed "an interest to make a loan" to Multi-State and had suggested possible terms and rates of such a transaction, it had never made a firm commitment. RKO maintained that Multi-State's apparent statements to the contrary in seeking the New York facility constituted misrepresentation and cast the firm's fi-

nancial qualifications in doubt.

The review board found that Chase Manhattan had done nothing more than express interest in extending a loan to Multi-State at some future time. It noted that the commission requires that financing be reasonably assured.

Emergency DST faces ax

Staggers bill provides for cutback to eight months of fast time

A House subcommittee approved legislation last week to restore standard time from the last Sunday of next October until the last Sunday of February 1975. The bill (H.R. 16102) would take four months out of the year-around daylight saving time decreed by the Emergency Daylight Saving Time Energy Conservation Act, passed last December, which expires the last Sunday in April 1975.

The House Commerce and Finance Subcommittee had a virtual cafeteria selection of proposals from which to choose—about 70 altogether—to repeal or amend last year's emergency act. The one the subcommittee adopted, by unanimous vote, was submitted by House Commerce Committee Chairman Harley Staggers (D-W. Va.). The measure was reported out of the full committee following the subcommittee vote and will proceed next to the House floor.

There are currently eight bills pending

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#2 in Total Adults 25-49 M-F 3 p.m.-7 p.m.	
#2 in Men 25-49 Sat 6 a.m.-10 a.m.	
#2 in Women 18+ Sat 6 a.m.-10 a.m.	
#2 in Total Adults 18+ Sat 6 a.m.-10 a.m.	
#1 in Men 18-49 Sat 10 a.m.-3 p.m.	
#1 in Women 18-34 Sat 10 a.m.-3 p.m.	
#1 in Men 18+ Sat 3 p.m.-7 p.m.	
#1 in Women 18-49 Sat 3 p.m.-7 p.m.	
#1 in Total Adults 18-49 Sat 3 p.m.-7 p.m.	
#1 in Men 25-49 Sat 7 p.m.-Midnight	
#1 in Women 25-49 Sat 7 p.m.-Midnight	
#1 in Adults 18-49 Sat 7 p.m.-Midnight	
#1 in Men 18-49 Sun 10 a.m.-3 p.m.	
#1 in Adults 25-49 Sun 10 a.m.-3 p.m.	
#1 in Men 18-49 Sun 3-7 p.m. (tie)	
#1 in Adults 18-49 Sun 3-7 p.m.	

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in the Senate to change year-round daylight saving, but sources say the Senate is likely to await final House action before taking them up.

Other provisions of last year's emergency daylight savings act remain standing, including Section 6, from which the FCC derived authority to grant emergency relief to some daytime stations which suffered from the loss of an hour of morning broadcasting.

The Commerce Subcommittee's action last Monday followed hearings the same day at which three congressmen and representatives from the Federal Energy Administration and the Department of Transportation testified. The measure passed has administration support, having been recommended in a DOT report filed June 31.

Two more offer ideas on fairness doctrine

COM proposes allocation of time for public access so as to obviate need for FCC case-by-case judgments

Citizen groups, taking issue with the FCC's July 12 report on the fairness doctrine, have asked for a redirection of the whole case-by-case approach to fairness questions and want product and service advertising to be included under fairness obligations.

The Committee for Open Media detailed a plan to specify the amount of time allocated for public access which it suggested would eliminate the need for the FCC to judge cases individually on content. The plan calls for a combination of spot and program-length access, to total one hour a week. One-minute "free speech messages," COM pointed out, could be aired throughout the normal program schedule including prime time. Citing the example of KPX (TV) San Francisco and others, the committee argued that spot messages repeated throughout the week are more likely to reach a greater audience than one specific program devoted to airing another side of a public issue previously broadcast. Five to seven messages could be broadcast a week, scheduled in different time periods on different days. Underlining that argument, COM claimed that the same audience that watches a particular one-hour documentary focusing on one side of an issue often will not see the other viewpoint presented, for example, on a morning talk show.

As to who will be able to utilize the "free speech messages," the plan calls for allocation to spokespersons on two bases. Half of the spots would be allocated on a first-come, first-serve basis; the other half would be allocated on a representative basis where those who speak for the largest group in a community, as shown by a petition with citizen signatures, would get priority.

Restrictions against defamatory remarks, profanity, obscenity as well as commercial advertisers and political candidates should be included in the spot message scheme, according to COM.



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Books for Broadcasters

301. 1974 BROADCASTING YEARBOOK, the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. \$17.50, or \$15.00 prepaid
302. 1974 BROADCASTING CABLE SOURCEBOOK, the most complete and comprehensive listing for every operating system in the U.S. and Canada. \$10.00, or \$8.50 prepaid
303. THE LIGHTER SIDE OF BROADCASTING, a selection of 124 Sid Hix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. \$5.50
304. TO KILL A MESSENGER by William Small. From his vantage point as News Director and Bureau Manager of CBS News in Washington, Mr. Small thoughtfully and thoroughly examines the role of television news in our society. He tells of the inside, factual problems of the day-to-day decision-making process of selecting and presenting news. "Engrossing and valuable . . . excellent scholarship."—Washington Post. 320 pages. \$8.95
305. BROADCAST JOURNALISM, An Introduction to News Writing by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". \$6.95
306. BROADCAST MANAGEMENT, Radio and Television by Ward L. Quaal and Leo Martin. A comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6 1/8" x 9 1/4", charts, index. \$8.95
308. COLOR FILM FOR COLOR TELEVISION by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. \$12.50
309. COLOR TELEVISION: The Business of Colorcasting edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. \$9.95
310. DOCUMENTARY FILM by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/2" x 8 1/2", with 64 pages of photos. \$12.50
311. DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method by A. William Bluem. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. \$8.95
312. FACTUAL TELEVISION by Norman Swallow. The role of television in public affairs, the arts, education, examined by a distinguished British producer. 216 pages, 5 1/2" x 8 1/4", index. \$7.50
313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 1/4" x 9 1/2", 1,000 diagrams, index. \$37.50
314. THE WORK OF THE MOTION PICTURE CAMERAMAN by Freddie Young and Paul Pezold. Details the working environment, the day-to-day routine and equipment used by the film cameraman. Also covers—at length—the part played by the director of photography. 245 pages, 20 pages of diagrams, 32 pages of halftones, glossary. \$15.00

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Photo: NBC News.

Prime-time debut. President Gerald Ford's first State of the Union speech to a joint session of Congress got full national network coverage on radio and television, beginning at 9 p.m. last Monday (Aug. 12). NBC-TV, pool network for live television coverage, lost the second through fifth innings of its regular Monday-night baseball game (Pittsburgh Pirates-Cincinnati Reds) but played short taped highlights of the missed action during the rest of its game coverage, to which it returned after the speech ended at 9:37 p.m. New York Nielsen overnights gave ABC-TV (which had a strong lead-in from the popular *Rookies*) a 17.0 rating and 30 share for 9-9:30 p.m. (EDT), CBS-TV 10.8/19 and NBC-TV 14.8/26. In the speech, which was warmly received by legislators who repeatedly interrupted him with applause, Mr. Ford said: "I believe in the First Amendment and the absolute necessity of a free press." Behind the President in the picture are House Speaker Carl Albert (D-Okla.) and Senate President Pro Tempore James O. Eastland (D-Miss.).

Further, COM requested that the FCC amend its personal-attack rules to exempt spot access from requirements that a licensee contact a party personally attacked and offer a reasonable opportunity to respond. COM held that a maligned party will have an opportunity to respond by obtaining his own access spot on the station.

To complement the spot approach and to offer more detailed exposition, COM wants to see a 35-minute weekly total of spots combined with 25 minutes of program length access. The bait for the FCC to accept such a plan, lies in the procedural incentive to broadcasters, that COM calls the "access option." Broadcasters who chose not to comply with the plan would be free to do so, but stations choosing the access option would be shielded from license challenges on fairness grounds. The exception to any waiver of fairness obligations would be in the case of editorial advertisements. COM argued that access programming cannot offset the propagandizing effect of editorial ads, and therefore such ads should require specific programs to be aired representing different views.

According to COM, many FCC day-to-day decisions on content in regard to fairness questions would be eliminated if broadcasters could opt for the access plan and be exempt from fairness com-

plaints. COM believes the plan would facilitate the coverage of more strongly debated public issues, since stations no longer would feel the need to stay clear of issues potentially involving fairness questions.

The Council on Economic Priorities, the Project on Corporate Responsibility, and the United Farm Workers asked the FCC to include product and service ads under fairness obligations, claiming the "commission's desire to protect product ads stands the fairness doctrine on its head." The petitioners reasoned that editorial ads need only address certain facets of an issue to be judged by the fairness doctrine, but product ads can address all facets of an issue through promoting product desirability, and escape judgment. Citing the example of Gallo wine ads broadcast during a UFW boycott of Gallo products, the petitioners alleged the ads were controversial insofar as the boycott and the surrounding public issue were concerned, but escaped fairness obligations under the present FCC stance.

Public broadcasting gets preliminary win in its funding fight

**Measure voted out by Senate
committee far exceeds
OTP-recommended levels**

The Senate Commerce Committee last week voted out legislation that would provide public broadcasting with up to \$612 million in federal funds over the next five years.

Last week's mark-up followed a day of hearings before Communications Subcommittee Chairman John Pastore (D-R.I.) Aug. 6 (BROADCASTING, Aug. 12) at which public broadcasting officials pleaded for more money than had been proposed by the bill's originator, the Office of Telecommunications Policy. The committee voted a total sum \$175 million bigger than OTP recommended.

As now written, the legislation (S. 3825) would appropriate to the Corporation for Public Broadcasting ceilings of \$88 million in fiscal 1976, \$103 million in 1977, \$121 million in 1978; \$140 million in 1979 and \$160 million in 1980. In order to obtain the maximum appropriation, public broadcasting would have to raise \$2.50 from nonfederal sources for every \$1 in federal money.

The bill, however, must still undergo substantial screening. According to Hill sources, the legislation will be referred to the Appropriations Committee for further study before being passed on for floor action. The Commerce Committee report is expected to be completed this week; however, it is not expected to reach Appropriations before Congress returns from the Labor Day recess, which begins Aug. 23. While many senators are known to have reservations over long-term appropriations in general (a fact related on numerous occasions by Senator Pastore during the Aug. 6 hearings), the

“TV-newsfilm got the short end of the stick until we got into the act...”



An Open Letter to the TV News Industry
from Ed DiGiulio, President of
Cinema Products Corporation.

When the TV news market first exploded on the scene in the early 50's, manufacturers of professional motion picture equipment could not, or would not, respond to the special needs and requirements of the new medium. It's almost as if they wished it would just go away and disappear.

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Of course you can buy cheaper equipment than ours. But, when you budget for new equipment, *keep in mind what it will cost you in the long run.*

Remember the *quality* built into our cameras, and the worldwide network of factory trained dealer/service organizations we have established for after-sales service.

Note that with every CP-16 you buy, you get a film clip and a test report. The *film clip* is a double-exposure steady test. The *test report* indicates that composite wow-and-flutter does not exceed .4% r.m.s.; frame line registration is accurate to within $\pm .002$ inches; lens flange depth is accurate to within $\pm .0005$ inches; and your camera, when pulling film, *does not exceed* 32 dB when measured 3 ft. from the front of an Angenieux 12-120mm zoom lens (on the weighted “A” scale).

That's what you deserve to know as a professional user. And that's what we give as the top professional supplier. *No one else does!*

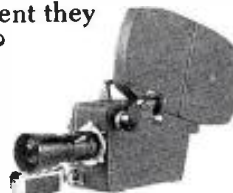
Remember. There are some *1500* CP-16's out in the field. This represents unprecedented user acceptance in little more than two years!

Key network freelancers such as Ron Eveslage, Skip Brown, Bob Peterson, Patrick O'Dell, Larry Travis, Jim Klebau, and many others, have all *bought* CP-16's and have already *traded up* to the newly introduced CP-16 *reflex*.

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bill may be able to withstand substantial revision in Appropriations. Commerce Committee Chairman Warren Magnuson (D-Wash.), a supporter of the medium, also heads the appropriations subcommittee assigned responsibility for overseeing Department of Health, Education and Welfare appropriations, of which the CPB money is a part. The situation in the House was considerably less foreseeable last week. While reports were circulating that two influential House Commerce Committee members—Clarence

Brown (R-Ohio) and Lionel Van Deerlin (D-Calif.)—were pushing for expeditious treatment of the bill, no decision on hearings had been rendered last week.

Reaction in public broadcasting circles to last week's Senate action was predictably jubilant. In a communique to public station managers, CPB President Henry Loomis praised the committee members for their "speedy, positive action" and said CPB was "particularly gratified at the confidence in the continued expansion of public broadcasting

represented by this action." PBS Chairman Ralph Rogers emphasized that "it is most important that everyone understand that this long-range funding proposal establishes a unique partnership between the federal government and those community institutions which now provide most of the money for public broadcasting." Adequate federal funding, Mr. Rogers said, "provides a necessary incentive for public support. We have every confidence that the American people will more than meet the challenge."

Mr. Taylor makes his move

CBS president who inherited the operational role of Frank Stanton begins to look like a contender for the statesman role as well

Shortly after he became president of CBS Inc., Arthur R. Taylor told associates that he planned to keep a low public profile at first but, once he'd settled in, he expected to have something to say from time to time and, when he did, he intended to speak up. He figured it would take about a year.

His timing was on the nose. Mr. Taylor passed his first anniversary in the job last month and, although he had warmed up with a few public appearances before that, he has since been turning out speeches, policy statements and public appeals—on a broad range of issues in a variety of forums—with increasing regularity.

The past weeks have provided a somewhat accelerated example. In that time he has (1) publicly answered Mobil Oil Co.'s pervasive complaints about the refusal of TV networks to accept its energy-crisis advertising, (2) appealed to the House of Representatives to open the impeachment proceedings to television and radio coverage and (3) in an address to an American Bankers Association symposium, called upon then-President Nixon to appoint a special commission to come to grips with inflation, and fast.

The 39-year-old Mr. Taylor is also the only commercial broadcasting executive to be included in *Time* magazine's "200 Faces for the Future" roster of potential national leaders, published in *Time's* July 15 issue. *Time* called him "stunningly adept at financial analysis," a "corporate Wunderkind" who is "an outspoken opponent of government interference with the media [and] has also taken steps to accelerate the advancement of women at the network."

(Mr. Taylor's is not the only name from broadcasting in *Time's* 200, however. Two noncommercial TV executives and three familiar on-air faces also made the list: Joan Ganz Cooney, 44, of the Children's Television Workshop; John Jay Iselin, 40, of noncommercial WNET-TV New York; Dan Rather, 42, CBS News correspondent; Barbara Walters, 43, co-host of NBC-TV's *Today*, and Bill Moyers, 40, former public broadcasting commentator. Several executives

of publishing enterprises having broadcast ownerships were also included, among them Barry Bingham Jr., 40, of the *Louisville Courier-Journal* and *Times* [WHAS-AM-FM-TV Louisville, Ky.] and John J. Cowles Jr., 45, of the Cowles publishing and broadcasting interests.)

One of the first questions on many lips when Mr. Taylor moved to CBS was whether he could—or, indeed—would try to—succeed the departing Frank Stanton as the acknowledged "industry spokesman" in addition to succeeding him as CBS's chief operating officer.

His early promise that he intended to speak out was generally interpreted to mean that he did not intend to let the spokesman role go by default—that he meant to be, at the very least, a spokesman if not the spokesman. Inevitably, in any case, there has been a tendency to compare his public performance with that of his predecessor, particularly his performance since Dr. Stanton officially retired from active direction of the company at the end of March 1973.

The first thing that strikes an observer is that on basic broadcasting issues, such as freedom of the press and opposition to government interference, a Taylor speech could easily be a Stanton speech. There are some differences in phrasing but a casual listener would be hard put to detect them, and on the whole the two seem singularly interchangeable.

This, of course, is understandable if not to be expected. In terms of corporate policy continuity, it would be news of some magnitude if a Taylor speech—or a speech by anyone else at CBS—failed to follow the basic Stanton line.

The second thing that strikes an observer is that, while differences in their delineations of basic broadcast policy are virtually undetectable, there are other differences easily visible to the naked eye. Knowledgeable CBS sources tend to trace them all to differences in the Taylor and Stanton backgrounds and, collaterally, differences in their personal interests and specialties.

Thus Dr. Stanton, who grew up in broadcasting and at CBS, became the spokesman for CBS, a sort of virtuoso performer where his own company was concerned as well as acknowledged as the foremost spokesman for broadcasting generally.

Mr. Taylor, on the other hand, coming from outside broadcasting, with primary orientation in finance, has tended

to share the CBS spokesman role—particularly in Washington, where Dr. Stanton's stature was virtually unquestioned—with more experienced hands, such as John A. Schneider, president of the CBS/Broadcast Group, and Richard W. Jencks, CBS Inc.'s Washington vice president.

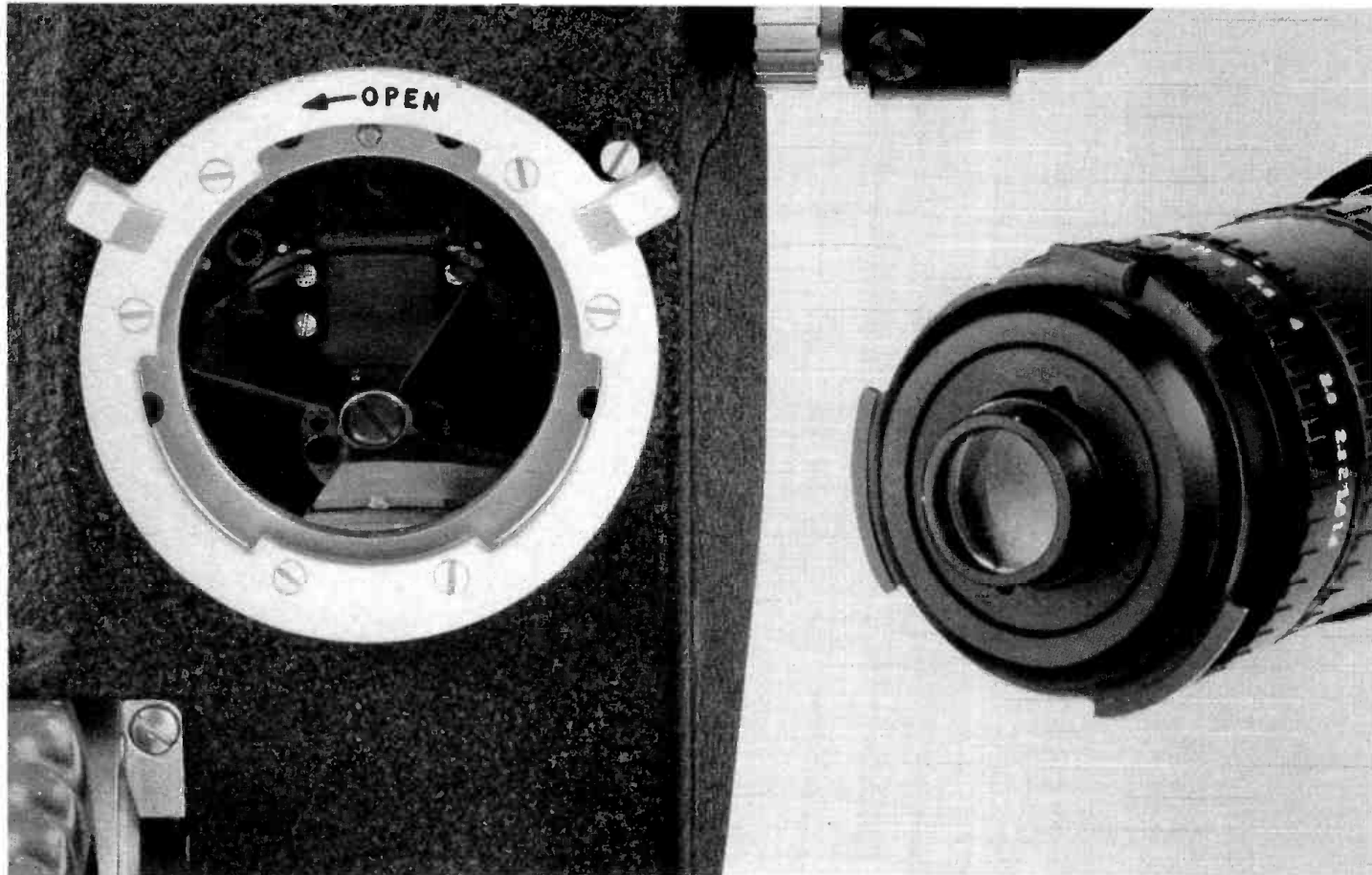
In addition, CBS Chairman William S. Paley, who rarely makes speeches or issues statements and almost never preempted Dr. Stanton in recent years, has departed from that policy on a couple of occasions since Dr. Stanton left, presumably feeling that what he had to say—announcement of a new (and later abandoned) policy on replies to presidential broadcasts that temporarily put a halt to "instant analyses" on CBS, in one case, and a speech roundly denouncing the fairness doctrine in another—ought to be backed by the full weight of the reputation earned by his own long experience.

Differences between Dr. Stanton and Mr. Taylor are also apparent in the approaches they take in speeches on non-broadcast subjects. Thus far, at least, these tended to be differences primarily in emphasis, often made more noticeable by similarities in basic principle.

Thus they both have academic roots and interests, both are actively interested in national and world affairs (and both have been said at various times to be predisposed toward government office) and both put great emphasis on corporate responsibility in dealing with people and in tackling broader social problems.

But veteran CBS-watchers note that Dr. Stanton's inclinations as a CBS speechmaker tended to be on the side of research and the arts and were strongly communications oriented, whereas public speeches by Mr. Taylor, representing a different generation, have put more emphasis than Dr. Stanton did on youth participation in contemporary affairs, interdependence between companies and their people, opportunities for employee advancement and for women in particular.

Nobody is saying that Arthur Taylor has inherited anybody's mantle as industry spokesman. That sort of mantle has to be earned, usually over a long time; it cannot be bestowed. What does seem clear is that he wasn't fooling when he said, nearly two years ago, that one of these days he'd start speaking up.



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tain proper lens orientation at all times. With our new reflex CP lens mount system your lenses are protected against any torque-related damage. A mere twist of the locking ring is all it takes to secure even those heavy zooms!

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Its spinning mirror shutter, set at a 45° angle, stops automatically in a viewing position. A newly developed erect-image *orientable* viewfinder — designed and manufactured by Cinema Products — locates the eyepiece approximately 1" (25mm) behind the film plane! It is, of course, dioptrically adjustable, with right and left eye viewing. And its highly efficient light transmission system delivers an extremely bright image.

The CP-16R reflex incorporates all the basic features that have made the non-reflex CP-16 the most dependable, best-selling single/double system sound camera of its kind. In addition to crystal controlled sync speeds of 24 or 25 fps, the CP-16R also features variable speeds of 12, 16, 20, 28, 32 and 36 fps. Naturally, you get total System CP-16 compatibility. With the Crystasound recording system, power supplies and camera accessories interchangeable between the reflex and non-reflex models.

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CP-16R reflex camera shown with Cinema Products' non-orientable viewfinder, with eyepiece located approximately 1" (25mm) behind the film plane; Angenieux 9.5-57mm zoom lens, with CP-mount; plus PLC-4 lightweight 400 ft. (122m) magazine, made of glass-filled Lexan®

Spot TV inches up in second quarter

Pace is up 1.5% over same period in '73 with food again leading way

Spot television spending by national and regional advertisers increased 1.5% to \$412.2 million in the second quarter of 1974 as compared to the same quarter in 1973, according to Broadcast Advertisers Reports figures being released today (Aug. 19) by the Television Bureau of Advertising.

TVB said four major product categories made the most substantial gains: records and tapes, radio and TV sets, up 53%; pet foods and supplies, up 45%; household furnishings, up 40% and publishing and media, up 33%.

Product categories with the largest investments: food and food products, \$88.6 million; toiletries and toilet goods, \$40.2 million; automotive, \$39.7 million; confectionary and softdrinks, \$29.7 million; soaps, cleansers and polishes, \$25.2 million.

The top 100 in spot during the second quarter:

Rank	Parent company	Est. expenditures
1.	Procter & Gamble	19,678,300
2.	General Foods	10,915,600
3.	Colgate Palmolive	9,612,800
4.	Lever Brothers	8,783,300
5.	American Home Products	7,878,000
6.	Ford Motor	7,647,000
7.	General Motors	7,172,500
8.	Coca-Cola	6,692,300
9.	Bristol-Myers	6,065,000
10.	Pepsico Inc.	5,653,900
11.	Kraftco Corp.	4,769,000
12.	Jos. Schlitz Brewing	4,567,000
13.	American Tel. & Tel.	4,206,500
14.	General Mills	4,110,400
15.	Dynamic House	4,105,600
16.	William Wrigley Jr. Co.	4,027,100
17.	Kellogg Co.	3,960,600
18.	Internat'l Tel. & Tel.	3,536,900
19.	Del Monte Corp.	3,332,900
20.	Miles Laboratories	3,190,200
21.	Quaker Oats	3,134,000
22.	Ralston Purina	3,035,200
23.	Alberto Culver	2,907,700
24.	Schering-Plough	2,790,700
25.	Seven-Up Co.	2,728,100
26.	Mars	2,710,800
27.	Warner-Lambert Pharmaceutical	2,689,400
28.	Triangle Publications	2,537,700
29.	Trans World Airlines	2,436,900
30.	Philip Morris	2,304,200
31.	Norton Simon	2,286,700
32.	Nabisco	2,254,300
33.	Scott's Liquid Gold	2,170,000
34.	Borden	2,113,200
35.	Sterling Drug	2,093,600
36.	K-Tel International	2,092,000
37.	Noxell Corp.	2,028,200
38.	Toyota Motor Distributors	1,994,300
39.	American Airlines	1,942,700
40.	General Electric	1,911,600
41.	Hueblin	1,869,800
42.	Chrysler	1,856,800
43.	Carnation Co.	1,835,300
44.	C.P.C. International	1,829,100
45.	Volkswagenwerk, A. G.	1,802,900
46.	Beatrice Foods	1,778,600
47.	American Dairy	1,772,400
48.	Nissan Motor Corp., USA	1,707,200
49.	Nestle Co.	1,698,300
50.	Chesebrough Ponds	1,670,900
51.	Dr Pepper	1,637,300
52.	American Motors	1,636,600
53.	Gillette	1,623,900
54.	Adam VIII Ltd.	1,600,600
55.	F. W. Woolworth	1,569,800
56.	American Express	1,541,700

57.	Standard Oil Co. of Ind.	1,523,600
58.	Mattel	1,512,000
59.	UAL	1,466,100
60.	Sun Oil	1,463,500
61.	Pan American World Airways	1,455,300
62.	Popeil Brothers	1,417,600
63.	Pillsbury	1,413,200
64.	Scott Paper	1,382,000
65.	Hanes Corp.	1,359,800
66.	Greyhound	1,344,900
67.	Brookville Marketing	1,323,900
68.	H. J. Heinz	1,308,200
69.	Toyo Kogyo Company	1,303,300
70.	Sears, Roebuck	1,291,900
71.	American Can	1,283,500
72.	Block Drug	1,274,900
73.	CES Inc.	1,270,400
74.	Standard Brands	1,268,200
75.	Consolidated Foods	1,255,100
76.	Honda Motor Co.	1,251,700
77.	Clorox Co.	1,248,800
78.	American Cyanamid	1,246,400
79.	Fabrege Inc.	1,229,200
80.	Johnson & Johnson	1,208,000
81.	Mutual of Omaha Insurance	1,181,400
82.	Anheuser Busch Inc.	1,149,500
83.	Jimmy Dean Meat Co.	1,138,500
84.	Rollins Inc.	1,100,300
85.	British Overseas Airways Corp.	1,098,900
86.	Squibb Corp.	1,091,900
87.	Brewers Unlimited Inc.	1,071,200
88.	Esmark Inc.	1,066,100
89.	Hills Brothers Coffee	1,057,300
90.	Pabst Brewing	1,055,300
91.	C. Schmidt & Sons	1,046,700
92.	Quality Bakers of America	1,033,800
93.	North American Phillips	1,028,400
94.	Westinghouse Electric	1,012,400
95.	Ronco Teleproducts	1,009,000
96.	Nationwide Insurance	999,800
97.	Pet Inc.	996,600
98.	Fiat Motor Co.	992,900
99.	S. C. Johnson & Son	989,200
100.	Fuqua Industries	986,700

Panasonic line of TV sets, portable radios, home entertainment systems and tape-recording items aimed at youth, has begun using spot TV in 25 to 30 markets, depending on the product, instead of the 10 to 17 markets it previously had been buying to bolster its network TV advertising on football coverage. Though the company officials would not disclose cost of the spot-TV campaign, it is expected to run in excess of \$1.3 million by the end of the year. Matsushita will be scheduling its spots in sports and news programs.

Steady listening called radio plus against television's erratic viewing

That's conclusion of Mediastat study matching broadcast media usage

Whether your advertising target is a heavy or a light TV viewer, you have a good chance of reaching him by radio. His viewing habits may vary widely, but his listening habits are relatively consistent. And his total listening time comes closer to equaling his total viewing time than might be supposed.

These are among the conclusions that may be drawn from a new media-mix study conducted by Media Statistics Inc. (Mediastat), Silver Spring, Md., research firm, and being used by Mediastat station clients in San Francisco—where the study was conducted—to underscore the advertising values of radio both on its own and in combination with TV.

Mediastat officials said the study was the first of its kind, based on personal diaries kept by 1,007 persons, showing listening and viewing quarter hour by quarter hour, with the results computerized for analysis in a variety of ways. They said Marketron Inc. of Menlo Park, Calif., a computer service company used by several of the stations, has already provided several quintile studies and is now running TV and radio schedules showing reach and frequency for each medium and for the two together, with data on duplication and exclusivity of each.

Among the preliminary results released by Mediastat:

■ The average respondent watched TV 84 quarter hours a week and listened to radio 68.4 quarter hours a week. That's an edge of 22.8% for TV (and, though Mediastat didn't mention it, it represents a big gain for radio since 1964, when a quintile study by another research organization indicated that TV viewers spent 44% more time with TV than with radio).

■ While viewing dropped off sharply from one TV quintile to the next, listening remained relatively constant. Viewers in the top quintile—the 20% of the respondents who watched TV the most—viewed 169 quarter hours a week, on average, while those in the next heaviest quintile viewed 105 quarter hours, those

New tangent for Panasonic

Spot television will benefit from a change in the advertising strategy of Matsushita Electric Corp. of America, New York, which is concentrating its efforts this summer and fall in spot and eliminating network TV. Agency is Ted Bates & Co., New York.

The company, which distributes the



Image building. Furniture maker Ethan Allen and 200 of its independently owned local Ethan Allen Galleries stores will spend, starting this fall, an estimated \$2.5 million in their first national spot-TV campaign. Spot TV was tested last fall in eight markets and sales increased 29% there compared to an 18% increase nationally. The 1974-75 effort will comprise six commercials—three one-minute and three 30-second. Robert Ficks Jr., vice president for advertising and public relations for Ethan Allen Inc., said the national campaign is designed to build a brand name and to provide a professional, unified effort throughout the country. This fall's campaign will run in 60 markets.

BODY AND SOUL!



"Westbrook Hospital." A new series of medical center dramas. Starring Robert Clark as Doctor Geoff Mason and William A. Fagal as the hospital chaplain. Twenty-six color half hours of patient and professional conflicts with medical and spiritual consequence. For audition print or information, contact Faith for Today, Department of Syndication, Box 1000, Thousand Oaks, CA 91360 (805) 498-6661. Ask for Eric Graham.

FAITH FOR TODAY

How to ship small packages in a big hurry.

DELTA'S DASH

DELTA AIRLINES SPECIAL HANDLING

On DASH shipments Delta guarantees delivery on the flight or routing you specify between most Delta cities.

Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90" total, with only one dimension exceeding 30".

Deliver to Delta's ticket counter or airport air freight terminal at least 30 minutes prior to scheduled departure time. Shipments may be picked up at either location 30 minutes after flight arrival.

Delta's exclusive "Dashboard" control procedure insures constant tracking of your shipment from delivery to pick-up.

DASH charges are nominal. Check Delta reservations for charges between specific points. Pay in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL. **DELTA** The airline run by professionals

Rate examples (Tax included)

Atlanta-Washington	\$21.00
Boston-Miami	\$26.25
Cincinnati-Louisville	\$21.00
Cleveland-Phoenix	\$26.25
Los Angeles-New Orleans	\$31.50
Dallas-Los Angeles	\$26.25
San Francisco-Atlanta	\$31.50
Philadelphia-Houston	\$26.25
New York-Tampa	\$26.25

For details, call Delta reservations.



Delta is ready when you are.®

in the next quintile 79, the fourth quintile 49 and the bottom quintile 14. In radio, however, there was only about 15% difference between the top quintile (78 quarter hours with radio) and bottom (67 quarter hours).

■ Thus the heaviest viewers (top 20%) spent 169 quarter hours with TV and 78 with radio, while the lightest viewers (bottom 20%) spent 14 quarter hours with TV and 67 with radio.

■ The heaviest radio listeners (top 20%) spent 6.5% more quarter hours with radio than the heaviest TV viewers spent with TV. Among adults aged 18-34, the comparable advantage for radio was even higher (15.2%) and among adults 35-49 it was higher still (21.2%).

■ Similarly, in the \$15,000-and-over income class, the heaviest radio listeners spent 9% more time with radio than the heaviest TV group spent with TV. And among respondents with at least some college education, the top radio quintile spent 12.4% more time listening than the top TV quintile spent viewing.

■ Among adults over 50, however, the heaviest TV viewers (top 20%) spent 5.3% more time watching TV than the heaviest radio listeners spent listening.

■ And the lowest 60% of TV viewers spent 47.9% more time with radio than with TV, while the lowest 60% of radio listeners spent 69.3% more time with TV than with radio.

Mediastat President James Seiler, releasing the preliminary findings, said "this was not an attempt to knock down TV. It shows that both television and radio are good advertising media, and that each supplements the other." It was conducted in the 11-county San Francisco TV Area of Dominant Influence during March and April, based on weekly diaries about three weeks apart. Respondents were aged 12 and over.

Mr. Seiler said similar studies may be conducted in Los Angeles, Chicago and other top-20 markets.

Engman urges steps to make advertiser tell everything

FTC chairman says protection against false advertising should be augmented by curbs or 'errors of omission'

Noting the gap between "dazzling technological capability" and "dismaying substantive communication" in advertising, Federal Trade Commission Chairman Lewis Engman last week suggested directions for government action to enforce the disclosure of information in advertising.

Noting that while laws exist to protect the consumer from false advertising, few exist to "protect him from errors of omission," Mr. Engman said he saw "little or no justification" for withholding accurate price and quality information from the marketplace.

The approaches he suggested to achieve more informative advertising called for government intervention, but selected intervention that recognizes "the limited competence of government to act in this area." Government, he said, could act as a "pump primer," by "developing and disseminating information that market forces seem unlikely to produce." As examples of that approach he pointed to automobile gas-mileage information and cigarette-tar and nicotine content already publicized by the government. "The government's role need not be lingering in any single industry," he said, and pointed out that once the public has come to expect the sort of information provided by government, advertisers will be pressured to provide it themselves.

A second alternative would be requiring manufacturers to provide product in-

BAR reports television-network sales as of Aug. 4

ABC \$372,909,300 (30.2%), CBS \$451,407,700 (36.6%), NBC \$409,036,200 (33.2%)

Day parts	Total minutes week ended Aug. 4	Total dollars week ended Aug. 4	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	62	\$ 435,700	2,043	\$ 13,810,600	\$ 14,432,100
Monday-Friday					
10 a.m.-6 p.m.	909	7,078,000	30,709	266,272,000	229,423,900
Saturday-Sunday					
Sign-on-6 p.m.	210	1,668,200	8,629	118,086,900	108,290,100
Monday-Saturday					
6 p.m.-7:30 p.m.	94	1,471,400	3,030	64,001,300	57,300,900
Sunday					
6 p.m.-7:30 p.m.	8	71,200	428	9,381,800	9,565,100
Monday-Sunday					
7:30 p.m.-11 p.m.	363	15,258,800	12,114	677,177,400	624,083,400
Monday-Sunday					
11 p.m.-Sign-off	170	2,425,100	5,308	84,623,200	73,211,900
Total	1,816	\$28,408,400	62,261	\$1,233,353,200	\$1,116,307,400

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

In-depth Local TV News is High Rating News.

In their constant battles for higher ratings, the television networks have come to recognize that *network* news gets higher ratings when backed by strong *local* news coverage. One of the major TV networks has even loaned out their research director to several affiliate stations to advise them on how to improve their local news operation. As far as the network is concerned, the local news operation is key!

Indeed, as many of the smaller independent stations and local affiliates have come to realize, on their own, ratings are generally up when TV stations present in-depth local news coverage, backed by mini-documentaries and public service reports that are geared to the needs, concerns and interests of the viewers in that local area.

Making it in the ratings.

Certainly television news is one area where being big or small doesn't count for much. Making it in the ratings really depends on a dedicated staff with sharp TV-journalistic perceptions, and a determination to make ambitious and imaginative use of the best available equipment. Within the limits of the usual budget restrictions.

And the best equipment on the market today, at *competitive prices*, is Cinema Products' line of CP-16 reflex and non-reflex sound cameras. Ideally suited for small crews and/or one-man-band operation!

Imaginative use of equipment.

Whatever your particular production needs — reflex or non-reflex, or both — the CP-16 and CP-16R are so versatile they lend themselves to the most daring and creative use your news cameramen can think of. You get all the freedom of movement you need . . . silent, dependable, no-nonsense "work-horse" kind of performance . . . plus all the features you would expect on 16mm cameras costing many thousands of dollars more. Without compromising quality.

The price is right!

So, whatever your budget, and whatever local news operation you have — network-owned, affiliate, or independent — Cinema Products gives you the choice of the most outstanding TV-newsfilm/documentary sound cameras. Reflex and non-reflex. *And the price is right!*

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When You Win Five First Place Associated Press Awards For News You Must Be Doing Something Right!



NEWSCOPE 8
at 10:00 p.m.

WQAD
TELEVISION **8**
abc

Advertisement placed by WQAD-TV
in Moline's Daily Dispatch (May 20, 1974).

WQAD-TV, serving the Quad Cities (including Moline, Illinois), is typical of local affiliate stations, whose serious and imaginative treatment of local news has been rewarded by appreciably higher ratings.

At a recent semi-annual Illinois News Broadcasters Association convention, WQAD-TV picked up five Associated Press *first place* awards for TV-newsfilm coverage, all shot with the CP-16/A. Included in WQAD's award sweep was the Feature Photography award. On two other award categories there was an added notation: "Judges were moved to comment on excellent cinematography."

Also shot with the CP-16/A is WQAD's special on open heart surgery facilities in the Quad Cities — a documentary currently up for a National Heart Association award. Management at WQAD-TV is so pleased with the capabilities of the CP-16/A camera that it is planning to buy another one.

Shown below are two members of WQAD-TV's award-winning news team: News Director Jim King (left) and TV-Journalist/Cameraman Bob Wilford.



IF BEN FRANKLIN WERE
ALIVE TODAY HE WOULD
PRODUCE THE MOST
PROFITABLE, IMAGE
BUILDING, LOCAL
BICENTENNIAL RADIO
PROGRAM AVAILABLE IN
THE U.S.



He's not alive today ... But,
we are!

We're the American Legacy... and we've produced a highly saleable sustaining radio feature that even Ben would envy. It runs the entire duration of the Bicentennial celebration. The program starts with a custom jingle, personalized with your station's call letters or slogan. The format continues with 731 individual vignettes that recreate with music, character voices, narration and sound effects the events as they happened 200 years ago on the air date. The total program runs about 2 minutes. But... we don't stop there. Each month, you receive our newsletter — "The Musket" — with information on Bicentennial events, promotional ideas for your station and sponsor, products-premiums-incentives to help run those promotions, and information on what other Legacy network stations are doing. The American Legacy is a market exclusive and we would like your station to join the network.

We're reasonably priced and ready to go to work.
Call, write or wire for more — no obligation — information.



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formation that would then be disseminated by the government—presumably along the lines of the FCC's current advertising program.

A third alternative, and one he said he favors, is to "compel companies to disclose key information to the public directly." That approach has already been used by the commission in a number of cease and desist orders and in trade regulation rules requiring the disclosure of posting octane-rating figures and vocational school drop-out and job-success figures.

Mr. Engman's remarks were made before the annual meeting of the antitrust law section of the American Bar Association in Honolulu last Wednesday (Aug. 14).

When controversy isn't controversial

A special report issued last week by Foote, Cone & Belding's Marketing Information Service stresses that only two out of 10 respondents to an agency survey disapproved of entertainment shows dealing with controversial topics and only one out of 10 had negative attitudes toward sponsors of such programs.

The survey, conducted by the Gallup Organization Inc., Princeton, N.J., among 1,500 persons, indicates the younger, the better educated and the more affluent the viewer, the more he or she is likely to approve of controversial programs and their sponsors. FC&B came to this conclusion: An advertiser whose target is the younger, upscale viewer should have little hesitation about sponsoring a controversial program.

Six-month surge. Advertising on TV networks during the first half of 1974 grew by 10.5% to almost \$1.1 billion, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. All day parts showed "healthy increases," according to TVB. The bureau also reported that network-TV advertisers spent \$158.6 million in June, a gain of 16.5% over 1973. Weekday daytime TV investments in June rose by 31.3% to \$36 million. TVB attributed part of this growth to last year's extensive Watergate coverage and this year's additional weekday.

Network television time and program billing estimates by day parts and by network (add 000)

	June			January-June		
	1973	1974	% chg.	1973	1974	% chg.
Daytime	\$ 39,467.7	\$ 50,137.2	+27.0	\$310,872.9	\$ 349,551.9	+12.4
Mon.-Fri.	27,445.3	36,036.4	+31.3	213,080.5	241,060.9	+13.1
Sat.-Sun.	12,022.4	14,100.8	+17.3	97,792.4	108,491.0	+10.9
Nighttime	96,674.0	108,424.0	+12.2	667,724.3	731,614.0	+9.6
Total	\$136,141.7	\$158,561.2	+16.5	\$978,597.2	\$1,081,165.9	+10.5

	ABC	CBS	NBC	Total
January	\$ 56,380.6	\$ 63,864.7	\$ 63,512.4	\$ 183,757.7
February	54,457.0	61,603.6	55,467.2	171,527.8
March	61,139.3	69,823.0	62,730.2	193,692.5
April	55,507.8	72,311.2	64,340.8	192,159.8
May	51,540.8	69,349.7	60,576.4	181,466.9
June	47,736.0	58,912.9	51,912.3	158,561.2
Year to date	\$326,761.5	\$395,865.1	\$358,539.3	\$1,081,165.9

Business Briefs

Rep appointments. WUTV-TV Buffalo, N.Y., and KZAZ-TV Tucson, Ariz.: Avco Television Sales, New York. ■ KWKI(FM) Kansas City: ABC-FM Spot Sales, New York. ■ WJW(AM) Cleveland and WSPD(AM) Toledo, Ohio: CBS Radio Spot Sales, New York.

NAD activity. National Advertising Division of Council of Better Business Bureaus resolved eight challenges to national advertising last month. Six claims involved TV and radio commercials. American Home Products Corp., E. J. Brach & Sons Division (chocolate candy) and British Caledonian Airways Ltd. both agreed to discontinue advertising at issue (British Caledonian involved radio spot). In four other cases, NAD found that advertisers had substantiated their TV claims. These involved Aquafilter Corp. (cigarette filtering device), Procter & Gamble Co. (Ivory Snow), Scott Paper Co. (ScotTowels) and Statewide Insurance Co. (auto liability insurance).

Global gains. Young & Rubicam International Inc., New York, reports its offices outside of U.S. have added more than \$19 million in new business on annual basis in first six months of 1974. Balanced against losses of \$4.5 million, overseas volume had net gain of \$14.5 million. In 1973 Y & R's offices outside U.S. billed \$260 million.

Daytime spree. Ralston Purina Co., St. Louis, through Gardner Advertising Co., St. Louis, has purchased year-long sponsorship in NBC-TV's entire daytime schedule, beginning Sept. 26. Ralston will be represented in 12 programs, starting at 10 a.m. and ending at 4:30 p.m.

Aren't you curious why 72 stations are using TVN NEWSERVICE?*

Why not call one of your friends and find out?

*A seven day newservice: National/International/Sports/Features/
Exclusives. 15 stories minimum Monday-Friday; 10 Saturdays, Sundays.

Take your pick...

Take your pick!!

(Affiliates)						
CBS	KNXT	WBBM	WNAC	KPIX	WTOP	KMOX
	Los Angeles	Chicago	Boston	San Francisco	Washington	St. Louis
	KIRO	WTVT	KCMO	WBEN		
	Seattle	Tampa	Kansas City	Buffalo		
	KFMB	WTEN	WHEN	WHEC	WOW	KGGM
	San Diego	Albany	Syracuse	Rochester	Omaha	Albuquerque
NBC	WBZ	KSD	ABC		WMAL	WRAL
	Boston	St. Louis			Washington	Raleigh/Durham
(Independents)						
	WOR	WNEW	WPIX	KHJ	KMEX	KTLA
	New York	New York	New York	Los Angeles	Los Angeles	Los Angeles
	KTTV	WGN	KTVU	WTTG	WTCN	WTTV
	Los Angeles	Chicago	San Francisco	Washington	Minn./St. Paul	Indianapolis
	KPHO	WSWB	KPTV	KTXL	WSNL	
	Phoenix	Orlando	Portland	Sacramento	Patchogue	

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Jack Wilson, President, TELEVISION NEWS, INC.

There's no news like their news



News watchers like the two-man anchorman team. Howard K. Smith reports from Washington, the political nerve center of the nation. Harry Reasoner reports from New York, news headquarters of the world. They give viewers the kind of incisive news reporting that goes to the heart of each story...to make clearer what's going on. And they head up the only evening news program that offers the stimulating contrast of two anchormen. One of the many reasons why the ABC Evening News with Howard K. Smith and Harry Reasoner is the way more and more people are getting their news.

**The ABC Evening News
with Howard K. Smith and Harry Reasoner
Weeknights on the ABC Television Network**



Big changes in local news: more speed, more depth, more demands

At stations across the country television journalism moves to fore as builder of audiences, prestige

In a year of explosive television news stories, local television news itself is undergoing almost explosive change. New portability in cameras is accelerating access to the news. Longer time periods for news presentation are forcing an expansion of coverage and diversification of subject matter. There is a new informality among on-camera reporters and anchor personnel. And audiences everywhere are voting overwhelmingly in favor of the changes.

Local news programs are running strong competition with the most popular entertainment programs. The latest Arbitrons, for May 1-28, rated news among the top-10 programs in total audience in market after market. Examples: The 6 and 10 p.m. newscasts on KOOL-TV Phoenix were in first, second and fourth place. News at 10 p.m. on WKY-TV Oklahoma City ranked first, second and fifth. *The Scene at 6* on WFBC-TV Greenville, S.C., was first. The 10 p.m. news on WBAP-TV Fort Worth and WTMJ-TV Milwaukee was in fourth place in each market. WCCO-TV Minneapolis's 10 p.m. *Scene Tonight* tied at fourth and fifth. WTVT-TV Tampa, Fla., tied for third with its 7 p.m. *Pulse News*. WAVE-TV Louisville, Ky., tied for fifth with its 10 p.m. *World Tonight*.

In bigger markets, with fiercer competition among more stations dividing the news audience into smaller parts, news still scored well against entertainment. WLS-TV Chicago's 10 p.m. *Flynn/Daly News* was eighth among all programs in the market. KGO-TV San Francisco's 11 p.m. *NewsScene* and WKYC-TV Cleveland's 11 p.m. *TV-3 Newsday* tied for 10th.

The dominant technological development of the year was the minicamera and its capacity to deliver live coverage from remote locations.

"The minicam is the way metropolitan news gathering is going to go in this country," says Gordon Van Sauter, news director of WBBM-TV Chicago, one of the CBS-owned stations that has already begun to go that way. Ray Beindorf, executive vice president of the CBS Television Stations Division, is even more enthusiastic: "With ENG [electronic news gathering], there's an all-news television station down the road."



What it's all about. The story—the shootout between members of the Symbionese Liberation Army and police—was a local story not so much in what happened, but in the way it was covered—by KNXT-TV Los Angeles newsmen armed with the portable, live capabilities of minicams and microwave hook-ups. It was a dramatic demonstration to national audiences of the ability of local television to dominate as a news medium.

The Ikegami camera, fast becoming the most popular portable for larger-market operations, utilizes three-quarter-inch video tape and produces a broadcast quality picture that can be beamed to the station via microwave for editing or immediate broadcast or can be taped on the scene for later use.

The CBS O&O's were the first to stock up on Ikegami systems (developed in conjunction with CBS Labs), which have been in use for almost a year and a half. And next month CBS's KMOX-TV St. Louis will drop film entirely to rely on three minicams to provide all of its televised coverage.

NBC O&O's are in the process of switching from the slightly bulkier PCP-90 back-pack cameras (in operation in Washington, New York, Chicago and Los Angeles) to the Ikegami. The Ikegami-33 camera (41 pounds), Sony tape recorder (31 pounds) and Sony VO-2850 recorder/player fast-splicing editors will be introduced in January with two to be in use at WRC-TV Washington, WKYC-TV Cleveland and WMAQ-TV Chicago, and one each at WNBC-TV New York and KNBC-TV Los Angeles. KNBC has also acquired a "telecopter" for live airborne news gathering—equipment that overcomes the only obstacle to completely instant coverage by avoiding traffic jams in getting to the scene of the news. The copter contains a color TV camera housed in an outside aluminum bubble plus a junior-sized TV control room that includes TV receiver, color monitor, two monochrome monitors, AM-FM radio monitor and two, eight-channel emergency scanning radio receivers (police, fire, highway patrol).

The ABC O&O's are also buying one complete Ikegami system plus a second backup camera to be in place at WABC-TV New York in September and at the remaining stations by the end of the year.

An ABC source said the two cameras plus Sony tape recorders, editing devices, microwave units and trucks were running into a \$300,000 investment per station. Other news departments have said the cameras alone range upward from \$32,000, bringing the total ticket close to \$150,000 depending on accessories.

While the Ikegami may be beyond the budgets of small-market stations, another camera, the Japanese Akai, is making a mark. It is that camera that Bos Johnson, news director of WSAZ-TV Huntington, W.Va., and president of the Radio Television News Directors Association, said will "revolutionize local news gathering." It's affordable—in the \$7,000-\$11,000 range, and even more portable than the Ikegami, weighing in at 22 pounds. The camera uses quarter-inch video tape, and with the addition of a time-base corrector (approximately \$18,000) to bring the pictures up to broadcast quality.

The trend toward immediacy exemplified by use of the minicams has made itself felt in the way news is delivered. More than a year ago CBS initiated the newsroom setting at its O&O stations, but other stations are picking up on the trend, WNBC-TV Boston and KHOU-TV Houston, to name two. What the newsroom setting offers is image—"informality and candor that recognizes today's lifestyles," according to Sam Zelman, director of special projects for the CBS TV Stations Division. WBBM-TV's Mr. Sauter sees the development as a demonstration of increasing professionalism as journalists are shown in their working environment—and answering to a news audience "that is increasingly sophisticated not only in its demands for fairness and accuracy but in the quality it expects." And those who've tried it like it for its practical plus: late breaking stories can be put on the air in only

as much time as it takes to hand copy to the anchor people.

News is not only more informal, it is also more people oriented. What started out at the ABC O&O's as on-camera camaraderie dubbed "happy talk" has become "what everybody's doing—a more human approach to news," according to Richard O'Leary, president of ABC-Owned TV Stations. And his words were echoed by WJAR-TV Providence, R.I., news director Bill Vance, who said: "We're trying to relate what the news of the day means to the audience rather than just spilling it on their living room floor without any perspective."

Viewer-oriented subject matter is making a splash at stations along with humanistic presentation. Consumer reporting segments are becoming almost as frequent as weather reports and are taking many forms—from weekly shopping-cart price surveys to full-fledged consumer defender units that act as ombudsmen in investigating consumer complaints. It "gives viewers a feeling of the responsiveness of the press as well as a way to find out what people are thinking from the standpoint of news judgment," according to Joe Bartelme, VP-news for NBC-Owned TV Stations.

With the expansion of journalistic enterprise is coming an extension of program time. In a few big markets, the two-hour local news show is developing.

KNBC(TV) Los Angeles, which has had a two-hour newscast for some five years, was joined in April by KABC-TV there and KGO-TV San Francisco. Later that month WNBC-TV New York switched to long-form news, and KNXT Los Angeles will jump into the boat on Aug. 26. Other stations are holding their newscast at its present length or going for an hour or 90-minute local newscasts. NBC's WKYC-TV Cleveland is planning to move to 90 minutes. Metromedia's KMBC-TV Kansas City, Mo., already offers 90 minutes of local news with a half-hour of network news sandwiched in after the first local hour. "News is profitable and there's an appetite for it," says Mr. Bartelme.

Many stations are going to the news-magazine approach to their evening news shows. KGO-TV has nightly features, "Soap Box" commentary, "Fuel for Thought" on energy, "Family Health," "Entertainment" and "Gourmet" segments, and with its two-hour block can expand minidocs into something closer to mididocs. The station did a 10-part series on working women and another report on midwives that utilized a six-minute film of a baby being born—all within its evening newscasts.

WNBC-TV New York also employs the magazine approach with a number of nightly features tied into neat packages, each with its own logo and reporter/specialist. They include an "Action 4" investigative unit headed by Betty Furness, a bargain-hunting "How to Beat the System" segment, "Lifestyles" and "Close-Up" interview features. The approach allows the station to present the segments either as discrete units or as variations on a central theme in a sort of "vertical documentary" approach

within the two-hour news slot.

And in the smaller markets the move toward in-depth reporting is taking the focus off "fender benders and fifty dollar fires," according to WLWD(TV) Dayton, Ohio, executive producer Art Cerf. Stations are adding full-time investigative reporters who are delving into everything from local police corruption in Jonesboro, Ark., to dangerous railroad tracks in Evansville, Ind.

The range of subjects TV has tackled has also broadened. Documentaries on rape became the "relevant" subject of the year with stations examining the crime from the viewpoint of the victim as well as the attacker. Sex-change surgery was the subject of a WKBN-TV Youngstown, Ohio, report, and KPFX(TV) San Francisco brought homosexuality out of the darkness when it aired a special on the gay side of San Francisco.

If television news in 1974 became more gutsy and more inventive, news directors agreed televisions' challenges have only begun to be met. As 1975 sees an expanded use of "instant" news where reporting becomes more like a "play-by-play" sport, news operations are going to have to reckon with a technology that is both "exciting and not a little frightening," as Mr. Eames termed it. And with an increasing reliance on TV as the source of news for an increasingly sophisticated audience, news operations face more challenges than they do constraints, in Mr. Sauter's opinion: "Given a substantial number of people who are dubious about the accuracy and fairness of TV news, the challenge is to face up to that apprehension and provide quality news."

How TV stations rise to the occasion when big news breaks

If the test of a television news department is in its coverage of that one, big unexpected story, 1974 gave stations ample opportunity to show their colors. The last stand of the Symbionese Liberation Army—recorded live across the nation—was an instance when the live picture was worth 1,000 words.

The story in the Southwest was the attempted Huntsville prison break, a tense 11-day drama in which newsmen became participants in; not just purveyors of the news. And East Coast stories, if less sensational, were equal challenges to news-gathering speed and judgment.

KNXT combines its new equipment with old-established know-how to cover FBI-SLA shootout

"I don't think it matters whether you have a shoebox with a pinhole or a PCP-90 unless you have a logistical knowledge of how to use the thing," KNXT(TV) Los Angeles News Director Bill Eames said of the impact of minicams on station news. But KNXT has more than a shoebox, and it used it to provide what was probably the most dramatic minicam coverage of the year: the FBI-Symbionese

Liberation Army shootout.

For KNXT it was more than a question of being at the right place at the right time the evening of May 17. Since the station had acquired the basics of its Ikegami minicam system in February 1973, it had been constantly making modifications until, at the time of the shootout, the transmitter power had been upped to allow coverage from virtually any point in Los Angeles, and the mobile unit trimmed down to fit into a car-sized van. But while the station put pros to work adapting equipment to meet coverage and flexibility needs, it relied on a broadcast amateur for the key to unlock the location of the FBI-SLA confrontation. Recognizing that significant police communications were being broadcast on an FBI tactical frequency, the station called on an amateur radio enthusiast to monitor the FBI band for "Code 5's"—stakeouts. Meanwhile, the station had two units cruising the area, and, only minutes after the shootout began, KNXT's cameras were live and operational, providing uninterrupted coverage from 6:10-8 p.m.

Media swarmed to the scene. KNBC(TV) had its minicam at the shootout but out of position to record the gun battle. The only hitch in KNXT's near-perfect set-up was that KNBC's transmission interfered with KNXT's microwave feed. In exchange for KNBC's ceasing transmission, KNXT offered the NBC station its picture—also picked up by ABC's KABC-TV, the three VHF independents and two UHF outlets in Los Angeles, as well as other stations across the country.

News as it was happening became a reality for KNXT as its minicam reduced the time lag to zero. The achievement that was both "exciting, and not a little frightening," in the estimation of Mr. Eames.

An able Baker helps KQED to do supersleuthing that uncovers sensational breaks in Hearst case

News budget doesn't always translate into news achievement. It was low-budget non-commercial KQED(TV) San Francisco that led the pack in untangling many of the threads of the SLA story.

While the wire services, the networks, the newspapers and others kept vigil at the Hearst mansion after the abduction of Patricia Hearst, KQED put its money into "phone calls, bridge tolls and shoe-leather," according to News Director Joseph M. Russin—an investment that paid off in major beats revealing the identities and psychology at SLA's core.

A month before the kidnapping the station zeroed in on the SLA when the arrest of two men in connection with the assassination of Oakland School Superintendent Marcus Foster laid a trail to a torched home and a Mrs. DeVoto. Newsroom reporter Marilyn Baker entered the unguarded "DeVoto" house where she found some of the first written evidence of the SLA—manuscripts of the group's aims and mounds of make-up, disguises, maps—all untouched by the police.

Ms. Baker's task was then to identify Mrs. DeVoto. From references provided by a real estate agent, the reporter found



Inside and outside. Reporters often became intimately involved with the stories they were covering. At top, WOAI-TV San Antonio, Tex., newsman Joe Sweeney reports to other journalists covering the Huntsville, Tex., prison uprising, after a four-hour telephone conversation he had with inmate Fred Carrasco, leader of the

rebellion. It was a big story in the Southwest and in the rest of the nation. For it, KHOU-TV Houston (l) maintained a full-time news bureau at the scene. KPRC-TV Houston (r) took advantage of its Akai minicam and claimed a beat on other media with the first pictures and interviews from within the prison.

a Mrs. DeVoto living in the East who identified her imposter as Nancy Ling, a former schoolmate. From Berkeley contacts, Ms. Baker was then able to ascertain that Nancy Ling had lived with Gilbert Perry. KQED's assignment editor, Dave Crane located Mr. Perry, and Ms. Baker went on the air that night with a background story on the first of the women associated with the SLA—a story supplemented by a taped interview with Mr. Perry.

KQED's coverage did not go unnoticed by the SLA and Nancy Ling Perry, who in a "Letter to the People" communique admitted her ties with the SLA.

As KQED continued to beat the FBI, local police and other media in reporting SLA developments after the Feb. 4 abduction of Miss Hearst, reporter Baker became the figure to watch. From her contacts in the underworld, Ms. Baker got reports of a man named Cinque, an escaped prisoner. After numerous calls to prisons around the state, a Soledad warden informed her of the escape of a Donald DeFreeze the preceding March. Asked if the prisoner had a nickname, the warden replied: "Yes, he calls himself Cinque."

KQED's breaking that story led to several threats on Ms. Baker's life, including an unsuccessful attempt to rig a bomb to the ignition of her car.

The key to the identities of the other SLA members came when Ms. Baker learned that Willie Wolfe, a visitor to Cinque at Soledad, participated in a gun class held by Joseph Remiro (one of those arrested in connection with the Foster assassination). Other students whom Ms. Baker identified as SLA members through their association with Remiro included Angela Atwood, Emily and Bill Harris and Patricia Soltysik.

Tip leads to film of SLA raid for a KGO-TV exclusive

KGO-TV San Francisco's coverage of the Patricia Hearst kidnapping and the Symbionese Liberation Army is a story of "instant" specials and a film exclusive.

On May 1, the station aired a film that would presage events to come. As a result of a viewer's tip, the station recorded an FBI raid of an SLA hideout on Golden Gate Avenue, vacated by the SLA only a few days before. The story was picked up by other San Francisco media from the stations 11 p.m. news.

Attempted prison break provides challenge that KPRC-TV readily meets

Despite the fact that its Ikegami camera is on back order and its microwave antenna not yet in place, KPRC-TV Houston made do with an Akai portable camera and a helicopter for covering the biggest crime story of the year in Texas.

News of the attempted Texas State Prison break by convict Fred Carrasco reached the station with less than five hours to go before its July 24 evening newscast. News Director Ray Miller sent producer Clarence Renshaw with an Akai portable camera and video-tape recorder, via helicopter, to the Huntsville prison, 75 miles north of Houston. There Mr. Renshaw taped the prison scene, got an interview with a Department of Corrections spokesman, and returned to the station—with only 15 minutes to spare before news time. With the use of a time base corrector, the quarter-inch Akai tape was transferred to two-inch tape, ready to air at 6 p.m. as the lead story.

The following day KPRC-TV stationed the conventional CP-16A film cameras on the grounds of the prison administration building and provided the bulk of

its coverage, with film flown to Houston by private plane. However, the Akai camera continued to be used to supplement KPRC-TV's coverage during the remainder of the 11-day siege, taping late-breaking events that were rushed to Houston for telecast within the hour.

And while the Akai unit allowed "near instant" coverage, Mr. Miller says that equipment was only a practice run for the "instant" news to come with the Ikegami camera and Nurad quad-polarized microwave antenna system in place.

It was unnerving, dead-serious situation when Carrasco wanted to tell it to WOAI-TV's Sweeney

While the name of Fred Gomez Carrasco gained national fame only after he took 12 hostages the afternoon of July 24 in an attempted prison escape, WOAI-TV San Antonio reporter Joe Sweeney had been following that name prior to the dramatic event—a fact that worked in Mr. Sweeney's favor two days later.

July 26 at 9:15 p.m. Carrasco decided he wanted to talk to a reporter—Joe Sweeney in particular. Mr. Sweeney talked with Carrasco and the hostages by telephone from the warden's office over a period of three hours.

Carrasco knew Mr. Sweeney; the reporter had covered the convict's trial and had interviewed him when Carrasco was being held in the Bexar county jail.

Carrasco's attempted break prompts KHOU-TV to switch news headquarters

KHOU-TV Houston, which prides itself on its extensive facilities for studio newscasts, opted for a less formal working environment during the siege in the Huntsville State Prison of inmate Fred Carrasco and his two accomplices. KHOU-TV established an on-the-scene news bureau, complete with three reporters, three photographers, a producer and an assignment editor. The arrangement enabled KHOU-TV to provide around-the-clock situationers as the prison drama unfolded, plus numerous feature angles.

KTRK-TV camps out to cover Huntsville prison situation

The 104-degree heat certainly didn't make news coverage any easier, and, KTRK-TV Houston news director Walter Hawver notes, the timing of news breaks just before deadline was "uncanny." In all, the Huntsville prison story was the "most difficult, most sustained coverage" in Mr. Hawver's memory.

For all 11 days of the exhausting stake-out, KTRK-TV had a half-dozen staff members at the prison, sleeping on the lawn across the street. Arriving by helicopter, the first television station on the scene, KTRK-TV provided viewers with continuous filmed coverage despite the difficult logistics.

By interviewing a chemist in one sidebar report, the station was able to prove correctly that prisoner Fred Carrasco was bluffing about building a bomb from materials available to him.

King slaying in Atlanta sends WSB-TV to Ohio for key background; WAGA-TV coverage is fast, thorough

WSB-TV Atlanta acknowledges the capable and complete coverage given the murder of Mrs. Martin Luther King Sr. by all the news media last month. WSB-TV's story had an added dimension, however. The station sent a news team to Dayton and Columbus, Ohio, to research the background of the alleged killer, Mark Chenault. Interviews with friends, neighbors and acquaintances resulted in a telling profile that helped dispel early fears that this was a conspiracy killing, politically motivated.

Pat Polillo, WAGA-TV Atlanta director of news and program development reviewed his news team's coverage of the event: "Our first consideration in reporting the killing of Mrs. Martin Luther King Sr., was providing *News Scene* viewers the fastest coverage possible while preserving a state of calm in the process."

WAGA-TV said it televised the first bulletins less than 15 minutes after the shooting. Throughout the day, with updates and specials plus regularly scheduled newscasts, the reporting was a "thorough but thoughtful treatment of a tragic event."

WJZ-TV's persistent probing during city strike pays off in full story plus all the background to the news

WJZ-TV Baltimore's news staff worked round-the-clock for four days last month when quite a few others in the city were not working. The setting: a city on strike as Baltimore policemen joined with some 3,000 other municipal workers—including sanitation workers and prison guards.

Within an hour after some 500 Baltimore policemen failed to report for work on the evening of July 11, WJZ-TV had every available reporter back to work manning portable news units. Coverage that evening included late-night press conferences by the mayor and police commissioner as well as footage of the looting and fires that proliferated throughout the night.

The coverage was a test for newsman Don Scott, who had joined the station

only four days earlier. After all-night reporting he led off the 7 a.m. *Eyewitness News* the next morning—with something less than wide-open eyes himself. That same morning one regularly scheduled program was pre-empted by a special report.

An hour-long expanded *Eyewitness News* report that evening turned to the human side of the problem as the station aired interviews with both a striking policeman and the wife of a policeman who had not joined with picket lines. That night reporter George Baumann discovered the location of secret police union negotiations and got exclusive film of the talks at the Lord Baltimore hotel. WJZ-TV coverage for the next four days centered on those negotiations with reporters providing live telephone reports.

While coverage of the police strike alone would have been more than enough to keep a full news crew on the go full-time, related developments breaking around the city provided a real test of news stamina as well as speed. Prime among those sidebar stories was a riot at the juvenile section of the city jail July 13. That story found WJZ-TV reporter Wiley Daniels on the scene for still another exclusive film report.

WJW-TV's anchorman plays key role in foiling kidnapping in Akron

While Los Angeles and Atlanta broadcast media were spotlighted for their role in covering kidnappings, one station nipped a kidnapping attempt in the bud.

WJW-TV Cleveland anchorman-turned-detective Murray Stewart helped foil the threatened abduction of *Akron* (Ohio) *Beacon Journal* Publisher Ben Maidenburg or his son, Ben Jr., general sales manager of WAKR-TV Akron.

Mr. Stewart's initial involvement came unasked, when on Monday evening, March 4, he answered a person-to-person call sent through to WJW-TV's studios. The alleged kidnapper, who said he represented the American Revolutionary Army, detailed a plan to abduct Mr. Maidenburg or his son unless \$2 million was turned over to feed the poor of Akron.

After the first call to Mr. Stewart, who attempted without success to set up a face-to-face meeting with the man, the anchorman notified WJW-TV's Akron bureau, which in turn called Mr. Maidenburg Sr. (The Akron police and FBI had, meanwhile, been alerted to the extortion plan by WAKR[AM] there, which also had been called.)

Five more phone calls were made by the man to Mr. Stewart, who sought to keep the caller on the line as long as possible so that the call could be traced. But finally, Mr. Stewart sleuthed out the clue to break the case: He got the man to reveal a phone number where he could be reached in Akron.

That clue led police to a house in Mr. Maidenburg's neighborhood, and then to the home of the suspect, George Wallace Blake.

A TV news postscript: Though he knew he was sitting on one of the area's major news stories, Mr. Stewart said his



Persistence. In Baltimore, WJZ-TV got exclusive film of what were supposed to be secret negotiating sessions between city officials and the striking police union.

5 of the biggest news stories in May '74 were seen only on Channel 4.



**ACCUSED KRONHOLM
KIDNAPPER TALKS!**



**LITTLE KELLY JO
FOUND SAFE IN BASEMENT!**



**POLICE FIND
\$50,000 WAVERLY RANSOM!**



**ST. LOUIS COURT
CONSIDERS FATE OF RESERVE!**



**FBI CAPTURES
KRONHOLM INTRUDER!**

Are we just lucky?

No. It's more than luck when an accused kidnapper grants WCCO-TV a 4-hour filmed interview when he won't even talk to anyone else.

Or when WCCO-TV is the only local TV station who cares enough to cover the joyful reunion of a lost child with her parents after a harrowing night-long search.

It's more than luck when only WCCO-TV has a news team thorough enough to be there when the police discover a \$50,000 ransom in another kidnap suspect's apartment.

Or when WCCO-TV has the only TV cameras on hand to witness a dramatic FBI capture of a mysterious intruder into the home of a recently released kidnap victim.

It's more than luck when only WCCO-TV thought it was important to send a news team to St. Louis to cover the court decision on the Reserve Mining Company, a company employing and affecting thousands of Minnesotans.

No wonder both ARB and Nielsen* have named us Number 1 in news for 6 years in a row. No wonder we received 3 out of 4 Midwest Regional RTNDA Awards for 1974.

Luck? That many coincidences would have put Las Vegas out of business years ago.

P.S. Speaking of luck, if you need some—give a call to the WCCO-TV Sales Staff. Or Peters, Griffin & Woodward, Inc.

Our only problem is, our story sounds too good to be true.



*Check any ARB or Nielsen since Jan. '68. Audience ratings are estimates only and subject to the limitations thereof.

main concern was that airing the story would hinder police investigation of the case. He passed up the chance for a "scoop" on his 11 p.m. newscast.

Portable cameras, VTR's moving TV journalism into new age of immediacy

A behind-the-scenes development that's making an on-the-screen difference had its first wide-scale application this year as news departments geared up with portable video-tape cameras with live capability. Some are calling it a new era in broadcast journalism as television nears the ultimate in news delivery—instant coverage.

KMOX-TV: out with the old (newsfilm) and in with the new (portable VTR's and cameras) in local news

It won't be only the St. Louis competition that has its eyes on a \$400,000 experiment that gets under way at KMOX-TV at the end of this month. As that station cuts the apron strings with film, relying solely on its Ikegami minicam system, news operations across the nation are expected to watch with more than passing interest.

For Vice President-General Manager Tom Battista, the move represents the "singularly most exciting thing I've been involved with since I've been in television" as the station gears up with three minicam systems and turns its 29-person news staff loose on St. Louis to test the thesis that the day of electronic news-gathering is here.

The station is the proving ground for the other four CBS O&O's and for CBS News itself as the station—freed from logjamming of film editing/viewing—experiments with the capability of going live at any time. For KMOX-TV, that means a test of its news crews, calling for a significantly greater thinking-on-foot

ability as well as restructuring of traditional newsroom roles. The assignment editor, for instance, "turns into an extraordinarily powerful guy" as he sits behind his console with live news flowing in from as many as three locations at once, Mr. Battista said. It's also a test of equipment as the station tries out all the combinations and permutations of live, taped-in-van, taped-in-newsroom, modes of operation.

Along with the three Ikegami cameras, the station is equipped with International Video Corp. video-tape recorders in the truck and in the newsroom, a Datatron 50-50 computerized editing device and microwave transmission system. The mobile van, a Chevrolet Econoline model, will be outfitted with taping, transmitting and monitoring equipment.

"We can do 85-90% of everything we've been doing with film by ENG (electronic news-gathering)," Mr. Battista said, and more, as the live capability gives to every night's newscast an "election night kind of excitement."

Sutures, sponge and a PCP-90: WNBC-TV takes minicam into surgery for live taping of a kidney transplant

As the NBC-owned station in the nation's largest city, WNBC-TV New York is used to doing things in a big way. So when it came to cashing in on the medical-reporting vogue that's been making a mark around the country, the station went the conventional medical-interview program one better. The topic was kidney transplants; the approach, a dose of the real thing.

Tevised operations aren't a startling idea for a medium that has presented childbirths on the tube. But WNBC-TV's operation was live (and during dinner-time at that)—inserted in segments into the two-hour evening newscast.

The camera responsible for the precedent-setting coverage was NBC-TV's version of the minicam, the portable PCP-90. News Center 4 technicians and Frank Field (science reporter and part-

time weatherman), spent two 12-hour days in preparation for the telecast—part of which involved a surgical scrubbing for the crew as well as the equipment. One camera was used during the operation, with four WNBC-TV staff members inside the operating room during the procedure, to provide a total of 23 minutes live.

By breaking that coverage into six segments, viewers were able to see the major highlights of the operation, as well as its progress, as a kidney was removed from Lois Hale and implanted in her 12-year-old daughter, Marilyn. And, as part of its "vertical documentary" concept, a variety of topics relating to kidney disease and operations were sandwiched into the newscast. A "Close-up" segment by Scott Osborne profiled the Downstate Medical Center's chief surgeon, Dr. Samuel Kountz; reporter Marjorie Margolies did a pre-operation interview with both mother and daughter; a "Newsbriefing" by Charles Scarborough looked at the history of the operation; and Dr. Field got what may be the ultimate in medical interviews—an interview with the attending surgeons during the operation itself.

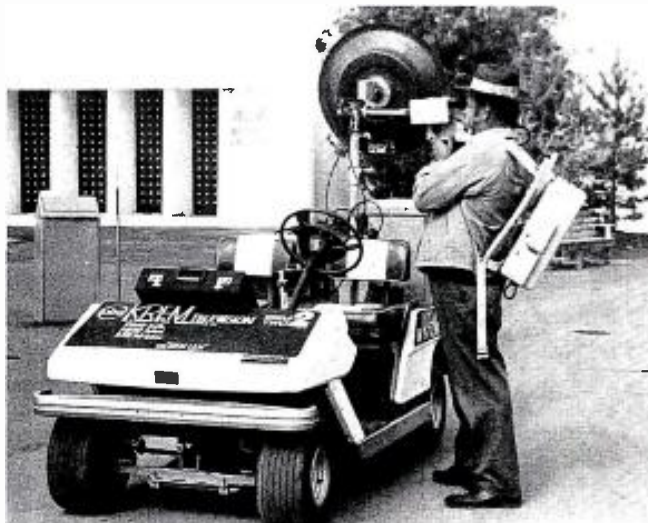
WTOP-TV's minicam put it out front and has kept it there in coverage of fast-breaking Washington news

WTOP-TV was the first Washington station to be equipped with its own minicam, and retains an edge in the portability field by having a microwave link as well. It's made the most of both. For instance, WTOP-TV was on the air live from the District of Columbia emergency control center during a snow storm, from a crowded intersection in the midst of a bus strike, covering county board meetings and the Watergate trials from federal court.

When Vice President Agnew resigned abruptly last fall, the WTOP-TV crew was on Capitol Hill immediately, covering congressional reaction. WTOP-TV and



All around the towns. A Winnebago van serves WCVB-TV Boston's purpose, transporting the PCP-90 minicam around Boston for live remotes. KREM-TV Spokane, Wash.'s golf cart strays from the



green to cover news throughout the World's Fairgrounds there. The cart was equipped with a minicam and a microwave unit which allowed live coverage from all points of the fair.



Milwaukee the Magnificent.

We believe it's important that you know where we stand in
and what we think about our community.

WTMJ TELEVISION FOUR

NBC in Milwaukee.

Represented by Harrington, Richter & Parsons, Inc.

WRC-TV Washington both had live cameras at the U.S. district courthouse last month (BROADCASTING, July 22) and both stayed on the air for 24-hour coverage, as two prisoners held a total of seven hostages.

KREM-TV finds a minicam and a microwave the best way to cover a world's fair

No world's fair is easy to cover—with a multiplicity of events in scattered locations, some happening simultaneously. Add to that the problems of the scenic but less than accessible site of the 1974 World's Fair, a 100-acre expanse that extended along the banks of the Spokane River as well as onto two rugged islands surrounded by rushing rapids.

Mobility was a must in the estimation of KREM-TV Spokane, which leased a battery-operated Ikegami minicamera and devised a battery-driven microwave unit mounted on a converted golf cart as its basic camera set-up. Because the picture could be beamed to a receiver accessible from all areas of the site, the station had the flexibility to cover events live from virtually every pavilion.

While the minicamera personalized the station's coverage for its viewers—with hosts providing live traffic and weather reports in addition to special features—the station also participated in pool coverage as part of a five-camera group that fed Expo reports to the Northwest and Vancouver, B.C. KREM-TV handled opening-day coverage on May 4 as well as opening ceremonies of the Washington state pavilion.

WCBD-TV also abandons film and switches to Akai cameras for speed and flexibility

The move toward miniaturization and speed in the technical side of television news reporting is being pursued to an extreme at WCBD-TV Charleston, S.C. The ABC affiliate on July 29 switched to an automatic system exclusively using a new Japanese portable video-tape camera.

The system uses four Akai VTS-150 portable TV cameras. The units each weigh a total of 22 pounds including camera, batteries and recorder. They feature a built-in microphone (which can be augmented by an extension) and an automatic picture and sound editing capacity, making possible the composition as well as the recording of taped reports in the field.

Akai's recorder is of the inexpensive helical scan variety, utilizing quarter-inch video tape. WCBD-TV will be employing a Television Microtime time base corrector to bring the quality of the production up to broadcast standards. It will dub to quadraplex only in the production of commercials.

The system was developed jointly by WCBD-TV director of broadcasting Steve Currie and chief engineer Walter Nelson with assistance from Akai America Ltd. and Television Microtime engineers.

Station officials noted that the inherent advantage of the new system is the



Beyond film. Quarter-inch videotape is the only mode for WCBT-TV Charleston, S.C., whose 22-lb. Akai minicam has completely replaced film.

elimination of the time-consuming process of editing and developing associated with 16 mm film. The station claims it is possible to produce broadcast-quality tape within 10 minutes from the actual moment of recording.

WBBM-TV finds portable cameras have helped boost its ratings

Although it's not quite as portable as a toothbrush, WBBM-TV Chicago takes its Ikegami camera just about anywhere, and uses it three times a day—sometimes oftener.

"Many news operations think of the minicam for use mainly in disaster situations," according to Van Gordon A. Sauter, WBBM-TV news director. But that station imposes a daily regimen for its camera; its minicam works an eight-hour day, 2-10 p.m., covering everything from routine press conferences to sports events to calamities.

It's not unusual to see minicam reports twice in the same news broadcast, according to Mr. Sauter. Mid- and late-afternoon news stories can be beamed instantaneously back to the station for editing and insertion into the station's early evening newscast, which may also contain a live picture from yet another location. When an elevated train crash occurred at 6:11 p.m.—after the newscast had begun—the station was able to incorporate live coverage of helicopter rescue efforts in only as much time as it took the station to get the camera to the site.

And the expanded news-gathering capability is not a factor that goes unnoticed by news audiences. WBBM-TV's 10 p.m. news grew six rating points and nine share points in one year, a jump that the station attributes at least partially to the minicam.

Local dispute couldn't escape eyes of WSB-TV's portable camera

WSB-TV Atlanta's "action camera," a video-tape portable unit, won the station national attention when Atlanta's Mayor Maynard Jackson attempted to fire Police

Chief John Inman. A power struggle ensued, witnessed by the portable camera, as the two verbally fought over the office, giving commands and countercommands to the policemen caught in the middle.

WSB-TV's "action camera" is the first such unit in Atlanta. The unit will be complete with microwave facilities within the year.

Portability gives Florida UHF an advantage over the competition

WTOG-TV Tampa-St. Petersburg, Fla. is using the JVC portable VTR system to aid in getting news on the air faster. The unit can be operated by a single reporter and needs no special transportation gear or location hook-up. The bulk of WTOG-TV's news coverage relies on the portable system and has facilitated more man-on-the-street interviews and better coverage of natural disasters and fast-breaking political actions at city hall. Jim Dowdle, manager of WTOG-TV, says the new equipment has given him the only leverage an independent UHF station can offer to offset the news operations of the three VHF stations in the market.

Live news via the minicam is credo at Boston's WCVB-TV

"The worst thing that ever happened to television, in my view, was the invention of video tape." That assessment by WCVB-TV Boston General Manager Robert M. Bennett would doubtless be subject to dissent from his peers, but at WCVB-TV, the minicam—and the live remote programing it can provide—has supplanted tape-delayed news as the order of the day. The philosophy was given credence on several occasions last year, notably when WCVB-TV's PCP-90 enabled the station to get a beat on the rest of the market in covering a fire that razed the industrial district of nearby Chelsea. WCVB-TV's timely account of the event was augmented by a report from anchorman John Henning as he toured the smoldering ruins with Senator Edward Kennedy (D-Mass.)

Weather at its worst brings out the best in local news efforts

The line where news reporting stops and public service programing begins was blurred for stations covering the widespread tornado damage early in April, when the broadcast media became the central source of pre-storm warnings as well as post-storm advice. Many in the audience claim that was a life-and-death difference.

WCPO-TV gives its viewers graphic warning, aids in maintaining communications

If viewers in Cincinnati didn't believe the intensity of the storms heading their way April 3, WCPO-TV there gave them a chance to see for themselves.

The station went on the air live with cameras positioned in the rear of the sta-

Watch us win them. Again.

McCaffrey at Large
The Papa Bear
Paul R' Fine, Cinematography

McCaffrey at Large
The Papa Bear
Clyde Roller, Sound

McCaffrey at Large
The Papa Bear
Tressa Connolly, Editing

McCaffrey at Large
The Papa Bear
Regular Public Affairs
Mark deCastrique,
Producer-Director

Ted Yates Award
Jim Clarke, Reporter

250 Children Are Waiting
Melinda Nix, Reporter

Sin City —
Baltimore's Block
Ed Turney, Reporter

also
Miss Black D.C.
Spot Announcements,
Certificate
Outstanding Achievement
In A Spot Announcement

This year 7 Emmy
Awards.

For the second
consecutive year...more
than any other
Washington Station.

If you saw the shows
you know why we won.

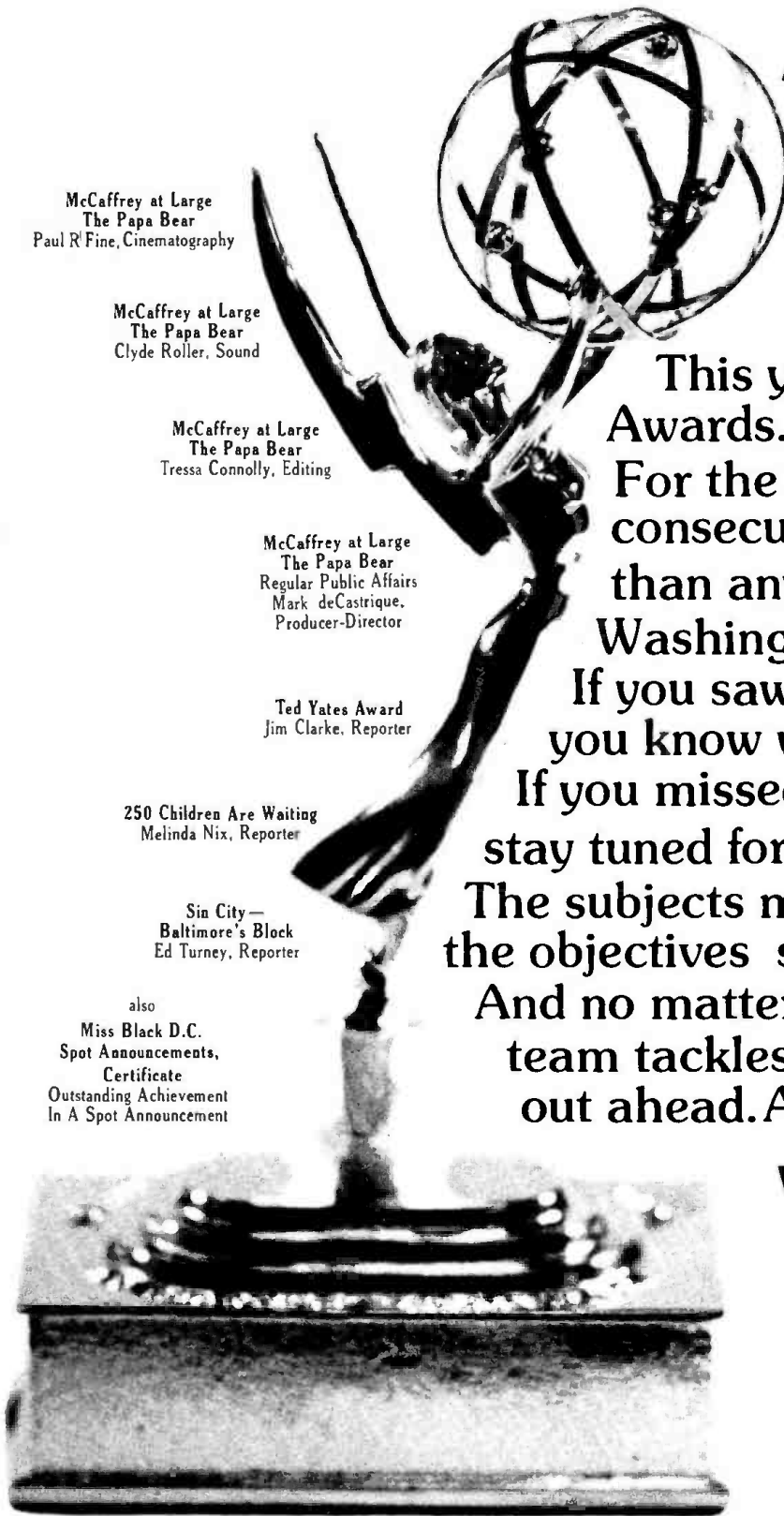
If you missed them...

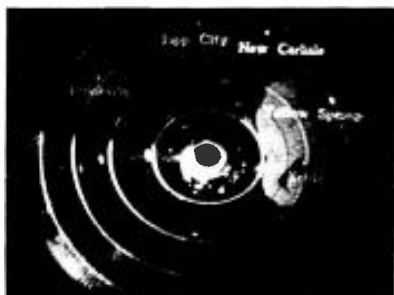
stay tuned for more.

The subjects may change but
the objectives stay the same.

And no matter what our
team tackles...we come
out ahead. As will you.

WMAL TV 7
Washington, D.C.





Graphic views. Natural disasters often affect great numbers of people in a station's area, and are treated accordingly. WCPO-TV Cincinnati camera caught this terrifying sight of a tornado as it began to strike the western area of the city. WHIO-TV Dayton, Ohio, gave a radar's-eye view of the twister that struck Xenia, Ohio. And WLKY-TV Louisville, Ky., was on the air with the first warnings for its area and stayed with the story for days thereafter reporting the damage.

tion's downtown studio for a five-minute full-screen picture of the funnel that had just touched down in nearby Saylor park. The same funnel was responsible for some \$50 million in damage. The station carried the live picture as soon as the cameras were set up, interrupting an afternoon comedy movie, and carried the picture alone for several seconds before audio lines were opened up with descriptions of the path of the twister and emergency information. If Cincinnati's had any doubt that the air raid sirens signaled anything more than a routine practice alert, the WCPO-TV coverage told them otherwise. (Walter Cronkite's *CBS Evening News* led with WCPO-TV's live tornado shot the following evening.)

And along with its on-the-air coverage, WCPO-TV performed a less dramatic, if equally important, behind-the-scenes role. As the first broadcast outlet to get to the scene of the Saylor park damage, the station's two-way radio system kept that suburb in contact with the rest of the area even though all telephone lines were down. Although one unit from the fire department had arrived at the scene, its two-way radio equipment was inoperative; the local fire marshal used the sta-

tion's radio hook-up to relay the first requests for ambulances and other rescue help.

Beginning with the live twister picture, at 5:45 p.m., WCPO-TV's tornado coverage totaled two hours and 40 minutes during the remainder of the evening. That included 22 separate reports as well as an 11 p.m. news/film report that was expanded into a 70-minute report.

WAAY-TV's meteorological facilities prove crucial to people of Alabama

The quality of a station's weather-reporting facilities generally escapes the notice of TV viewers as long as weekend predictions are fairly accurate. But for WAAY-TV Huntsville, Ala., its weather monitoring equipment—the only televised weather radar in the state—was combined with a dedicated news crew to make a mortal difference to the area's viewers the night of April 3.

While 11 states were battered by a swarm of tornadoes that day, Alabama recorded the highest death toll, with 81 persons killed, 830 injured and 1,500 homeless. The storms had been tracked during the day by WAAY-TV meteorologist

John Bradshaw. After the first tornado warning was issued, the station suspended regular programming and began live weather coverage using the radar equipment and its news staff.

Six tornadoes touched down during a six-hour-and-49-minute period. At one point, Mr. Bradshaw was simultaneously tracking three twisters on the radar screen while the news crew provided safety instructions and evacuation advice. And, as the third tornado moved toward the Huntsville area, the National Weather Service was forced to evacuate its post, leaving WAAY-TV as the only functioning weather-reporting outlet in northern Alabama.

The station reports it has received over 1,000 letters from viewers in 18 different counties applauding its service as well as a special commendation from Governor George Wallace.

An early start and a late ending for WLKY-TV's tornado coverage

For WLKY-TV Louisville, Ky., reporting on the tornadoes that swept through its coverage area in Kentucky and Indiana was a four-day effort.

The station claims it was first on television with a tornado warning for southern Indiana at 2:58 p.m. April 3, with 10 more bulletins and expanded 5 and 10 p.m. reports to follow. As the storm got closer to home, the station issued specific area warnings and the *Eyewitness News* team went to the scene of the damage for detailed reports.

By Thursday the worst was over, but it still wasn't business as usual for the *Eyewitness* reporters. That day the station aired two half-hour specials, followed by another on Friday—placed during the half-time of a Kentucky Colonels pro basketball game—that provided information on housing, food and aid for disaster victims.

WLKY-TV's Saturday half-hour special, *It Couldn't Happen to Me*, featured interviews with local leaders as well as Kentucky Governor Wendell Ford and took an in-depth look at tornado damage and recovery efforts.

Having learned that it could indeed happen to Louisville, WLKY-TV presented a news perspective the following Saturday that looked more to the future than the past. In that program newsmen Carl Nichols interviewed John Burke, National Weather Service meteorologist, to discuss tornado watches, warnings and safety precautions.

WHIO-TV's weatherman honored for his coverage of disaster in hard-hit Xenia, Ohio

WHIO-TV Dayton, Ohio, had a double view of the tornado that wreaked disaster on Xenia, Ohio. The on-the-ground look was from Gil Whitney, weather specialist who had been on the lookout for thunderstorms but found a tornado instead. The classic "six" or hook tornado shape, he says, "didn't take much imagination" to recognize when it appeared on the radar screen.

As Mr. Whitney headed for the studios

WHY IN THE WORLD SHOULD YOU WATCH TELEVISION AT 7:00 AM?

There's something important going on.

The CBS Morning News. With a complete picture of what's happening and what it means, by CBS News' first team.



CBS News White House Correspondent Dan Rather

If Dan Rather learns the President's early reaction to a late-breaking event, you're apt to get it here first. If Henry Kissinger makes a new move, Marvin Kalb will be here with it. You find out what happened on the West Coast after you went to bed. In Europe before you woke up.



CBS News Correspondents Bob Schieffer and Nelson Benton

This weekday morning hour of news—"informative, attractive, crisp and to the point" is how one leading critic has described it—is the only hour of solid news in network television.

It takes the entire night to put it together, drawing on the full resources of CBS News worldwide.

Anchor-man Hughes Rudd starts work himself at 2:00 AM each day—managing, even at that hour, to summon up the pungency and wit his reporting is famous for.



CBS News Correspondent Hughes Rudd



CBS News Chief European Correspondent Charles Collingwood

Why watch television at seven in the morning?

That's when some of the best reporters in the business

give you a head start on your whole day.

THE CBS MORNING NEWS WAKES YOU UP. TO EVERYTHING. CBS NEWS



Covering a 74,000 square-mile newsbeat is a mighty big job.

Coming up with a 59% share of audience is a job well done.

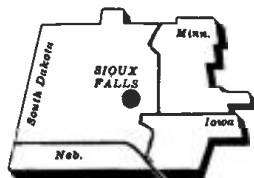
Local news on KELO-LAND TV is 528 hometowns in 92 counties of four states.

To perform this "mission impossible," our 15 full-time news staffers and their portable videotape equipment roam our 74,000 square-mile newsbeat by ground fleet and aircraft. A five-times-a-day news service that lights up TV sets, as though automatically, throughout this vast market.

No wonder KELO-TV and its two satellites score a remarkable Late News 59% Total Homes share, third highest in the nation. An equally impressive 53% ADI share.*

Just one of the reasons why there never was a better advertising buy than KELO-LAND TV.

*Mon.-Fri. 10-10:30 p.m., Arbitron Feb.-Mar. 1974. Affiliates of all three networks in nation's top 76 equal-facility markets. Submitted as estimates, subject to qualifications defined by ARB.



kelo-land tv

KELO-TV SIOUX FALLS, S.D.
and satellites KDLO-TV, KPLO-TV

Represented nationally by H-R
In Minneapolis by WAYNE EVANS



to broadcast emergency warnings, another newscaster had his own bird's-eye view of the storm. Like Mr. Whitney, the station's traffic reporter wasn't looking for the tornado; he ran into it. The swirling brown cloud put his Piper Cherokee out of control for a full 10 seconds before the pilot really knew what had hit him. From his vantage point in the sky he was able to provide first-hand reports about the destruction of the town.

From then on, every available WHIO-TV reporter was at work at Xenia—some reporting, some broadcasting, some volunteering to help the injured and to clear debris.

The station's coverage was singled out by the local meteorological society, which awarded Mr. Whitney (who was, incidentally the only Dayton weather reporter not a member of the society) a citation for his outstanding broadcast handling of the disaster.

Literally into the eye of a storm for a WDSU-TV newsmen and crew

WDSU-TV New Orleans reporter Stephen Schiff has a reputation of going to any length—or in this case, height—for a scoop. Mr. Schiff, along with a station camera crew, got an inside view of hurricane Delia, bringing back footage of the crew flying into the storm's eye.

In less daring but resourceful coverage, the station gave viewers an ominous picture of the tornado that only minutes before had swept through the town of Guin, Ala., killing 18 persons. By hooking the station's own weather radar scope into a transmitter at Centerville, Ala., the station picked up a live radar scan of that tornado as it moved across central Alabama.

WLWD(TV) keeps pace with tornados

On April 3, WLWD(TV) Dayton, Ohio, put the pieces together as the town of Xenia, Ohio, blew apart. The news was the worst series of tornados ever to strike the state; WLWD's response was a whirlwind in itself as the station picked up first film of tornado damage and aired it within 70 minutes. At the same time, other news teams were dispatched to the disaster—to downtown Xenia to cover an emergency visit by the governor, to Arrowhead Plat, the hardest-hit area, and to Dayton for a summary of Red Cross efforts. The station packaged it all for an 11 p.m. newscast, portions of which were fed to NBC.

WSFA-TV puts Montgomery first

WSFA-TV Montgomery, Ala., makes a special effort to provide special coverage on events and issues that may have an unusual impact on its audience. A case in point was the tornados that swept across northern Alabama in April, killing over 100 people. WSFA-TV provided on-the-spot coverage for several days, as well as news bulletins and regular news reports.

And, a new school integration plan that would mean rezoning and school closings in the Montgomery area was examined in depth in an evening newscast the day it was approved; the focus

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

was on the effect on parents and students.

On the feature side, the station concentrates on the quality of life in Montgomery area and has produced series on learning disabilities, teen-agers and drugs, and housing difficulties in the black community.

Documentaries and 'mini-docs' sweeten pot of local TV journalism

Documentaries remain a staple of news departments for expanded, in-depth reporting, but a technique that is catching on around the country is the mini-documentary. "Mini-docs" bring to bear all the skills of documentary reporting, but in a short-form, serialized approach that adds teeth to nightly newscasts and disproves the notion that local news shows are a "televized headline service."

'Documiniatures' are KSD-TV's way of paying close attention to what's happening locally

KSD-TV St. Louis doesn't program mini-docs. Rather, it programs "documiniatures." While that may boil down to nothing more than a case of a rose by any other name, the product is nonetheless a significant number of in-depth news shorts within regularly scheduled newscasts. KSD-TV's documiniatures have dealt with subjects from faith healing to the role of a major university in an urban community to an interview with the noted St. Louis sex research team of William Masters and Virginia Johnson.

The five-part series on St. Louis University detailed the quiet revolution on college campuses as urban universities reject the ivory tower image for one of involved and "relevant" community orientation. KSD-TV selected five departments at S.L.U. to document that thesis, and after several days of interviewing and filming—and five more of editing—offered a look at student participation in revitalization of midtown St. Louis, the school's concern with health problems of the elderly, the nontraditional Metropolitan College degree program that draws as much from life experience as from books, and a social-service project that results in savings to the taxpayer of \$600,000 annually.

Municipal waste of money is news at WGN-TV Chicago

Whether it was programing on consumer-product costs or the hidden price of government, stations in the smallest and the largest markets were responding to the viewer's concern over the dollar squeeze. At WGN-TV Chicago, cost exposes were tied to the subtle but high price of big-city government, with mini-docs on a \$77,000 flower pot and a juvenile detention center "built for the future" with little use in the present.

While beautification programs are usually welcome additions to metropolitan life, WGN-TV environmental editor John Hogan uncovered an expensive, but ill-planned greenery project that would

prove to be little more than an eyesore to the sore-eyed commuter. As the reporter discovered, the steel and stone "flower pot" would cost the city \$77,000 but allow little time for appreciation—the project was located at one of the city's busiest interchanges, a 14-lane entrance/exit ramp to the downtown Kennedy expressway.

The station also aired a five-part mini-doc on a juvenile detention center that overshot the mark. While citizen groups had been asking for a facility with 250-bed capacity, the resultant structure housed 516, despite trends away from institutionalization. Mr. Hogan broke out exact monies spent for carpeting, furniture and lighting that, he pointed out, made the facility more like a business corporation than a detention home.

Another little-examined cost that hits everyone at some time is the high price of death. In a documentary that will air Aug. 21, *The Price of Dignity*, the cost-conscious news team investigates the costs of burial, with an expose of body-hustling rackets and interviews at a college of mortuary science.

WMAL-TV confronts its audience with the realities of Washington's Children's hospital

WMAL-TV Washington took its cameras into Children's hospital there to film its documentary, *Speak to Us of Children*. The result: a cinema verite view of institutional pediatrics ranging from an open-heart operation on a 6-year-old child to an intimate exchange on death.

In an attempt to capture the real-world starkness of the hospital while intruding as little as possible into ongoing procedures, WMAL-TV cameraman Paul Fine shot most scenes with a hand-held camera and available light. In order to film a segment on open-heart surgery, photographer Fine bounced light off the ceiling to provide sufficient illumination, then donned surgical mask and gown for an elbow-to-elbow taping session as the doctors operated. The result: a bird's-eye view of Dr. James McLenathan sewing up a boy's heart as he holds it in his hand, while wireless microphones recorded the actual sounds and dialogue that accompanied the operation.

WMAL-TV cameras also took viewers into the emergency room where doctors and nurses treated a severely burned six-year-old girl and, later, struggled to save

the life of a premature infant.

While the documentary records life-saving accomplishments of medical teams at work, it also delves into those cases where treatment came too late, or with no results. To explore that reality, WMAL-TV cameras sat in on a session between a psychiatrist and the medical staff as they attempt to cope with child death.

KPIX looks at both sides as what used to be the darker side of life begins to come to light

As previously taboo subjects take to the airwaves, the obligation to fairness intensifies for broadcast journalists.

After KPIX(TV) San Francisco aired *Gay Power*, a viewer wrote, "Your ability to cover such a tremendous amount of possible material without gross inaccuracies, unfair portrayals or biased bloopers of any kind is a tribute to an excellent journalist." The program dealt with the city's homosexual population—estimated at up to 10%—beyond the stereotypes, discussing demands for equal rights and telling some of the "darker aspects" of the local gay scene.

And a five-part series of KPIX special reports explored what is believed to be the fastest rising crime of violence in the United States, *Rape—the Crime Nobody Wants to Face*. Interviews with rape victims and with an imprisoned rapist shed light on the physical and psychological trauma of rape from the standpoint of both victim and rapist. The facts of rape and the current laws governing the crime were brought into focus and information was provided on where and how the rapist is most likely to strike.

WCKT's hitchhiker documentary is dramatic in its execution and more dramatic in results

As the police chief involved in the set-up later commented, "*The Hitchhikers* was a combination of intelligent use of the media and the sensitive application of law enforcement . . . a most effective tool." WCKT(TV) Miami used an undercover technique to produce a one-hour documentary focusing attention on the dangers of the road to both hitchhikers and motorists. The hazards were vividly displayed through police records, a psychiatrist's analysis of motives, hitchhikers' own stories of rape, homosexual behavior, robbery and assault.

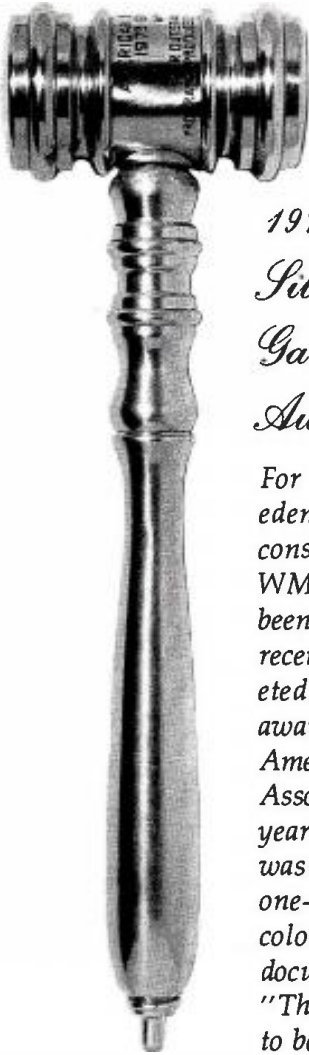
For first-hand reportage, a WCKT news secretary carrying a hidden microphone was filmed and monitored from an unmarked van; four blocks away a police blockade stopped motorists to be interviewed by a WCKT newsman.

Two bills were introduced in the Florida legislature in April to effect hitchhiking reforms, educators requested the program be repeated at an earlier hour for young viewers and the Florida Department of Education requested permission to distribute the program to public schools (both requests granted).

The film was particularly timely, since it closely followed the slayings of 27 youths in Texas, most of whom were killed after accepting rides on the high-

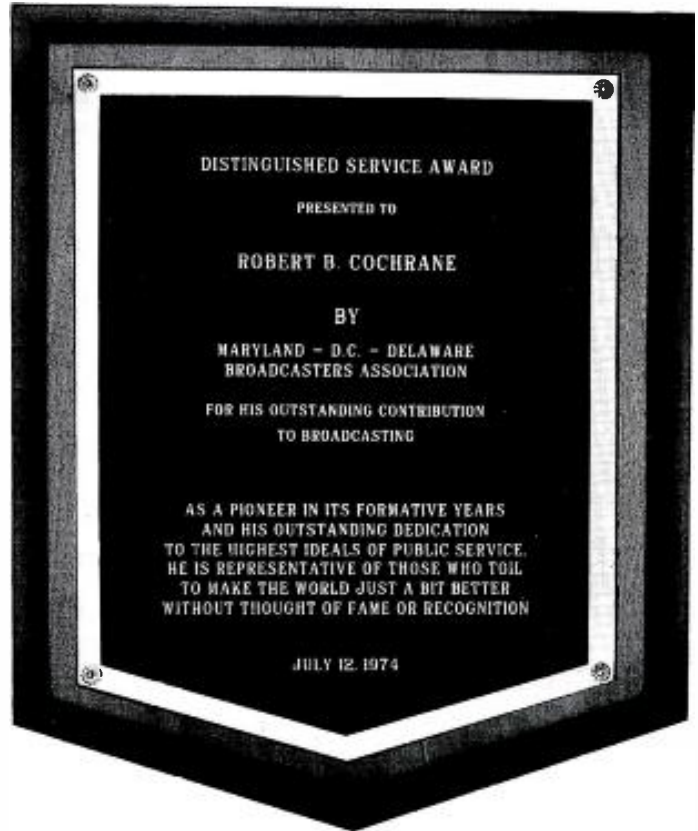


Quiet on the set. WGN-TV cameraman Robin Whitmore on location in a Chicago cemetery to film an hour-long documentary, *The Price of Dignity*, which examined the high cost of funeral services and burials.



*1974
Silver
Gavel
Award*

For an unprecedented second consecutive year WMAR-TV has been selected to receive this coveted national award by The American Bar Association. This year, the award was for the one-hour color film documentary, "There Ought to be a Law".



*First Recipient
of the
Distinguished
Service Award*



News Film Station of the Year

Eight individual awards, won by four WMAR-TV motion picture cameramen, earned this award from the Press News Photographers Association of Maryland.

WMAR-TV 

Television Park, Baltimore, Md. 21212



Scrub cameras. Two local outlets offered their viewers dramatic footage of surgery. At left, a WMAL-TV Washington cameraman uses a film camera and available light to document a delicate open-heart procedure on a five-year-old child. At right, WNBC-TV



New York's Frank Field (with microphone) details a mother-daughter kidney transplant. WNBC-TV's effort was captured on tape via a minicam. Four WNBC-TV technicians were on hand for the operation. They produced 23 live minutes.

way, and a murder-rape in South Dade, Fla., involving two teen-agers. WCKT won a national Headliners award and several other citations for this documentary.

KSTP-TV's documentary efforts take it out front on energy, down the river on a barge

KSTP-TV Minneapolis-St. Paul says it scooped its competition by a whole year when it first began examining the possibility of an energy crisis in the winter of 1973. The predictions of that show were borne out by two other half-hour documentaries done in January and February of this year that looked at the many sides of the energy crisis in Minnesota, including the problems of a black market in oil and watered-down gas.

Another KSTP-TV special required a 24-hour-a-day effort from reporter Greg Licht and photographer Jim Rudie as the two did a modern-day Mark Twain documentary called the *Rivermen*. That special, a week in the filming, took the two newsmen down the river on a barge bound for St. Louis—an eventful trip that included a midnight barge-bridge collision. The effort resulted in a prime-time documentary that examined the importance of the Mississippi and its river traffic to the Twin Cities.

Area medical topics a healthy concern at WITN-TV

Problems of health care, currently under congressional study and always of national concern, were examined in detail by WITN-TV Washington, N.C. When the North Carolina general assembly debated the establishment of a new medical school at East Carolina University, a two-week series of interviews, officials' opinions and the station's own editorials helped draw the issues together. In a related series, a three-part program responding to an appeal for assistance was telecast on *eyeWITNESS News* explaining the new ambulance service in surrounding Lenoir county.

WKRG-TV dedicates a year to document the problems of the aged

WKRG-TV Mobile, Ala., has made a year-long commitment to explore the topic of aging in a series of monthly specials, *You're Never Too Old*. The programs, which will be seen in Alabama, Mississippi and a large portion of northwest Florida, will feature participation of state and area officials involved in programs for the aged and take a look at a range of topics of interest to the aged: living situations, meal plans, medical care, home services, Social Security, retirement and recreation.

The long and the short of health occupy WTMJ-TV's special reports

WTMJ-TV Milwaukee placed heavy emphasis on mini-docs to broaden both the subject matter and depth of coverage within its regularly scheduled newscast.

Paramedics—A Community Challenge examined how the *Medical Center* fiction operates in real life in a five-part series that took a look at the paramedic program of West Allis, Wis., the smallest city in the country to date to incorporate that medical service.

Another mini-doc, *Our Baby, Our Way* examined new approaches to birth in a Milwaukee hospital that advocates family-oriented obstetrics. That five-part series included actual footage of a baby being born.

One special report that was aired outside of the regular newscast framework was the 90-minute program, *The Seventeenth Minute: Breast Cancer*. Despite the hushed status of breast cancer, WTMJ-TV adopted a head-on approach to the problem—every 17 minutes one woman dies of that form of cancer—in an attempt to alert women to the dangers of the disease, as well as to dispel myths. Recognizing that overcoming fear of the cancer is at least half the battle, the station aired film of a patient going through the treatment process from diagnostic procedures to radiology. And, as part of

its straightforward approach, the special included taped interviews with four women who had undergone breast surgery as well as film of an actual breast examination. Following live interviews with a number of doctors and cancer experts, the station opened its telephone lines to take on-air calls. Response to that portion was so heavy that the station left its telephone lines open and physicians stayed to answer calls after the station went off the air at midnight.

WABC-TV New York works doubly hard to program for its diverse audience

New York's ethnic and social diversity rivals that of any other city. Invariably, each of the city's subcultures has its own problems, and its own story to tell. WABC-TV New York has told several of them.

In recognition of an apparent lack of knowledge among the city's sizable Puerto Rican community concerning its forebearers, WABC-TV investigative reporter Geraldo Rivera co-produced a two-part documentary examining the native lifestyles—both rural and cosmopolitan—of the Caribbean territory. *Don Pedro: Diary of a People*, was filmed in the island's Lares mountain region and urban San Juan.

The plight of the city's working class, enunciated from the standpoint of the people themselves, was the basis of another Rivera project. His research involved obtaining various blue-collar jobs—a sanitation worker, short-order cook, mounted policeman, window washer and others. In a companion piece to the Rivera effort, WABC-TV correspondent Rose Ann Scamardella assumed such positions as a check-out girl, seamstress, domestic, barmaid and Avon lady. The result was a five-part mini-documentary, *The Working Class Heroine*.

As part of WABC-TV's *People, Places and Things* series, reporter Doug Johnson examined the economic problems of New



Jim Hartz tells the story of two teen-age killers.

Chuck Scarborough reports on the most dangerous job in New York.



Frank Field makes television history with a live broadcast of a kidney transplant.

Pia Lindstrom uncovers a wealth of cheap townhouses in Manhattan.



Betty Furness helps get a \$9,500 claim for a consumer. (Which brings the ACTION to \$33,762 in 15 weeks.)

**When one program gives you all this,
plus all the day's news — that's great news.**

NewsCenter4

Weekdays 5-7 pm WNBC-TV



Hold the mayo. WABC-TV New York's Geraldo Rivera found out the hard way what it is like to be a short-order cook in working on a five-part mini-documentary, *Working Class Heroes*.

York's Jewish poor, the city's third largest poverty group. Following the first airing of the program, former Mayor John Lindsay allocated a quarter-million dollars to an antipoverty program specifically designed to aid this group, and the Federation of Jewish Philanthropies embarked on a massive project to provide further assistance.

A nonduplication effort by WGBH-TV

Noncommercial WGBH-TV Boston seeks to cover areas of interest that are soon to become news, to give background information on current topics and to relate peripheral news rather than duplicate efforts of commercial stations. For instance, an extended series dealing with Boston's redistricting and busing plan explored legalities and continues to help the public through the period of implementation this fall. The judiciary came under scrutiny by WGBH-TV, including a 90-minute broadcast of the housing court in session. The media have themselves been subjects of coverage in weekly televised news conferences.

Sports exclusives for WISC-TV

Wisc-TV Madison brought Wisconsin viewers a bit of sports nostalgia as it interviewed a sports figure that was the pride of the state when the Braves were the team that made Milwaukee famous. Baseball figure Hank Aaron was the subject of a special documentary. And the station gave another sport its due when it got an exclusive interview with Muhammed Ali. Both programs have proved to be of more than local appeal; the specials have been bought by stations across the country.

Documentaries are KGUN-TV strength

News documentaries are Pat Steven's forte and, as news director for KGUN-TV Tucson, Ariz., she has demonstrated her capability, along with the 10-person news team, on a variety of topics. The station has gained recognition for its shows on senior citizens, the Arizona prison system, local government features and an in-depth special on a hospital for mentally retarded youngsters. Documentary series has focused on the energy crisis, consumerism and other civic problems.

KMSP-TV flushes out hard news with quick and long looks at topical items

KMSP-TV Minneapolis is complementing its regular 5 and 10 p.m. news shows with minidocumentaries that run for one week and touch on topics such as venereal disease, contraception, and witchcraft. Reporter Jeannie Torkelson investigated the effect of the movie "The Exorcist" by interviewing clergy, psychiatrists, and professed witches, and then added punch with film of an actual exorcism ceremony performed in the Twin Cities. Ben Boyett, anchorman, developed the contraception special, where actual vasectomy and female sterilization operations were recorded on film.

WMAR-TV digs out ignored issues in its documentary programming

WMAR-TV Baltimore is attempting to treat problems that do not normally receive coverage in regular newscasts. Under the direction of George W. Collins, associate editor at WMAR-TV, a half-hour special on the small and little known American Indian enclave in Baltimore was aired during prime time.

WMAR-TV's coverage has included such topics as the problem of stray dogs and cats, the declining birth rate in Maryland, building a family garden to offset high food prices, do-it-yourself auto repair and where money goes once sent to charities. Off-shore oil drilling on the Maryland coast was treated in debate form.

The American Bar Association has selected WMAR-TV this year to receive its Silver Gavel Award for the documentary, *There Ought to Be a Law*, a one-hour film tracing a particular bill through its 90-day journey through the Maryland legislature.

Apart from the station's news features, WMAR-TV has prepared a series of 20 one-minute vignettes as part of the nation's bicentennial celebration. The vignettes trace the historical role of Baltimore and Maryland through such highlights as the frigate Constitution, the writing of the national anthem during the siege of Fort McHenry, the beginnings of the Naval Academy and the roles of Johns Hopkins and George Foster Peabody in the city's development. These spots will be sched-

uled inside local programming or inserted in network shows.

WKBN-TV found it happens right in Youngstown

WKBN-TV Youngstown, Ohio, developed a three-part series, *Transsexuals in Youngstown*, featuring Dr. Richard Murray, a leading sex-change surgeon. The series included a description of the necessary surgery, sexual aspects following surgery and discussion of the emotional impact of such an operation. An on-camera interview with one transexual added a personal outlook to the subject.

KYTV VD show draws wide attention

KYTV(TV) Springfield, Mo.'s news series *Focus 30* has been in the national focus since one segment on venereal disease in the teen-age community has been recognized by both the Missouri Medical Association and the National Academy of Television Arts and Sciences. Other programs in the series, which are shot on film on location then mixed and edited onto video tape, have included examinations of rural medical care, water pollution and folk music.

TV stations distinguish the making of news from the reporting of news with investigative efforts

Investigative reporting continued to be a way for stations to bolster their news image while bringing audiences exclusive reports as a result of first-hand digging. Investigative reporters uncovered big-city problems in not-so-big cities: prostitution, drugs, gasoline blackmarketing, and high-rise hazards.

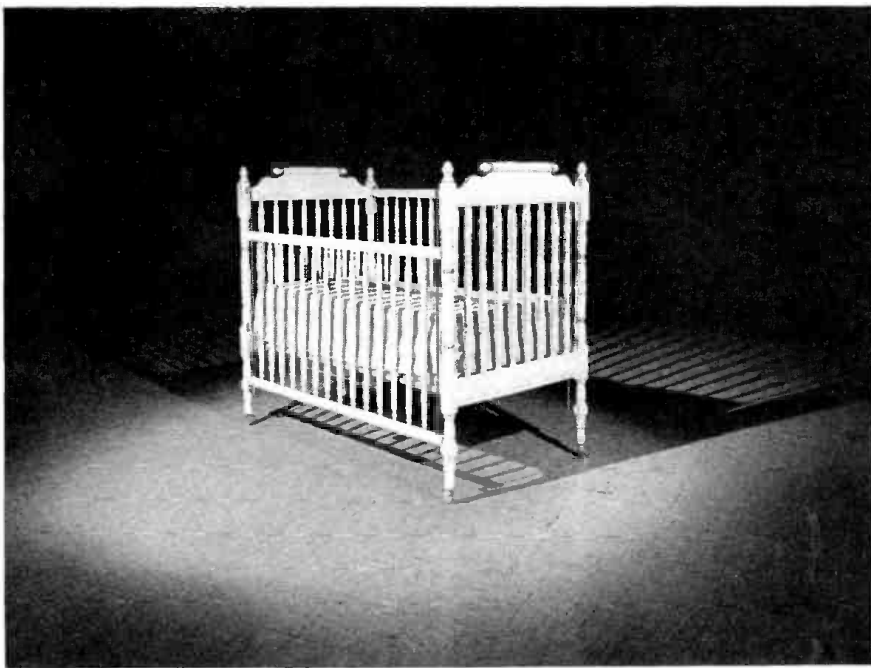
WMAL-TV's thorough uncovering of abuses in auto repair earns biggest prize of all: results

An outstanding investigative series on automotive repair rip-offs is credited to WMAL-TV Washington's Jim Clarke. For his report, "The Auto Repair Go-Round," Clarke took a 1970 Ford Maverick to nearly a dozen Washington-area



Taken for a ride. WCKT(TV) Miami did a plain-clothes job in revealing the dangers of hitchhiking in a documentary that prompted reforms at the local and state levels.

DEATH BED!



Each year some 30,000 infants die silently in their cribs. No one knows why. No one's to blame.

These crib deaths also take a heavy toll of those who survive. Parents accuse each other of murder. Marriages strain and crack. People wind up in mental institutions.

WWJ-TV recently brought this problem into sharp public focus with a series of special reports on the Sudden Infant Death Syndrome during 10 major evening newscasts.

As a result, the cloud of self-guilt has been lifted for many. Grieving parents now share their common losses with greater understanding. And with less tragic results.

Helping people; bringing them together. That's WWJ-TV's NEWS•4. And Detroiters know it!

WHERE DETROITERS SEE MORE NEWS...AND KNOW IT!

WWJ-TV/DETROIT

NBC Affiliate. National Representative: Peters, Griffin, Woodward, Inc.

garages, including those of some major auto dealers. He ran up a repair bill of nearly \$1,100 in unneeded repairs, after starting in perfect operating condition as verified by expert mechanic Pat Goss.

While the premise and research were fairly routine for investigative reporting of consumer affairs—the frank approach to the problem was unusual in Mr. Clarke's series. Where other reports have been content to point out a public problem, WMAL-TV went a step further to point fingers at specific offenders. "Jim's research was so thorough," a spokesman for the station noted, "we had confidence to name names."

The series won a number of honors, consumers' gratitude and officials' praise, and had observable results. One garage dismissed some employees who had done incompetent work on the car and instituted a policy of returning the customers' used parts in a plastic bag. Several major companies requested video-tape recordings of the series to instruct their executives. And the D.C. city council adopted a resolution commending Clarke and WMAL-TV for "resourceful broadcast journalism in the public interest."

To prove another point, a WMAL-TV employee successfully applied for a listing in the D.C., Maryland and Virginia suburban phone books as a doctor—although he had no medical credentials. WMAL-TV's news series disclosed that about 10% of the doctors listed were not licensed to practice in the area where listed. Tangible results of the report: The local telephone company instituted a new procedure to check on the credentials of applicants, thanks to the prodding of consumer affairs reporter Melinda Nix.

KTTV assigns a news team entirely to investigative reporting

KTTV(TV) Los Angeles has given free rein in time and scope of topics to its investigative team of Larry Attebery and Barbara Simpson—with resultant "mini-docs" almost daily.

The "On Target" team, backed by a producer/reporter and researcher, triggered a county probe of contaminated meat, disclosed violations of inoculation laws among school children, and demonstrated that oil companies were receiving substantially more fuel than they reported during the recent shortage. News Director Chuck Riley notes the assignment of four of his 39-member staff to "On Target" signifies the station's strong commitment to investigative reporting.

KAKE-TV's expose on restaurant cleanliness prompts state reforms

What wasn't on the menu at Wichita, Kan., area restaurants has been added to the agenda of city and state regulatory bodies as a result of a KAKE-TV expose of unsanitary conditions in southern Kansas restaurants. The 33 reports on restaurant inspections took viewers into kitchens, storage areas and walk-in coolers as investigative reporter Charles Duncan accompanied health inspectors on their daily rounds. As a result of public disclosure of restaurant condition, Wichita has developed a new rating system and tighten-



Protected source. In uncovering abuses in the local bail-bond business, WFAA-TV Dallas used a "silhouette interview" technique to disguise the identity of a former bail bondsman who disclosed bribes, pay-offs and kickbacks to sheriff's deputies. A court of inquiry is now investigating.

ed the inspection process; on the state level, moves are under way to assign inspection responsibilities to the Department of Health rather than a restaurant industry group.

In a separate investigative report, the station zeroed in on prescription drug prices at local pharmacies, reporting price differences for the same product, both at different pharmacies and within the same pharmacy over a period of days. And the station examined two related aspects of that problem: overprescription of drugs by physicians, and physician-owned pharmacies.

WDSU-TV's look into blood-for-sale results in new city regulations

Five months of footwork by WDSU-TV New Orleans reporter Charles Bosworth paid off in a continuing story of the blood pay-off in New Orleans. The operation itself is legal: blood-donating centers where donors are paid by the pint. But the results can be lethal as the blood of drunks, junkies and syphilis-infected donors is given to the unsuspecting. WDSU-TV's *Newswatch* tracked the problem to the plasma donation centers where the station found evidence of lax attention to regulations. A *Newswatch* plant, a drunk, sold plasma to one center; the station interviewed another donor with hepatitis who gave blood regularly. As a result of the station's investigations, the city council passed stricter regulations for plasma center operations, and the New Orleans health department raided a number of centers after one of the station's reports revealed that one man had sold blood 12 times in 15 days.

WTOL-TV uncovers attempts to take advantage of gasoline shortage

WTOL-TV Toledo, Ohio, made weekly gasoline price checks and found that some people were paying more for regular gas than others were paying for premium. Going beyond public price notices, WTOL-TV uncovered a "black market" in gas during the height of the recent gas crisis,

setting the stage for the Associated Press to uncover at least one more black market operation in the state.

And a recent series of rapes in the Toledo area prompted WTOL-TV to go beyond crime and police reporting and produce reports on the increasing sales of locks and firearms, along with tips on how to protect the home. Focusing on vigilante groups forming in response to the crimes, WTOL-TV talked with one member "in profile," allowing the subject himself to express the mixed feelings behind a vigilante movement.

Drug series on WCAU-TV encourages introduction of new state laws and wins local SDX honors

WCAU-TV Philadelphia last year produced a two-week series, *The Junk Man: The Fight Against Drugs*, which later prompted introduction of tough new drug laws in the state legislature. To put the series together, WCAU-TV news correspondent Jim Walker spent three months investigating drug traffic in Philadelphia. Included were eyewitness film reports of actual drug negotiations taking place, interviews with undercover agents and a film piece showing an addicted mother's new-born infant suffering from withdrawal.

The series moved Senator Robert Rovner to introduce new drug laws (still pending) and gained WCAU-TV recognition from the Philadelphia chapter of Sigma Delta Chi for an outstanding example of public service and investigative journalism.

Persistence and evidence finally gain WTVW recognition for uncovering insufficient rail safety standards

For three months a lone station in Evansville, Ind., has been calling for railroad maintenance and repairs. State and local officials have awakened to the problem, the Federal Railroad Administration is now involved, and, within recent weeks, stations around the country have begun to pick up the story.

WTVW(TV) Evansville has carried a five-part series, one or two segments per week, on the decaying conditions of railbeds and trackage that, claims associate news director Dave Berry, are representative of the disrepair of railroads nationally. In one film, a WTVW reporter pulled 20 spikes from tie beams by hand as he walked along the track, once actually lifting a rail tie. Viewers were told trains pass the spot at 50 miles per hour carrying "hazardous materials" (chemicals), with a 4-H Center not 100 yards away. Mr. Berry says 40 investigators in the country, one man in all of Indiana, are responsible for policing the tracks. While 21 miles of track in the Evansville area have been closed for repairs since the WTVW reports began, the problem remains: getting funds for better inspection standards across the board.

Observing that the response locally attests to the urgency of the problem, Mr. Berry notes that the series by WTVW, an ABC affiliate, may culminate in a documentary for the network.

KGO-TV news scene is the number one local news between 5 and 7 pm in the Bay Area.



Based on the May, 1974 NSI, KGO-TV's lively News Scene at 6 is the top local news with a 33% advantage over KPIX and a 20% advantage over KRON-TV.

We're also number one according to May, 1974 ARB.

It even outscores CBS network news with the 18-49 group, according to Nielsen.

If you're buying this big Bay market, don't ignore the books.

Before you buy the San Francisco market, talk to the owners.

7 KGO-TV abc

Percentages cited are May, 1974 NSI. Audience information subject to qualifications available on request.

WRAU-TV feels local investigation is essential to local TV journalism

Rather than being a "passive broadcast operation relying on network public affairs specials and documentaries that may not interest local audiences," WRAU-TV Peoria, Ill., turns to its own investigative reporting "that has impact on the local audience," according to manager Rob Rice.

That philosophy has resulted in a look at inadequate city equipment to fight high-rise fires. The story—developed after two months of research by reporter Bob Cashen—coincided with completion of a new downtown development plan that proposed 12 new multistory structures. But, as a direct result of the WRAU-TV stories, city fire department and building officials drafted master evacuation plans to reflect new consciousness of high-rise safety.

The station's investigative team also uncovered a big-time operation in a small-size city, when reporter Jack Rinehart revealed that Peoria outdid even Chicago as Illinois' massage-parlor capital. The parlors, and associated prostitution problems, were recognized by the city, which three months later drafted its first ordinance on the matter.

KAIT-TV fears not the sheriff or the regional gas company

KAIT-TV Jonesboro, Ark., gains its highest total audience figures during the 6 p.m. local newscast, where reporting on public issues such as alleged overcharging by Arkansas-Louisiana Gas Co. and misconduct by the sheriff's office in an adjacent county has led to direct community results.

In the former case, KAIT-TV coverage prompted the Public Service Commission to conduct hearings on gas company rates. A KAIT-TV disclosure of a secret state police report indicating mistreatment of prisoners and drug use by both prisoners and members of the sheriff's department initiated a grand jury indictment of the sheriff involved.

WFAA-TV lifts lid on prostitution, bail-bond racket in Dallas

WFAA-TV Dallas has instituted several investigative reports, including a five-part series on prostitution and a look at the bail-bond program in Dallas that later prompted a court inquiry into the issue.

The prostitution series detailed how the operation works in the Dallas-Fort Worth area, and who gets the money, and pointed out how housewives and college coeds work as call girls on the side. The punch in the bail-bond investigation was delivered via "silhouette interview" with a former bondsman who disclosed bribes, payoffs and kickbacks to sheriff's deputies. The TV special prompted a court of inquiry to investigate the bail-bond program.

WSOC-TV's Walker picks up where the local police left off

When the police department in Charlotte, N.C., is stumped on a case, it sometimes turns to WSOC-TV's anchorman, Bill



TV detective. WSOC-TV Charlotte, N.C., has a news feature, "Police File," in which unsolved crimes are reported, and rewards offered for clues leading to arrest and conviction. Here, anchorman Bill Walker consults with a member of the local police force. He also goes to victims, witnesses and others. Actual cases have been solved as a result of "Police File."

Walker, who prepares the station's weekly feature, "Police File." In the first six months of "Police File" a hit-and-run case was solved, and the station won the 1973 international Sigma Delta Chi professional journalism fraternity award for "public service."

"Police File" tackles unsolved cases, presented in standard news fashion, illustrated with pictures, concrete evidence (a hub cap in the incident mentioned), and interviews with victims, witnesses and family members. A monetary reward is offered for information leading to an arrest; the amount has varied from \$500 to \$2,500 and is set with recommendations from the police.

KIRO-TV's series on veteran's homes gets state moving on reforms

KIRO-TV Seattle claims not only more minutes of news daily than any station in its market, but also in-depth reporting which often follows controversies to their solution.

Typical of its special reports: *Psychic Surgery*, *Homosexuality—the Crime Behind Prison Bars*, *Firetraps—the State Calls Them Institutions*, and *Rape—the Lasting Agony*.

A series of reports, a half-hour documentary and editorials detailed substandard and hazardous conditions at Washington's two veteran's homes. Public reaction was dramatic and the Washington Senate and House ways and means committees played a video tape of the reports during a joint hearing. After years of neglect, a legislative commitment of \$2 million to improve facilities and \$500,000 to increase staff resulted from KIRO-TV's attention to *Yesterday's Heroes*.

WJXT keeps plugging at Florida version of Watergate story

Senator Edward Gurney's (R-Fla.) legal problems were of more than passing interest in his home state, a fact duly noted by WJXT(TV) Jacksonville. From the

outset of the story, when allegations of campaign-funds misuse were leveled against the senator, to Mr. Gurney's indictment, WJXT reporter Frank Beacham probed for fresh revelations. During the last two months of 1973 alone, Mr. Beacham's efforts—which centered around the initiation of contacts with sources unearthed from hotel registers, local bars and other public places—resulted in two dozen stories. A highlight was an in-depth interview with Larry Williams—one of seven co-defendants in the case—just prior to his imprisonment on two felony counts arising from the case. WJXT also originated a statewide televised news conference with Mr. Gurney last December—the senator's first meeting with newsmen after the investigation began.

WJXT also gave more than a passing glance to a controversy over allegedly inadequate security checks by local companies furnishing private guards. Reporter Jan Fisher, using the name of a convicted felon—and a deceased one at that—sought employment at several protective agencies, giving fake references and nonexistent addresses and phone numbers. Two companies hired him, and one even issued him a gun and assigned him to guard prison-ward inmates at a local hospital.

A more personally tragic episode of administrative disregard—this involving a sailor with terminal cancer who was being denied any benefits by the Navy—was also probed by the station. The WJXT story resulted in prompt hospital treatment for the Navy man.

WWJ-TV spills story on bad milk; state offices tighten dairy controls

A potentially fatal mistake that could have affected large numbers of Michigan residents was investigated by WWJ-TV Detroit when it provided viewers with continuing coverage, much of it exclusive, of a scandal involving contaminated milk.

As a follow-up on a report that animals on 55 Michigan dairy farms were accidentally fed a toxic flame-retardant chemical, reporter Dwayne Riley examined quarantine, testing and animal destruction procedures. He zeroed in on farm families beginning to show symptoms of toxic poisoning and reported on the dangers to the consumer public. And, largely as a result of WWJ-TV's continuing probes, the Michigan Departments of Agriculture and Health instituted strict controls.

WSVA-TV finds plumbers in Harrisonburg

As a national spotlight has been on citizen rights of privacy, wsva-TV Harrisonburg, Va., did some investigative reporting on citizen rights locally. Noting the quantity of personal data made available by a local high school on six students under consideration for a sports award, reporter Ed Alwood found that the disclosure policy was at odds with local regulations designed to maintain the confidentiality of student files. His re-

6 PM NEWS AND 10 PM NEWS

In the audience estimate survey* taken during MAY, 1974 by the A. C. NIELSEN CO., TV-8 was first in —

TV HOUSEHOLDS
TOTAL PERSONS
TOTAL ADULTS
TOTAL WOMEN
WOMEN, 18-49
WOMEN, 18-34
WOMEN, 25-49
WOMEN, 50+
TOTAL MEN
MEN, 18-49
MEN, 18-34
MEN, 25-49
METRO RATING
DESIGNATED MKT.
AREA RATING

*6 P.M. News: Mon.-Sat.
10 P.M. News: Sun.-Sat.



KCCI-TV • DES MOINES

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MAY 1974
NIELSEN RATING



Gurney under fire. WJXT(TV) Jacksonville, Fla., has been investigating the campaign financing of Senator Edward Gurney (R-Fla.), a member of the Senate Watergate Committee. Here, he responds to questions at a news conference fed throughout the state by WJXT.

ports led to a new county-wide policy requiring written permission for release of personal information.

Grand jury finds itself at other end of an investigation by WCCO-TV

Wcco-tv Minneapolis put a grand jury on trial. Who sits on the grand jury, how jurors are selected, how independent they are—those were the questions examined by investigative reporter Bill Stewart in a lengthy probe of a local county grand jury investigating charges that a burglary ring existed on the local police force.

The results of Mr. Stewart's probe were eye-opening. He found that most of the jurors were friends and neighbors of the judges who selected them, and were largely a body of white, middle-class people with sympathetic views toward the police.

Other court-related coverage by wcco-tv has presented viewers with the continuing story of environmentalists versus business as a district court judge heard testimony on a suit seeking to stop the discharge of 67,000 tons daily of potentially damaging taconite wastes into Lake Superior. TV coverage was difficult because of the legal and scientific complexities of the case. But despite the fact that the story has not been visually exciting, reporter Rod Challenger has been assigned nearly full-time to the continuing battle (an appeals court overturned the district judge's decision to close the plant, necessitating yet more weeks of hearings) that is of vital concern to Minnesota residents and other viewers in states bordering Lake Superior.

WBEN-TV goes in where city officials refused to tread and gets results

"The pressure has been on for almost a year now," thanks to WBEN-TV's editorial treating Buffalo's "no-show" job scandal, says Bern Rotman, WBEN-TV news director. He tips his hat to one young man, Jim Donahue, who on a small Vietnam veteran grant, formed an independent investigative unit and "dug up dirt" on the problem.

When workers in the city's sanitation, streets and parks departments were found to be checked-in and on the payroll but not showing up for jobs, Mr. Donahue

tried unsuccessfully to generate interest from city officials. Failing that, he brought the problem to the attention of WBEN-TV, which then carried a series focused on Mr. Donahue's investigation.

The story snowballed, a grand jury investigation began, the city fired dozens of workers and took a serious look at manpower needs and wasted financial resources. Mayor Sedita has retired and Carl Perla, head of sanitation, has been recalled to offer more testimony before a grand jury that continues its investigation. The investigative unit begun by Mr. Donahue has been made permanent.

WBEN-TV's "no show" editorial earned the New York State Broadcasters Association award for "editorial excellence."

Local television takes on a regional, national and international aspect

Neither city limits nor national borders are proving to be boundaries for local news operations as they send roving reporters on the trail of features and hard news. State and regional rovers are finding there are stories in the history and lifestyles of Americans beyond the familiar metropolitan centers. And the international version of the same phenomenon, invariably entailing complicated logistics for film crews and mountains of red tape for reporters, is making seasoned travelers of local newsmen. Despite lost equipment and baggage, interpreter problems and late-arriving visas, a number of local stations have ventured well beyond city limits in search of exclusive special reports.

WTVJ's internationally oriented viewers receive documentaries on Israel, Jamaican smuggling

Ralph Renick, WTVJ(TV) Miami news director, believes local stations put their heads in the sand when they bypass global issues, abdicating responsibility to the networks. WTVJ's *Israel After the War—Before the Peace* examined the mood and lifestyles of the Israeli people six months after the October 1973 Yom Kippur war. Telecast during Holy Week, the program was well received by both the large Jewish population and other sectors of the station's audience as well.

Mr. Renick narrated the report, accompanied by correspondent Ike Seamans, assistant news director Ruth Sperling and cameramen Warren Jones and Larry Heinrichs. The special included interviews with recently immigrated Soviet and Miami Jews, footage from Golan Heights front lines, a Tel Aviv military hospital and a kibbutz. Emphasis was on effects of spiraling inflation, changing government, housing and immigrants, balanced by the persistent optimism of the Israelis.

Other WTVJ exploits: a half-hour special, *Ganja and Guns: Jamaica Fights Back*, had local relevance due to the island's proximity to Miami. The WTVJ news team gained entrance to a Jamaican prison through a local (U.S.) media contact. They interviewed American prison-

ers there and reported the country's soaring crime rate and increase in marijuana trafficking.

On the WTVJ drawing board for fall: travel to Haiti to document that country's condition and problems with present immigration laws, of interest to the large Haitian population among WTVJ viewers.

WCKT brings the Yom Kippur war home to its audience

WCKT(TV) Miami sent a four-person news team to Israel for three weeks last fall to cover the Mideast conflict. The result, a documentary aired Dec. 9, 1973, was the culmination of 45 telephone and film reports. The team interviewed south Floridians involved in the war effort, some who have relocated to Israel, others there as university students or volunteers. Twice the news crew had to take cover to escape Syrian artillery fire, but they returned with only minor injuries, some equipment damage and plenty of film of the action.

Israel: Beyond the Ceasefire included an interview with Israeli Foreign Minister Abba Eban and a panel discussion with an Arab representative to the United Nations, flown to Miami at the station's expense. Newscaster Wayne Fariss won honors for his reporting, which was often phoned in to avoid delays caused by rigid Israeli censoring of soundtracks. Mr. Fariss, along with Roger Burnham, Tom Loughney and Tyler Tucker, were under direction of WCKT's Gene Strul.

WCKT's travel prospects for next season include two series of reports, for possible treatment as documentaries, one dealing with law enforcement, which will take a crew to the Netherlands, the other focusing on gambling which will involve travel to London, Monaco and several U.S. cities.

Philadelphia's WCAU-TV follows city's orchestra into new territory: the People's Republic of China

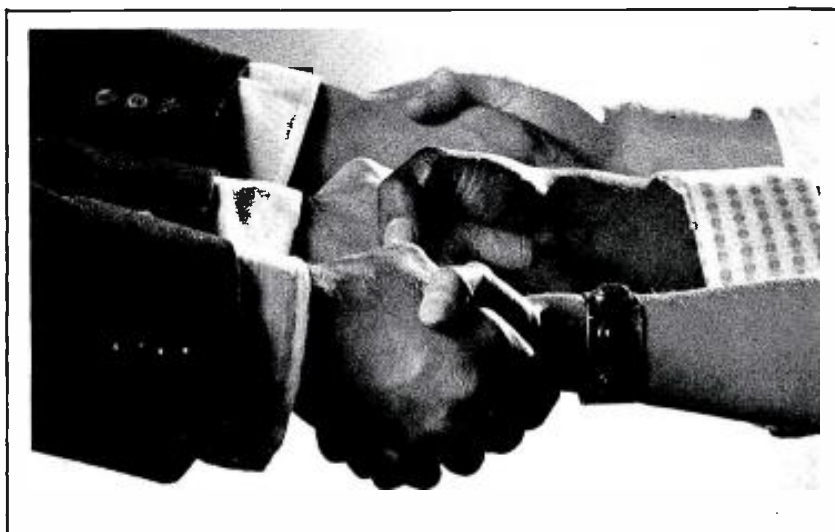
It was a bit of history in the making, for diplomats and broadcasters alike, and WCAU-TV Philadelphia shared the event. The Philadelphia Orchestra, conducted by Eugene Ormandy, became the first American orchestra to perform in the People's Republic of China last September; reporter Kati Marton was the only broadcast journalist to accompany the orchestra on its tour of mainland China.

Ms. Marton presented nightly reports for three weeks which culminated in a one-hour special. This program, *Overture to Friendship: The Philadelphia Orchestra in China*, earned the station the 1973 George Foster Peabody Award for the promotion of international understanding. Highlights of the program included views of the Great Wall, the Summer Palace and the Forbidden City, interviews with several Chinese, and an introduction to acupuncture and Mao Tai liqueur.

WISN-TV's version of Charles Kuralt travels the byways of Wisconsin for the human side of the news

WISN-TV Milwaukee has the usual assignments that keep its reporting teams on the

We're setting a new standard



56 awards in 28 months

An average of one award every two weeks since
we began broadcasting in March of 1972.

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Road crews. Local television news teams are not confined to grade-B coverage areas, as these examples attest. Top left, KSTP-TV Minneapolis cameraman Jim Rudie at work on a barge on the Mississippi river as he films that station's documentary, *The Rivermen*. Top right, WTVJ(TV) Miami news director Ralph Renick (with glasses), at the Wailing Wall in Jerusalem, works on WTVJ's documentary, *Israel After the War—Before the Peace*. Bottom left, cameraman Howard Phillips stands a long way from home base, KELO-TV Sioux Falls, S.D., as he films on location for the station's special, *A Visit to Lebanon*. Bottom right, WISN-TV Milwaukee has institutionalized the roving reporter concept, putting newsmen and cameramen on a "Country Reporter" team and sending them out into Wisconsin for the human side of the news.

go covering fast-breaking city news. And then it has its unusual assignment—one that takes in 56,154 square miles.

The state of Wisconsin (and then some) is the territory of reporter Greg Risch and cameraman Mike Gray, who together travel back to the land for human-interest features about the people, places and events of that state. Using a fully equipped van, the news team spends four days each week on the road shooting features that are aired twice weekly. A number of the features have been picked up by CBS; others have been packaged into 15- and 30-minute program specials.

The on-the-go approach to reporting Wisconsin news also provided WISN-TV viewers with a look at the past—as seven men recreated the northern Wisconsin explorations of Marquette and Joliet in a 3,000-mile canoe trip on the 300th anniversary of that event.

The roving cameras also watch vignettes of modern life with a regional flavor: One of their reports was filmed on a Mississippi river barge to show how river men live in the 70's.

And, occasionally, the features zero in on the just plain unusual. In Richland Center, Wis., the two visited a 70-year-old woman who owns a full-blooded Arabian stallion—and keeps it in her basement.

WSAZ-TV's location gives it a special angle on regional news

At the intersection of three states, WSAZ-TV Huntington, W. Va., has the corner

on regional news coverage in its 69-county service area. The market's only full-time regional reporter, Jerry Sander, is on the road covering hard news and "Charles Kuralt-type" features in Ohio, West Virginia and Kentucky. Full-time bureau staffs in Huntington, Charleston and Parkersburg, W. Va., headed by Bos Johnson, news director and current president of the Radio and Television News Directors Association, emphasize state and regional news. Recent stories included a prison strike, strip mining confrontations and sessions of the three state legislatures.

Mr. Smith goes to Washington for KDKA-TV to follow touchy gas-allocation issue

Federal government decisions, usually removed from the Pittsburgh populace by sheer physical distance, were given new immediacy for that city's viewers as KDKA-TV sent reporter Steve Smith to Washington to cover a government decision that would have a widespread impact on the area. During the worst of the energy crunch last winter, the city was threatened with a service-station shutdown by operators who were requesting price hikes and preferential treatment for regular customers. Mr. Smith followed the negotiations down to Washington where Governor Milton Shapp and Senator Richard Schweiker (R-Pa.) sided with the operators in discussions with then-energy chief William Simon. KDKA-TV had live reports during its newscast that night (Feb. 22)

NEWS MAKES NEWS ON WTVT!

WTVT's Pulse News won the 1974 National Headliners Award for consistently outstanding television reporting and the 1974 Radio Television News Directors Association Southeastern Regional Award for television investigative reporting. Tampa-St. Petersburg viewers know that WTVT has the most exclusive, professional and complete news, weather and sports on Florida's Suncoast. Here's how WTVT delivers the news audience in the 20th television market in the nation*:

	ADI** rating	DMA** rating
M-F Pulse News, Noon	15	15
M-F Pulse News, 6 p.m.	25	25
Sat Pulse News, 7 p.m.	18	20
Sun Pulse News, 7 p.m.	30	32
S-S Pulse News, 11 p.m.	14	14

Put your advertising dollars to work on WTVT . . . the station that delivers more audience, 9 a.m. to midnight***, than any other station in the Tampa-St. Petersburg market. Your Katz rep has details and current avail.

* Arbitron estimated TV households in Area of Dominant Influence.

** Arbitron and Nielsen, Feb./March, 1974, program audience averages.

*** Arbitron and Nielsen, Nov., 1973, and Feb./March, 1974, average quarter-hour audiences.

All estimates subject to source and method limitations.

THE WKY TELEVISION SYSTEM, INC.

WTVT, Tampa/St. Petersburg
WKY-TV & Radio, Oklahoma City
KTVT, Dallas/Ft. Worth
KHTV, Houston
WVTV, Milwaukee
KSTW-TV, Seattle/Tacoma
KRKE Radio, Albuquerque



KATZ TELEVISION
TV SOUTH

with a full half-hour at 8 p.m., pre-empting the network's *Dirty Sally*. Later in the evening the station broke into regular programming to report that an 8% fuel allotment increase had been approved, and continued its coverage the next day as negotiations were completed.

KELO-TV Sioux Falls' reach extends to Lebanon for documentary

It isn't only large-market stations that are sending film crews to far-away places in search of exclusive feature material. A Sioux Falls, S.D., station, KELO-TV, sent photographer Howard Phillips to Lebanon for a week to film its people, culture and historical sites. The result—a half-hour special that struck down stereotyped images of sand and camels, showing instead a land of beauty, an unusual way of life, and fascinating ancient ruins.

WFSB-TV puts its news people out in its coverage area

WFSB-TV's news beat isn't confined to the limits of Hartford, Conn. Coincidental with an expansion of its early evening news to 60 minutes, the station established bureaus covering all of southern New England to give its news a regional flavor. The new bureaus include a capital bureau in Hartford, as well as urban and suburban Hartford bureaus, and bureaus in New Haven, Conn., western Connecticut and Springfield, Mass.

Public affairs become more and more public

Community news/public-affairs programming has moved beyond the "talking head" panels to lively, watchable viewing that isn't relegated to Sunday mornings while the audience is still asleep. For a number of stations, that's meant noteworthy prime-time series on heretofore "invisible" community groups or problems. For others, the technique for truly community-oriented programming has been to let the viewer have a say; an increasing share of stations offer call-in formats for direct access to people in the news.

Coal is king in Appalachia and at WHIS-TV Bluefield, W. Va.

WHIS-TV Bluefield, W. Va., covers an area entirely in Appalachia, where coal mining is the primary industry and related news is of vital interest.

A monthly half-hour news/public-affairs program, *Info '74*, has dealt with the changing role of coal in view of the energy crisis and explored shortages of electricity and natural and propane gas. The viewpoints of coal operators, union leaders and miners have been presented. Special reports in the 6 p.m. *Nightly News* program have included information about black lung clinics and United Mine Workers activities, the effect of the energy shortage on farmers and objections of gas dealers to the governor's rationing procedures.

Duhamel stations pay attention to Indian elections with eye on avoiding another Wounded Knee

While the 1973 Wounded Knee confrontation may have been over, its implications for 1974 were still unsettled when KOTA-TV Rapid City, S.D., set foot on the Pine Ridge Indian reservation Feb. 7, 1974, to cover the run-off election for president of the Oglala Sioux. At stake was more than the election outcome. Incumbent Richard Wilson faced American Indian Movement leader Russell Means, regarded as more militant and at that time facing felony charges for his alleged involvement in Wounded Knee.

A news crew included personnel from both Duhamel Broadcasting stations, KOTA-TV and KDUH-TV Hay Springs, Neb., dispatched to the reservation with the intent of covering the aims of the men involved as well as the mood of the reservation. Duhamel news director Lamar Crosby did lengthy interviews with the two candidates before the returns were in; the interviews were combined for airing in a half-hour special one week later. And, as the polls closed, reporters monitored the vote tabulations coming in simultaneously from the Pine Ridge precinct and from smaller, outlying precincts. Mr. Wilson declared victory at 11 p.m., with a lead of only some 280 votes out of the 3,500 cast.

The stations recorded a victory statement from Mr. Wilson and a pledge from Mr. Means that there would be no

Wounded Knee '74. Both statements were aired the following morning.

WJCT brings the governed and the governors together via its cameras and its telephones

Non-commercial WJCT(TV) Jacksonville, Fla., features nightly prime-time public-involvement programming.

The backbone of that programming is *Feedback*, an hour-long two-way television concept that puts city officials only a phone call away. The program opens with interview segments after which telephone lines are opened to callers whose questions are taken live without tape delay. Viewers have posed questions to school officials about busing programs, to city officials about the environmental impact of a nuclear-reactor manufacturer locating in town, to a psychiatrist about the mental health problems of children.

And *Feedback* is more than a phone-in Q-and-A session with local authorities. One night weekly, the focus turns from the guest and selected topic to the viewer himself as the "Gripe Night" segment allows viewers to get anything and everything off their chests.

WJCT also provides coverage to the nine-station Florida State Network of proceedings of the state legislature. The series, *Today in the Legislature*, is funded directly by the legislature, and features the major debates in each house as well as committee activities. The color coverage allowed viewers to "sit in" on debate about the Equal Rights Amendment, state highway funding, 18-year-old majority rights and consumer protection—contained in 44 nightly programs plus 12 special reports. The result: 62 hours of prime-time coverage of the government in action.

Traffic safety gets specialized treatment by WLWT Cincinnati

WLWT(TV) Cincinnati has combined news reporting with community service programming in a continuing project it calls the *Drive Alive* campaign. In a special segment in its regular news telecasts, the station reports highway accident and highway safety stories in a way that balances the tragic with positive informational reporting.

In addition to those segments, the sta-



In action. While the national broadcast media pressed Congress to open impeachment hearings, debates and other actions to live coverage, many state legislatures already have. Here, WJCT(TV) Jacksonville, Fla., monitors the Florida legislature.

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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.

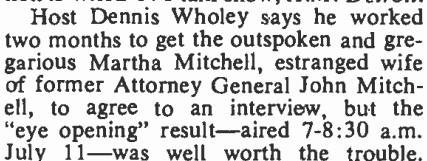
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As part of a concept that both personalizes the news and adds an upbeat ending to evening newscasts, KTVH(TV) Wichita, Kan., has instituted a daily "Workhorse Award" that recognizes the achievement of heretofore unsung heroes. The station's accolades are presented to Kansans who have devoted time and energy to



WSAU-TV also has launched a Thursday night prime-time program *Last Thursday*, which is a takeoff of the networks' *First Monday* and *First Tuesday*, but which deals with issues more specific to the Wisconsin public. Topics have included inflation, ecology and sex education in the schools, all emphasizing the local or regional aspects.

70



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WTTG lets newsmakers, community talk out the issues of the day

WTTG(TV) Washington has incorporated audience feedback in covering controversial news issues, such as a discussion of the impeachment question. The "Talk Back to the News" concept relies on interaction between a live studio audience or viewer phone-ins and a resident panel of experts. An April impeachment program included Rabbi Baruch Korff, head of the Committee for Fairness to the President; Robert Novak, syndicated columnist, and House Judiciary Committee members Charles Wiggins (R.-Calif.) George Danielson (D.-Calif.).

Another part of WTTG's news-in-debate style was a nightly analysis between the Rev. John McLaughlin, Nixon adviser, and Robert Novak reporting on the impeachment hearings.

KMTV scoop on Gerald Ford made larger by hindsight

Issues '74 is unique in the Omaha market, the only weekly half-hour series covering primarily local and regional issues in interview form with the best available spokesmen. KMTV(TV)'s "no-budget" program has made headlines, sometimes nationally, for its revealing stories.

An example of KMTV's efforts beyond the local interest was an enlightening session with then-Vice President Gerald Ford. Mr. Ford granted an exclusive interview to *Issues '74* on Feb. 17 and KMTV invited his press party and local



What he didn't know. In Omaha, then-Vice President Gerald Ford gave an exclusive interview to KMTV(TV). His comments there made national headlines.

press outlets to view the taping. Mr. Ford's comments on Watergate, possible impeachment, campaign spending and confidence in government made national news.

KPBS-TV gives local election intensified coverage

In a year when voters are looking for new faces and new approaches in the political arena, KPBS-TV, a noncommercial San Diego station, devoted almost 15 hours to election coverage generally slighted by TV—primary election races at both local and statewide levels. The approach was a conversational give-and-take among the interviewers and candidates, lasting anywhere from 30 to 90 minutes, depending on the number of candidates participating. The programs also featured community involvement in an unusual way, when it drew upon area residents as co-interviewers. The result, according to Gloria Penner, director of the TV programing development, was a "human, informal, insightful look at the candidates."

WFTV lets viewers in on debate

WFTV(TV) Orlando, Fla., has attempted to bring back the town-meeting concept of government, by providing Orange county voters with a televised sounding board for questions and opinions on a charter referendum. Prefacing the 90-minute phone-in program on March 31, where three pro-charter panelists debated three anti-charter panelists, the WFTV news department produced a series of reports explaining the major provisions of the document. During the 90-minute live debate, some 300 calls were received.

In June, WFTV reporter Harry Horn produced and narrated a 60-minute special exploring known energy sources including a look at the University of Florida's solar-power farm and the potential for wind-mill power.

KRLN delves into local issues in its public-affairs efforts

Noncommercial KRLN(TV) San Antonio, Tex., has a get-involved approach to politics that has resulted in a number of specials on issues of importance to the community. On the eve of a bond election that would determine Austin's in-

volvement in a southern Texas nuclear project, KRLN aired a one-hour live debate on the controversial nuclear power plant and invited questions from the live studio audience. In anticipation of May primary elections, the station presented a *Politiathon '74*, program in which statewide and county contenders presented their platforms and fielded questions from panels comprising area media representatives. Moving from the political sphere to the pocketbook, the station presented *Income Tax '74: Let's Face It*, a call-in program that featured a panel of accountants, Internal Revenue Service representatives and other tax experts to untangle tax traumas.

WSRE-TV lets the sun shine in

WSRE-TV Pensacola, Fla., takes advantage of the "sunshine law" enacted by that state's legislature that opens all state, city and county meetings to the public. The station regularly video tapes both city and county meetings, editing the film into hour-long programs for evening showing.

WKY-TV's weekly public affairs program offers variety of formats on variety of subjects and issues

WKY-TV Oklahoma City incorporates a variety of formats in its weekly, prime-time public affairs program, *Spectrum*. A series of "Profiles" examining local controversies and controversial people; a series of film documentaries produced by Special Projects Director Bob Dotson (whose "Through the Looking Glass Darkly" won an Emmy and the Robert F. Kennedy journalism award for television), and a series called *Breakaway*, produced by minority affairs producer George Wesley, completes the *Spectrum* line-up.

Aiming at minority issues and attacking stereotypes, "Breakaway" was the most innovative programming of the series. Sample topics: hypertension, a major health problem among blacks; an interview with America's first black woman mayor; the Oklahoma City Muslim movement, and discrimination in women's sports.

WQED puts public affairs programing into action and evaluates results

Noncommercial WQED(TV) Pittsburgh's *People: Pittsburgh* is both a program and a controlled experiment. Its content is not unusual—news, interviews, ethnic heritage programs of interest to the many minorities that make up the city. But its intent is to test the degree to which TV can create a climate of acceptance and communication among city residents that mellows touchy topics such as school busing. The broadcasts are part of a multimedia campaign that also includes a newsletter that ties into the program and elaborates on local subjects of multi-ethnic interest. The project is funded by a federal grant and is designed and evaluated by a 140-member advisory committee of community representatives.

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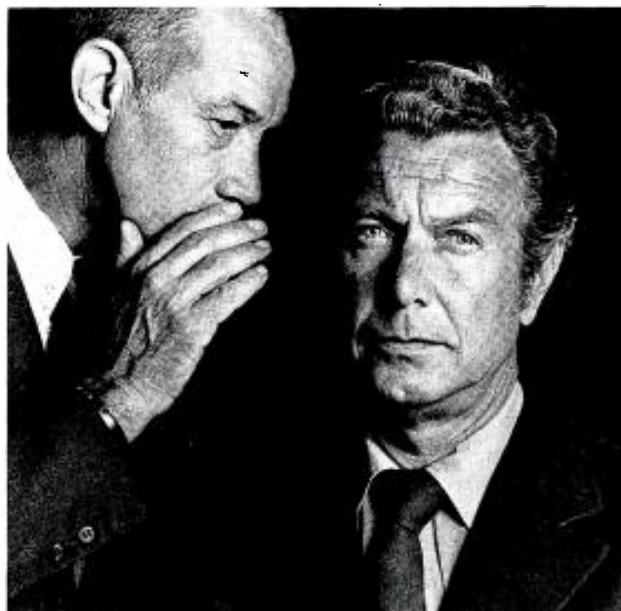
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Access. Television stations have found one way to let the viewer on the air is to open telephones into the newsroom, as did WFTV(TV) Orlando, Fla., in examining a local issue.

KRON-TV puts Chinese-Americans into a historical perspective

While stations across the country have slowly been coloring in one chapter of history left out of textbooks—the story of American blacks—KRON-TV penned in a chapter about another half-million people the history books have ignored: Chinese in America.

The San Francisco station's unusual six-part series was entitled *Gam Saan Haak* (or Guest from the Golden Mountain, the name given Chinese who returned to their native land after a quest for Californi gold). The series examined Chinese emigration in light of the "coolie" trade that sent Chinese labor throughout the world, and the Chinese role in the mining industry, railroads and agriculture through vintage film clips, historical pictures and on-scene shooting. But the documentary went beyond the past to look at implications for the present with two other programs on ghetto, Chinatown and modern Chinese Americans.

While the station made adept use of resources from the past to produce its film essay, it drew upon present technology to make the program available to the people whose story it told; the program was translated into Cantonese and simulcast on KRON-FM.

An airplane, remote crew added KOCO-TV's new news

In search of a new news look, KOCO-TV Oklahoma City made the usual surface changes: a new set and a new newscast name. But it didn't stop there. The station has highlighted investigative reporting and probed everything from prison riots to breast cancer treatment. Reporters were on the scene at the Oklahoma state prison riot, feeding reports from both inside and outside the antiquated prison, coverage that culminated in a one-hour documentary that was cited by the National Council on Crime and Delinquency.

While reporting the news while it's fresh isn't a new thrust for the station, its news has been given wings by a new airborne delivery system. The station uses a private airplane to speed reporters and film crews to wherever news is breaking in the state as well as to pick up completed films.

Consumer news does double-time in a year of double-digit inflation

In a year when inflation became an issue everyone could relate to, stations found that consumer-news segments are the news that everybody's watching. Stations have hired consumer reporters, who generally do more than just document the rise in grocery prices. The thrust in televised consumer segments was action-oriented, with stations offering everything from local bargain-hunting tips to full-fledged consumer defender units that investigate consumer complaints and expose fraudulent business schemes.

WMPB's 'Survival Kit': One local PTV consumer effort will make it as a national show

Noncommercial WMPB(TV) Baltimore offers one of the more polished and unconventional of the current crop of consumer-reporting efforts, a show that will be seen nationally this fall as the Public Broadcasting Service adds the *Consumer Survival Kit* to its program portfolio.

Based on the premise that levity goes a long way toward making hard facts palatable, the program gives consumers a song and dance (in the literal sense) about consumer problems. It also uses skits, puppets, mini-docs, a "paperwork pundit" and occasional "friendly experts" to convey information on topics ranging from food to funerals.

The program, according to producer Vincent Clews, is "solution-oriented." As its name implies, the *Survival Kit* attempts to arm consumers with the knowledge they need to know to keep high and dry in the marketplace.

In order to help the consumer who's "spending more but enjoying it less," a program on food quizzes consumers on basic food-buying knowledge and includes a snappy "Supermarket Rag" and a "Waltz of the Turkey and Whole-Wheat Bread" in a segment on protein. But, it's more than frivolity as the show manages to slip in hard information on food buys, nutrients, processing, labeling and dating, relevant legislation and food stamps.

To supplement the messages of the TV medium, the program turns to print, and for the cost of mailing, provides viewers with an information packet. Included in the kit accompanying the insurance program are article reprints, bibliographies, brochures, a summary of first aid procedures, even a personal wallet-size medical emergency card.

The active voice at KYW-TV for reporting consumer items

No one needs television to tell about the pocketbook squeeze of inflation. That's old news. What's new news from KYW-TV Philadelphia is what to do about it. The result: an ongoing series of inflation-oriented "how to" news features.

The station's *Inflation Fighter Tips* are aired nightly during the 6 and 11 p.m.



Dig it. Many stations gave down-to-earth advice to viewers on how to beat inflation. KYW-TV Philadelphia weatherman Bill Kuster grew an "inflation garden" and used it as a demonstration for his gardening tips.

newscasts. Money-saving ideas the station has provided range from how to make the most of "bargain basement" shopping to pre-packing snacks and lunches for family vacation trips. The station makes inflation-fighting a participatory effort, airing viewer suggestions in addition to its own reports.

Newsman Orien Reid handles a weekly "shopping cart" feature that documents rising grocery prices with visits to local supermarkets to purchase a fixed list of staple items. However, Ms. Reid doesn't get all of her news from one basket; the consumer reporter also offers shopping tips and information on food specials to help viewers keep costs down.

Weatherman Bill Kuster also gets into the inflation-fighting act at KYW-TV. He keeps viewers amused and informed as he catalogues the growth of his "inflation garden"—a plot of ground on the station's front lawn where he raises tomatoes, peppers, beans, cucumbers, squash and carrots. His gardening tips tell viewers how to use amateur gardening to keep the bite of inflation from eating into food budgets.

WHBF-TV follows up, follows through on consumer complaints

WHBF-TV Rock Island, Ill., has applied the personal touch to its consumer reporting. Following up complaints from local citizens, the station contacts the businesses involved, then airs reports of its consumer research—filmed at the complainant's home.

The complaints have ranged from failure to receive mail-order cheese valued at a few dollars to a \$4,000 rip-off by a swimming pool manufacturer. Results of the station's investigations are reported, both in cases that are successfully resolved and those in which the firm has failed to reply satisfactorily. Results are also forwarded to the Illinois Consumer Fraud and Protection Division. The local consumer unit segments are aired nightly in news reports and provide a local tie-in to nationally syndicated *Consumer Reports* segments.

Thoughts for food in Cedar Rapids

Recognizing that the hottest news to many Americans is not what's happening on an international front but what's happening right in their own pocketbooks, KCRG-TV Cedar Rapids, Iowa, has instituted a consumer report solely on food prices.

Using a market-basket survey approach, reporter Kay Bronson compares the current cost of feeding a family of four with that of recent months and weeks. Her prices are based on a 44-item food list obtained from grocery chains serving eastern Iowa.

But, to take the bite out of her price comparisons, Ms. Bronson spices up her reports with other ingredients designed to restore the consumer's appetite for food purchases—money-saving tips on seasonal values and specials at area grocery chains.

Getting it done at WJZ-TV

In attempt to act as a middleman in bringing community complaints to the attention of proper authorities, WJZ-TV Baltimore hired a middleperson, Maria Broom, who heads the Baltimore station's "public defender unit." She investigates community problems and responds to requests for aid from Baltimore residents. One recent fruit of her efforts was the securing of a grant-in-aid that allowed a talented 16-year-old foster child to attend the Peabody Institute.

WTOP-TV helps viewers fight city hall and inflation

WTOP-TV Washington has zeroed in on the economic crunch and discontent with political bureaucracy.

A daily "Market Place" reports prices and consumer news. The syndicated price and product information guide, *Consumer Reports*, is used twice a week. "How to Cope With Life in the Washington Area" is a guide to such services as getting a driver's license, getting married or divorced, and how to rent a tent. On other days, "Market Place" examines reasons for increased prices and where to get best buys. On Fridays, WTOP-TV provides a critical wrap-up, "Weekend," advising viewers on theater, film and dining out.

WTOP-TV's "Troubleshooter," J. C. Hayward, reports complaints and researches solutions in this regular feature, treating such problems as unfilled mail orders and unsatisfactory car repairs.

WTAE-TV's consumers newswoman has the perfect background

WTAE-TV Pittsburgh's consumer reporter joined the station with a solid background in consumer protection; Donna Deaner spent four years as director of the Allegheny County Bureau of Consumer Protection. Since joining the station she's done mini-docs on fat content in ground beef, the pro's and con's of men's hair replacement and insurance policy rip-offs. She also does a weekly comparative-shopping report that's ruffled the feathers of food stores since TV has taken to pointing out competitive bargains.

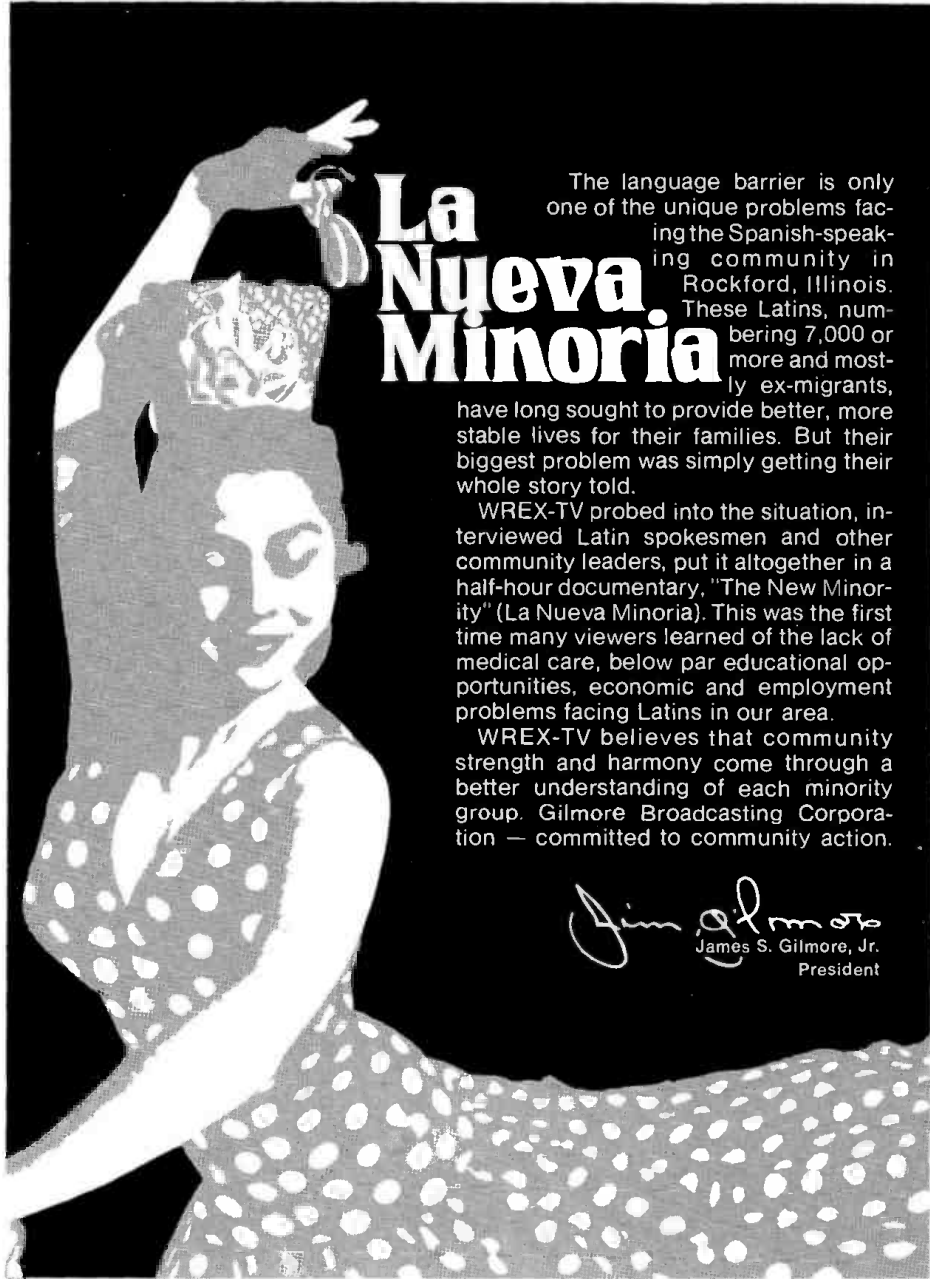
The unusual in stories, the unusual in methods

And there are stations that merit note not only for major efforts outside the normal pale of reporting, but also for their individual uniqueness in news, either of techniques or of events. Following are such examples as a station that regularly uses an editorial cartoonist, and a news cameraman who not only captured bank robbers on film, but captured them personally.

A WHBQ-TV cameraman gets totally involved in covering bank robbery

William Anderson, cameraman at WHBQ-TV Memphis, stayed on the story long enough to ram the car of the bank robbers he was filming and allow the police to close in. The bizarre sequence of events took place March 18 (BROADCASTING, March 25), as Mr. Anderson was returning to WHBQ-TV when he heard a bank robbery in progress over his police monitor. Mr. Anderson was able to get to the scene in time to shoot footage of the three suspects forcing two hostages into a getaway car. He followed the police, who caught up with the fugi-

WREX-TV is represented by HR Television, Inc.



La Nueva Minoria

The language barrier is only one of the unique problems facing the Spanish-speaking community in Rockford, Illinois. These Latinos, numbering 7,000 or more and mostly ex-migrants, have long sought to provide better, more stable lives for their families. But their biggest problem was simply getting their whole story told.

WREX-TV probed into the situation, interviewed Latin spokesmen and other community leaders, put it altogether in a half-hour documentary, "The New Minority" (La Nueva Minoria). This was the first time many viewers learned of the lack of medical care, below par educational opportunities, economic and employment problems facing Latinos in our area.

WREX-TV believes that community strength and harmony come through a better understanding of each minority group. Gilmore Broadcasting Corporation — committed to community action.

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Intercepted. WHBQ-TV cameraman William Anderson captured suspenseful footage, not to mention his halting the getaway car, on the scene of a Memphis bank robbery.

tives some five miles away. Attempting to escape, the suspects ran down a policeman at which point Mr. Anderson said, "I knew I had to do something." He did, ramming into the getaway car and permitting the police to capture the suspects. Mr. Anderson was able to shoot the story, however, and it was broadcast that night at 11 p.m.

KELO-TV finds itself in midst of riot, keeps cameras rolling

KELO-TV Sioux Falls, S.D. reporter Bart Kull got unusual footage of a courtroom out of order, when he was caught in the middle of a courtroom melee. Mr. Kull was on hand to record the trial of two Indians and a white man April 30, when a confrontation developed with spectators who refused to stand as the judge entered the courtroom. When a tactical squad was called in to clear the court, the disturbance escalated. While there were 13 Indians in the courtroom to begin with, more had gathered on the lawn outside, and the disturbance soon turned into a full-scale riot as chairs and benches began flying around the courtroom and rocks were thrown at courtroom windows by the crowd outside. Two other photographers captured the incident outside. While neither was injured, the camera was disabled as a rioter took a swing at the shoulder-mounted camera with a board. Mr. Kull returned to the studio where he gave a live report of the event,



At the drawing board. Eugene Payne supplies WSOC-TV Charlotte, N.C. with editorial comment in the form of cartoons as a daily news feature.

while other crew members remained to get reaction from the judge and attorneys. The film was fed to CBS that afternoon.

The Herblock of WSOC-TV

An editorial cartoon accompanies wsoc-TV Charlotte, N.C., news shows daily, thanks to Eugene G. Payne. Mr. Payne is the current president of the Association of American Editorial Cartoonists and the only Pulitzer Prize winner doing editorial cartoons in American television. He has won numerous honors, including a personal Sigma Delta Chi award and a share in an SDX award for wsoc-TV editorials.

KKTV does its own area version of Gallup and Lou Harris for news and viewer feedback

KKTV(TV) Colorado Springs-Pueblo, Colo., has developed a nightly public-opinion barometer with a double-barreled intent: to let viewers know what other local residents are thinking at the same time that it guides station news programming decisions.

The "TV-11 Public Opinion Poll" was first initiated out of concern that national opinion surveys did not truly reflect the feelings of southern Coloradoans and couldn't gauge public feeling on matters of purely local interest. As a result, the station developed a statistically representative area sampling technique, the results of which are aired nightly on the 10 p.m. news.

The opinion poll has taken the area pulse on both national and local concerns with questions ranging from politics and foreign aid to media coverage of "streaking." And, on a monthly basis, residents are asked to rate how well the President, governor, congressmen and local officials are performing their duties.

WRBL-TV news staff has full-time artist

News director Dick McMichael of WRBL-TV Columbus, Ga., finds it indicative of the sophistication of local newsrooms that some now have their own resident artists, not one borrowed from the production department for a hasty sketch.

Full-time artist Betty Kellin turns out

chroma-key material for each night's newscast in addition to courtroom sketches when important trials are in progress. She finds the discipline of deadline pressure demanding, while the atmosphere in the newsroom allows more creative freedom than a commercial artist would find. During the past year, Ms. Kellin has covered the Calley hearings, robbery and murder trials in Tuskegee, Ala., and a jailbreak in Columbus. "I'm not a reporter who happens to be an artist, I am an artist who happens to be a reporter," she says.

KVII-TV shows its news doesn't always have to come over TV

The local newspaper in Amarillo, Tex., was beaten at its own medium when KVII-TV there published the entire Watergate tape transcripts, as released by the President. The station's news department took the action when the local paper showed no interest in printing the transcripts. Fifteen thousand copies were printed and sold at 50 cents a copy (as compared to the bound transcripts for which the Government Printing Office charged \$12.50). The back page carried an ad for KVII-TV's *Hotline*, which has lifted eyebrows concerning unfair business practices, gambler Amarillo Slim's proceeds from a local charity benefit, unsafe consumer products, and public access to Health Department records.

WSLS-TV enlists broker to report stock prices

WSLS-TV Roanoke, Va., has bridged the gap between deadlines and the latest local stock quotations. In cooperation with Wheat-First Securities, a brokerage house in Roanoke, WSLS-TV reports both at noon and at 6:00 p.m. on the latest Dow Jones quotations, New York Stock Exchange volumes, and representative local stocks of interest. The figures are phoned in twice daily and put on an audio track with the broker's voice. The quotations themselves are keyed onto generic film clips or slides and the whole report runs a little over a minute.

WJKS-TV puts the news in format that will attract youngsters

One special audience that WJKS-TV Jacksonville, Fla., keeps in mind in its news reporting is the children in its coverage area. Its *News for Little People* is based on the same events that are making adult headlines in Jacksonville, but is written for the 5-to-9-year-old set. The newscasts also rely heavily on film and special features that aim to educate while they arouse viewer curiosity. The segments are written by newswoman Pat Weinstein, who shares the anchor spotlight with Dusty the Dragon, a puppet that's an old hand at keeping the newscasts lively. The puppet's antics aren't without serious intent, however. One sketch found the puppet showering Ms. Weinstein with garbage—a rollicking lead-in to a serious report on Jacksonville's litter problem.

In order to keep adult viewers informed, WJKS-TV has initiated a special

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WNAC-TV offers women something more than soap operas at noon

While WNAC-TV Boston isn't claiming that its noon news is for women only, it was "thinking women" that the station had in mind when it revamped its noon news to reflect the concerns of the sizable female audience available at that time.

The new format features Marilyn Salenger at the anchor desk providing substantial hard-news coverage as well as expanded feature reports on social issues, medicine, consumer news, the arts, education and the changing role of women. The show offers women their own sports reporter as well; Barbara Borin, the station's weekend sportscaster, is a regular contributor to the show with features on Billie Jean King, wives of the Boston sports figures, even little league baseball for girls.

An untypical day in the life of KCAU-TV Sioux City

Although classified as a small market, KCAU-TV Sioux City, Iowa, covers topics widespread geographically and in terms of scope and variety. The product of one extraordinary news day serves as an example: a grain elevator exploded in Sioux City, killing three people. At the same time, 100 miles away in South Dakota, an American Indian Movement riot broke out at the Minnehaha county court house and in Washington, D.C., 1,100 miles away, KCAU-TV's news director and chief photographer were covering a major Iowa state political function. Despite the absence of the two top men, news teams were dispatched to both scenes and all three of the stories were carried on the station's 6 p.m. newscast.

WOW-TV's news knows no hours

Only one television station in Omaha remained on the air after the usual sign-off to cover a major local story to its conclusion. Wow-TV Omaha stayed with the murder story all night when two men were killed and a dozen wounded in a shootout June 5 and 6.

TVN offering more to local TV outlets

News service augments programing, expands to 72 subscribers

A 15-month-old newcomer on the scene, Television News Inc. has been playing an increasingly important role in helping local TV stations report and interpret the news.

TVN, which acquired the domestic assets of its only domestic competitor, UPITN (BROADCASTING, June 3), in May, has increased its subscriber list to 72 stations. TVN had 26 subscribers earlier in the spring, added 18 in May from UPITN's list and now has picked up 26 customers from Canadian Broadcasting Corp. affiliates.

The expansion is carrying over to

services: The daily packaged hard-news clips are to be supplemented by a twice-weekly news commentary from conservative spokesman Jeffrey St. John and liberal former ABC newsmen Bernard Eisman. TVN, which the Coors Brewing Co. of Colorado reportedly backed to counter the supposedly liberal bias of network news has as its goal the presentation of "both sides of issues" and is "not accusing anybody of bias," explained John Gilbert, TVN executive vice president. Robert Pauley, the former ABC Radio network chief who started TVN, has since become a corporate financier (with E. F. Hutchinson & Co.) but is still on the TVN board, and Coors still owns TVN. Jack Wilson, former assistant to Coors's board chairman, took over from Mr. Gilbert as TVN's president (BROADCASTING, June 3).

TVN delivers about 20 hard-news filmed stories Monday-Friday, and about 12 on weekends, with national stories given the edge over the international, sports and feature material. A staff of some 110 produces domestic pieces, but all overseas stories are still channeled through VizNews (NBC also uses VizNews). TVN usually arranges its satellite feeds before the network evening news operations' standard 5:30 p.m. (EDT) shared satellite feed. Thus, some local news departments receiving TVN clips were able to deliver pieces on the June kidnapping attempt of Britain's Princess Margaret before the networks took their feed on the story. Fees for TVN services, scaled to station market size, run from \$150 to \$4,000 per week.

TVN's auxiliary services include a newly planned syndication of two-minute Hollywood interviews and criticism by Los Angeles film critic David Sheehan—not part of the hard news package. TVN also picked up UPITN's film production company, which will continue to contract for the production of industrial, training, promotional, government and/or educational documentaries. That service, TVN Enterprises, is managed by TVN Vice Presidents Richard T. Perkin and Maurice Schonfeld. TVN does not use statistical research or consultancy in its news production, Mr. Gilbert said.

Mr. Gilbert also pointed out that TVN has "won the ballgame" against broadcast industry skepticism, a feeling that he believes existed right from the start of TVN. "With UPITN, it really muddied the waters, because there wasn't room in this business for two companies, and both of us weren't going to survive." TVN, he said, has established itself since purchasing UPITN domestic contracts and equipment.

TVN's stability is underscored by that list of 72 clients, which Mr. Gilbert breaks down to the aforementioned 26 CBC outlets, eight others in Canada, 16 CBS affiliates, two NBC stations, two ABC outlets and 18 nonaffiliated stations in the U.S.

(This "Special Report" was written principally by Carol Dana, assistant editor, Washington.)

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Best Television News Operation, WHAS-TV, 1st
General Excellence in Photographic Journalism, WHAS-TV, 2nd
Best Human Interest or Feature Story, WHAS-TV, 2nd
Best Regularly Scheduled News Program Over 5 Minutes, WHAS Radio, 1st
Best Sports Program, WHAS Radio, 1st
Best Coverage of A Breaking Story, WHAS Radio, 2nd
Best News Documentary, WHAS Radio, 1st
Best Public Affairs Program, WHAS Radio, 2nd
Best Commentary or Editorializing, WHAS Radio, 1st
Best Radio News Operation, WHAS Radio, 1st

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Cablecasting

HBO claims prohibition on Yankee games usurps its freedom of speech

Home Box Office Inc., New York, wrote the FCC last week that it thinks the First Amendment prohibits FCC interference in HBO's carriage of occasional New York Yankee baseball games on its pay-cable line-up.

"We believe that the First Amendment of the Constitution prevents the commission from seeking to prevent pay-cable carriage of sports events specifically in [this] situation."

HBO said further that the system's carriage of the Yankee games is "consistent with the spirit and intent of the commission's pay-cable policies and is in the public interest."

Responding to an invitation by the commission to comment on proposed revisions to the present antisiphoning rule (BROADCASTING, Aug. 12), HBO President Gerald M. Levin said HBO has carried 15 otherwise nontelevised Yankee games to the 22,000 subscribers it serves through more than 30 New York, New Jersey and Pennsylvania cable-TV systems. Four additional games are scheduled for August and September, Mr. Levin wrote. He pointed out that WPIX-TV New York, which telecasts the Yankee contests, used to carry as many as 125 games in the early 1960's but will present only 69 this season.

On the basis of those numbers, Mr. Levin said HBO does not believe the WPIX coverage can be considered "substantial." He noted that present rules specify that if a "substantial" number of games in a category are regularly telecast on conventional TV the preceding two years, they may not be carried on pay TV.

Mr. Levin said that "without pay cablecasting subscribers would be deprived of games they had viewed in the past."

HBO also cited the First Amendment in a July 25 petition to the commission to waive cablecasting restrictions so it could carry the feature film, "Butch Cassidy and the Sundance Kid." The prohibition on pay cablecasting of films over two but less than 10 years old would prevent HBO from carrying "Butch Cassidy" from Aug. 3, 1974, to Aug. 21, 1979.

In its petition HBO said "a failure to grant the requested waiver would constitute an unlawful prior restraint on freedom of speech contrary to the First Amendment. . . ." And later, "Indeed, by the rule in question the commission lays a much heavier hand of censorship upon cable television than it does by fairness, 'equal time' and other rules and policies applicable to regular broadcast stations."

The restrictions on pay-cable access to feature films are based on "purely speculative fears," and not on "clear and present" danger of serious abuses by pay cable, HBO said.

The commission is not justified in

regulating pay-cable programming, HBO indicated, because pay cable is not a scarce communications source, unlike regular TV, and because the commission does not select pay-cable operators or channel lessees.

HBO wrote that the rules conflict with established antitrust principles by "excluding competitors of the broadcast industry from some markets . . . by preserving the oligopolistic position of the three major networks and by depriving the public of the ability to choose between alternative programming outlets."

HBO concluded its appeal to the commission by saying the grant of a waiver

in its case would only be a "temporary expedient." What is needed is a long-term decision to eliminate the commission's restrictions on pay-cable access to feature films.

FCC asked to keep locals out of cable technical standards

Cable groups have cited possible problems with interconnection, compatibility, and equipment design and manufacture

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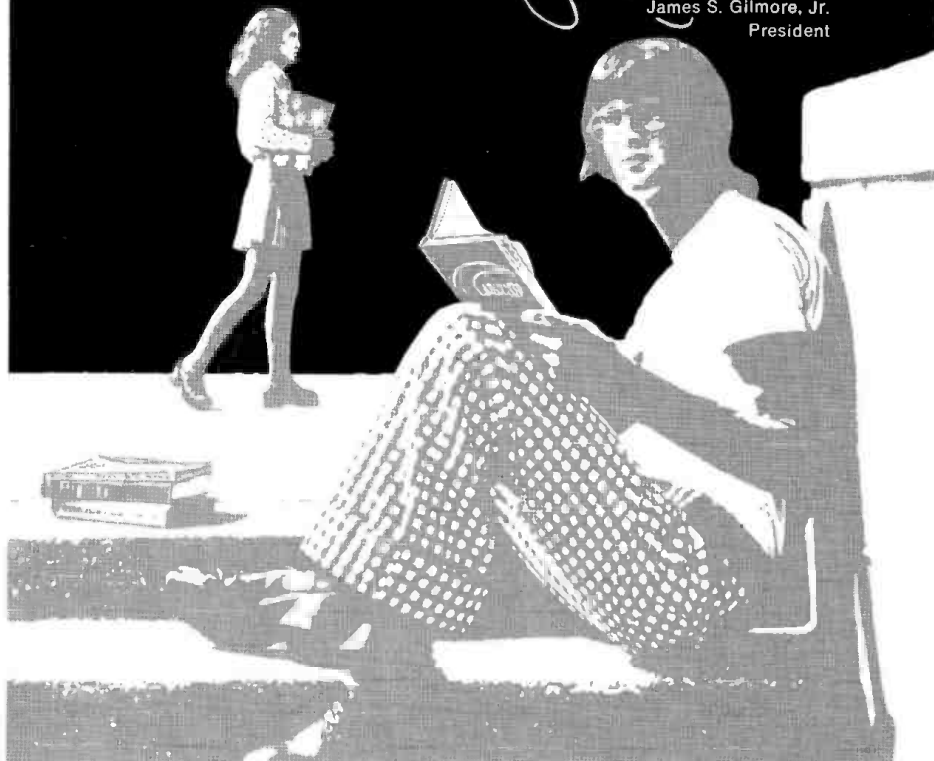
WSVA News was astonished by the volume of personal background data released by an area high school on six students being considered for a sports award. Reporter Ed Alwood dug into what was at first a simple local story and learned that existing regulations, designed to protect the confidentiality of a student's school records, were not being administered. His subsequent investigative reports put a quick

stop to this flaw in the system.

A county-wide school policy requiring written permission to release any school record material is now being strictly enforced.

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in saying no to an FCC suggestion to allow nonfederal authorities to set technical standards beyond those of the FCC.

The National Cable Television Association argued that the FCC should preempt the setting of all local technical standards, but conceded at the very least the commission should suspend the applicability of any standards until the Cable Television Technical Advisory Committee can report its findings, due to be released in a few months.

Teleprompter Corp. claimed that future nonvideo cable services would also be hampered in the absence of uniform federal regulation.

The Minnesota Commission on Cable Communications warned the commission that if local standards are pre-empted, the FCC would have to enforce nationwide standards without the aid of local authorities. The Minnesota commission suggested local standards are necessary so that regional and statewide telecommunications plans can be realized, just as federal standards allow for nationwide planning.

Comments filed with the FCC by two separate groups within the Electronic Industries Association argued higher consumer prices would be necessary if local standards prevail, since receivers may have to be "custom designed." The illustration was drawn that people who relocate may find themselves unable to use previously purchased equipment. Another EIA argument in favor of FCC preemption centered on the belief that assurance of a national market would encourage manufacturers to invest in cable developments.

Cable Briefs

NAB, NCTA agree. National Association of Broadcasters has asked FCC to require station identification of all cablecast programs, and wants to prohibit use of three and four letter calls for cable-originated programs. NAB said viewers otherwise may be confused and associate programming that broadcasters are not responsible for with broadcast industry. National Cable Television Association agreed with need to ID cable-originated programs and would also extend identification to access channels.

Go-between. Gregory Liptak, United Cable Television Corp. (formerly LVO Cable), Tulsa, Okla., has been appointed chairman of liaison committee between National Cable Television Association and Independent Television Association (INTV). Other NCTA committee-chairman appointments: Richard Loftus (Amvideo, Boston)—by-laws; John F. Gault (American Television & Communications, Washington)—code.

Expanding. Optical Systems Corp., Los Angeles-based pay cable system that just began service in Concord, Calif., in San Francisco Bay area, announced that it signed contract with Lamb Communications Inc., to initiate pay-TV systems in Flint, Mich., over CATV system that now serves 20,000 subscribers. It's Optical's ninth pay venture.

Fee too high. FCC has denied certificates of compliance for Champaign-Urbana Communications Inc. to operate cable systems at Champaign and Urbana, both Illinois. Action stems from objection of WCIA-TV Champaign to 5% franchise fee included in applications. Since franchises were granted after March 31, 5% figure exceeds maximum payment of 3% specified in FCC rules.

Safety value. When city of Lamarque, Tex., issued cable franchise to Bayou Cablevision Inc., it said it wanted to collect 5% gross receipt tax—which FCC will permit only with compelling justification of necessity. However, city wrote provision into franchise stating that if commission found fault with tax request, levy would automatically revert to permissible 3% level. Commission last week found fault with request. But since franchise already had safety clause, commission said, Bayou would be granted compliance certificate without delay.

No. FCC has refused to change April ruling in which it ordered hearing into alleged anticompetitive collusion between New England Telephone Co. and United Cable Co. of New Hampshire—subsidiary of Richard Eaton's United Broadcasting Co. (BROADCASTING, May 6). Parties are accused of conspiring to deny equal pole access to Continental Cablevision, which is competing with United for subscribers in Manchester, N.H. Commission instructed presiding judge to issue initial decision in six months.

Advance planning. National Cable Television Association's 1975 convention (April 13-17, New Orleans) could take more formal—but less spontaneous—tone than previous gatherings. NCTA's convention committee has sent out requests for papers, to be delivered at convention's management sessions. Move corresponds with present practices of engineering sessions, which while drier in nature are also viewed as highly efficient and informative. Abstracts of proposed presentations are being solicited.

Thawed. Italy's highest court has ruled that country's government cannot ban CATV or booster stations designed to bring in TV signals from foreign nations. Court also reversed month-old order that nation's 2,000 foreign-signal relay stations be dismantled.

Helper. Scientific-Atlanta Inc. has been selected to provide turnkey distribution for Fairfield Cablevision system now under construction in Lancaster, Ohio. System will have 35-channel capacity and pass about 13,000 homes. Project is set for completion later this summer.

Builder. Armstrong Communications Ltd. reports it is in second phase of \$3-million cable construction project which, when completed, will extend systems between Lakes Ontario and Erie in populous region of southern Ontario province. Firm is now building 150-mile system to serve 18,000 subscribers in Pelham, Welland and Port Colborne. Firm will soon start construction of additional 190 miles to serve adjacent Niagara Falls, Ont.

Total system has 150,000-subscriber potential.

Ground gainer. Ameco Inc., Phoenix, says it has come up with possible technological solution to problem of how to wire for cable in rural areas adjacent to existing cable system. New Nova 300 line extender, firm says, enables cable to be connected up to 10 miles beyond existing plant for as little as \$865 per mile. System, with plug-in equalizers, can be used to extend trunk and feeder legs and operates (with 24 db gain, 12 db noise figure) in three bandwidths: 20-220 mhz, 50-252 mhz and 50-300 mhz.

Halt asked. Pennsylvania Cable Television Association, which is closely watching state legislation proposal to establish independent commission to regulate cable, has passed resolution opposing any state regulatory role at this time. Noting FCC is considering numerous issues in its current cable clarification proceeding, PCTA board said no further state or local regulation should be undertaken until it's determined what additional pre-emptions and rules will come out of FCC project.

Money matters. Following actions on cable systems' requests for subscriber-rate increases reported: *Sulphur Springs, Tex.* TV Cable Co. was granted 50-cent increase to \$6 monthly. *Ilion, N.Y.* Teleprompter was given 50 cent increase by village board; it had sought \$1.95 hike. *Palmer, Mass.* Pioneer Valley Cablevision's request for \$1.44 increase—to \$6.50 monthly—was suspended until at least Nov. 30 by town selectmen. *Pacific Grove, Calif.* Ocean View Cablevision was granted monthly increase from \$4.65 to \$6. Fee will be increased additional 50 cents in June 1975. *St. Helena, Calif.* Storer Cable TV won \$1 increase to \$6. *Corsicana, Tex.* Corsicana Cable Television was granted increase from \$4.95 to \$5.95. *Stuart, Fla.* Martin County Cable Co. seeks increase from \$5.50 to \$6.50 monthly for residences and from \$3.50 to \$6.50 for commercial subscribers. *Greene, N.Y.* Greene Cablevision was granted increase from \$3.75 to \$4.75. *Amherst, Mass.* Pioneer Valley Cablevision's bid for increase to \$6.50 was rejected. *McKeesport, Pa.* Centre Video Corp. received approval to raise rates from \$4.50 to \$5.50.

Cooperation. Bids will be accepted this month from cable firms wishing to apply for franchise being worked out jointly by three local governments in Roanoke county, Va. Franchise would include Roanoke city, Vinton and unincorporated areas of county.

Enlightenment. National Cable Television Association's reconstituted Political Education Committee is headed by Time Inc.'s Barry Zorthian, who says group's goals are "to help CATV operators understand the variety of legislation which affects their future and to educate operators about the political realities facing the cable industry." Counsel for nine-member group is Alan Raywid of Washington law firm of Cole, Zylstra and Raywid.

Morrow move to WNBC sets up battle between two top-40 philosophies

Former WABC disk jockey, who likes to talk, goes from a music-oriented station to outlet favoring personalities

The value of "personality" radio in the top-40 AM scene will be tested now that the effervescent disk jockey, "Cousin" Bruce Morrow, is leaving his 6-10 p.m. home of 13 years, Music-Radio WABC (AM) New York for Personality-Radio WNBC (AM) there.

New York's number-one AM station, WABC, emphasizes chart music first, disk jockey personality second. Usually second-rated WNBC distinguishes its DJ's before its playlist.

Rick Sklar, WABC director of station operations, does not feel WABC's ratings will be affected by the absence of Mr. Morrow. "Music is the overriding factor. Bruce did the basic WABC programming, and we don't expect any changes now that he's going. As a DJ he is highly skilled. But the removal of one really good air personality and his replacement by another really good air personality means the program stays stable." Mr. Sklar believes the changeover "will not dramatically affect" WABC's ratings.

Replacing Mr. Morrow on WABC, it is being announced today (Aug. 19), is 33-year-old George Michael, for eight years at Philadelphia's top-rated WFIL (AM). One of a "pyramid" of 24 DJ's discreetly monitored by WABC for the prime position, Mr. Michael assumes the Music-Radio mantle Sept. 9, and will "be exposed to ABC Network sports" which may decide to use his auxiliary talents as a sportscaster. Although praising Mr. Michael as a "highly skilled, double-threat" broadcaster, Mr. Sklar insists the turnover "is no major thing" and that the station's 6-10 p.m. slot will hardly register a tremor. "Radio is not television," he said, "where personality keys the ratings."

Perry Bascom, general manager of WNBC, who brought in Mr. Morrow, feels quite differently about rock radio's need of a personality. "Baby, there's nothing else," he boomed. "Everybody plays the same music; the difference is in the character—the nature—of the guy on the show. WABC was founded as a music machine. I am of the school that music is terrifically important but that personality—the personal one-to-one communication with the audience—is what radio is all about." At WNBC, Mr. Bascom said, Cousin Bruce will have "more latitude" and will be allowed "to play more different kinds of music" than at WABC.

Mr. Sklar said Mr. Morrow's departure is due to WABC's dropping his contract

option. "We wanted to put a motivational clause in his contract so he would pay full attention to his show," said Mr. Sklar, "and I guess that scared him." The station was considering gearing Mr. Morrow's salary to the ratings he drew for his four-hour program. According to Mr. Morrow, WABC "gave me just the loophole I was waiting for." The bouncy DJ, who says he is "38 going on 16," said he "did not even give them the privilege of renegotiating" his contract when the option was canceled.

In any event, Mr. Morrow says he looks forward to greater musical freedom at WNBC. "Whatever people want to hear, they'll play; not the same music over and over again like WABC. I was getting weary of WABC's juke box approach, playing just the top 14, being told: 'Don't say anything, just get on the air.' You lose your identity that way."

When he starts at WNBC today (Aug. 19), Mr. Morrow will perform before live studio audiences, appear on NBC Radio network's *Monitor* and the *Superjock* specials, and, for the first time in his career, get Saturdays off. His Saturday program—"something special," says Mr. Bascom—will be taped.

Mr. Morrow is replacing probably the top top-40 personality, Wolfman Jack, brought to WNBC a year ago to challenge Cousin Bruce's lead at WABC. When the Wolfman arrived at WNBC last fall, "Personality Radio" seemed just the right spot for him. But, strangely, the Wolfman "just didn't grab as we hoped he would," said Mr. Bascom. "We had hoped he would be New York-oriented."

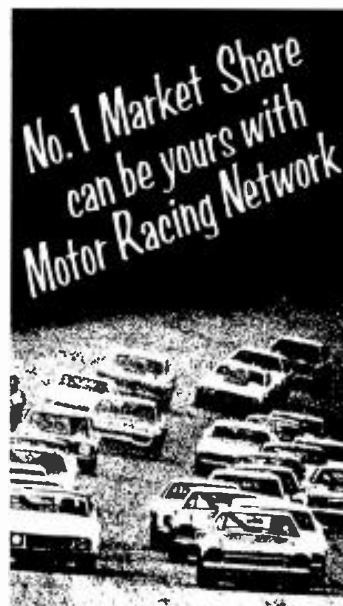
Wolfman's WNBC program was never really rated against WABC because New York Knicks/Rangers basketball games were carried in his time slot about three times per week from October to May. Wolfman started in August and was gone by July. "There is nothing really conclusive to be drawn from the rating chart," Mr. Bascom said. Although WNBC's ratings for the 7 p.m.-midnight period climbed dramatically, bringing the station up to second place from a previous 17th place among 18-49-year-olds, it cannot be gauged how much of that spurt was due to Wolfman's presence.

WNBC commissioned a research study by the Iowa consulting firm, Frank Magid Associates, to determine listener habits, and found that "play-by-play sports interrupted the listening pattern of the regular listeners," not surprisingly. Because of the study, the station decided to drop the basketball games for the next season. "The games bring on-board new listeners who very seldom stay with the station after the sporting event is over," Mr. Bascom said.

Rock stars do have a drug message

"If I ever catch you taking drugs," says Alice Cooper, master of Grand Guignol rock, in a 30-second PSA spot, "I'll personally come and slit your puppy's throat."

It's all part of an LP package, *Get*



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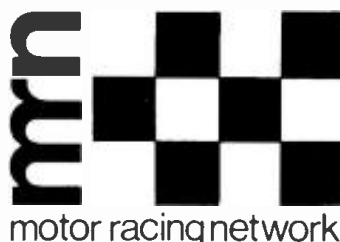
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Bill Ward echoes reports from across the country. In big cities like Los Angeles, Atlanta, Philadelphia, Chicago, Indianapolis, MRN sends stations to the top of the charts. The same is true for medium size cities like Johnstown, Cedar Rapids, Orlando, Roanoke, Richmond, Knoxville... and in smaller cities we win every weekend. It isn't seasonal either...from Indy cars to motorcycles to NASCAR Grand National stock cars, there's enough action to fill broadcasts 12 months every year.

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Off, conceived by the National Association of Progressive Radio Announcers. It began airing on radio stations last December and now has generated enough interest to warrant release of a second album this fall.

Appearing on the first album are various rock artists from such groups as the Grateful Dead, Eagles, Grand Funk, Chicago, Guess Who and Sha-Na-Na and individuals such as Ringo Starr, Judy Collins, Harry Chapin and the late Jim Croce. Among the artists on the new album are Greg Allman, Linda Ronstadt, Johnny Winter, Al Green and Herbie Hancock.

They all have a message for the 15-to-35 crowd: stay away from hard drugs. Jim Ladd, president of NAPRA, estimates that nearly 1,000 radio stations have picked up on the *Get Off* campaign. In addition to inspiring a second LP of messages, the campaign is also on television. Thirty-second spots by many of the same stars have been running on NBC-TV's *Midnight Special* and ABC-TV's *In Concert*.

The record industry helped with the radio spots. MCA did the first pressing; ABC Dunhill did the second pressing. Capitol provided the mailing, A&M did the packaging and artwork, and Capricorn did the advertising. Columbia, Budha and Motown also contributed.

Breaking In

Love Me For a Reason—The Osmonds (MGM) ■ The Osmond brothers have come such a long way from the Andy Williams show that it may shock those who haven't followed their career to see these five young men, decked out in Gatsby suits, giving off mature and sophisticated vibrations and singing an almost soulful *Love Me for a Reason* without Donny's choir-boy soprano. After a year's absence from recording and performing, the group last month took on the *Tonight* show—and audiences over 12—with confidence.

This piece, from an upcoming album, brings out the best of what group harmony has to offer rock. It's also easier to believe the brothers when they sing about love, now that they're old enough to know what they're saying.

Love Me for a Reason is a mellow love song almost in the R&B vein. It can be heard thus far on the following top-40 stations: WIXY(AM) Cleveland; WKGN(AM) Knoxville; KNBR(AM) San Francisco; WMAK(AM) Nashville; WDXB(AM) Chattanooga; WFOM(AM) Marietta, Ga., and WCAR(AM) Detroit.

You Little Trustmaker—The Tymes (RCA) ■ As the Stylistics and the O'Jays bring the smooth Philadelphia R&B sound to top-40 charts (some call it Philadelphia Cream Cheese), who should appear from out of the Philly past but the Tymes, of 1963 *So Much in Love* fame. Once known as "the love group," because of their swooning, romantic sound, The Tymes are back in the 70's in



The Tymes

the same tuxedos and patent leather shoes that saw them through four albums when the Philadelphia sound wasn't as fashionable as it is now.

RCA says *You Little Trustmaker* was pressed in gold before its release as evidence of the label's confidence in the quintet's chart power. RCA went a step further to produce a new album for this group, to be released later this year. The headlining single, out two weeks, is a lush, polished performance of an engaging song about the optimistic side of love.

Stations playing *You Little Trustmaker* last week number about 25, and included WJRB(AM) Seattle; KIMN(AM) Denver; WIXY(AM) Cleveland; WSAI(AM) Cincinnati; WMEX(AM) Boston; WKY(AM) Oklahoma City; WAIL(AM) Baton Rouge; WCAR(AM) Detroit and WPRO(AM) Providence, R.I.

Blood Is Thicker Than Water—William De Vaughn (Roxbury) ■ Mr. De Vaughn is a real proving ground for this six-month old label, which records three R&B artists so far. With a "good feeling" message and a jazz plus soul sound, Mr. De Vaughn conquered charts with his very first single, *Be Thankful for*

What You've Got, off his first LP by the same title.

Blood is Thicker Than Water, from that album, has all the same elements, and, in fact, was written specifically as a follow-up to *Be Thankful*.

The two songs are alike in all respects—intro, instrumental, and use of Mr. De Vaughn's mellow vocals and his mastery of falsetto singing. On both songs conga drums and vibes characterize the arrangements, stimulated by female duet back-up vocals. Mr. De Vaughn's sound is unabashedly close to that of Curtis Mayfield, whom he admires, and whose ability to cross over with R&B material he may exceed.

Out only a week, the single was being heard on, among others, WORC(AM) Worcester, Mass., and WALG(AM) Albany, Ga.

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

- BOOGIE BAND & ONE NIGHT STANDS, Kathy Dalton (Discreet).
- DON'T KNOCK MY LOVE, Diana Ross & Marvin Gaye (Motown).
- FALLIN' IN LOVE, Souther, Hillman, Furay Band (Asylum).
- FREE, Fresh Start (ABC/Dunhill).
- GIVE ME A REASON TO BE GONE, Maureen McGovern (20th Century).
- GOOD THINGS DON'T LAST FOREVER, Ecstasy, Passion & Pain (Roulette).
- HANGIN' OUT, Hank Mancini (RCA).
- I SAW A MAN AND HE DANCED WITH HIS WIFE, Cher (MCA).
- IT COULD HAVE BEEN ME, Sami Jo (MGM South).
- I'VE HAD IT, Fanny (Casablanca).
- JUST DON'T WANT TO BE LONELY, Ronnie Dyson (Columbia).
- KINGS OF THE PARTY, Brownsville Station (Big Tree).
- LITTLE BIT OF UNDERSTANDING, B. W. Stephenson (RCA).
- LOVE IS THE ANSWER, Van McCoy (Avco).
- LOVER'S CROSS, Melanie (Neighborhood).
- THE MAN YOU ARE IN ME, Janis Ian (Columbia).
- MOONLIGHT SERENADE, Deodato (CTI).
- NEVER MY LOVE, Blue Swede (EMI).
- ROCK A DOODLE DOO, Linda Lewis (Reprise).
- SAVE THE SUNLIGHT, Herb Alpert (A&M).
- SECOND AVENUE, Tim Moore (Small Record Co.).
- SICK CITY, Elton John (MCA).
- STOP & SMELL THE ROSES, Mac Davis (Columbia).
- YOU CAN'T BE A BEACON IF YOUR LIGHT DON'T SHINE, Donna Fargo (Dot).
- YOU LITTLE TRUSTMAKER, Tymes (RCA).
- YOU'VE TURNED MY WORLD AROUND, Frank Sinatra (Reprise).

The Broadcasting Playlist™ Aug 19

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

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
3	1	The Night Chicago Died (3:30) Paper Lace—Mercury	1	1	1	1
5	2	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	3	2	2	2
2	3	Annie's Song (2:58) John Denver—RCA	2	4	5	3
6	4	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	4	3	4	4
1	5	Rock Your Baby (3:14) George McCrae—TK Records	5	5	3	5
4	6	Rock the Boat (3:05) Hues Corp.—RCA	6	7	6	8
9	7	(You're) Having My Baby (2:32) Paul Anka—United Artists	7	6	7	7
10	8	Tell Me Something Good (3:30) Rulus—ABC/Dunhill	8	8	9	6
7	9	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	9	11	8	9
8	10	The Air that I Breathe (3:33) Hollies—Epic	10	9	10	10
12	11	Sideshow (3:25) Blue Magic—Atco	12	10	11	12
16	12	I'm Leaving It (All) Up to You (2:46) Donny & Marie Osmond—MGM	11	12	12	11
14	13	Please Come to Boston (3:57) Dave Loggins—Epic	13	13	13	15
24	14	Can't Get Enough of Your Love (3:15) Barry White—20th Century	14	14	15	14
13	15	Waterloo (2:46) Abba—Atlantic	15	15	16	13
20	16	Rock Me Gently (3:28) Andy Kim—Capitol	16	18	14	16
11	17	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	17	16	19	18
22	18	I Shot the Sheriff (3:19) Eric Clapton—Atlantic	18	17	17	19
18	19	Radar Love (2:53) Golden Earrings—MCA	21	22	18	17
19	20	Wild Thing (2:56) Fancy—Big Tree	20	21	20	21
15	21	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	19	19	23	22
25	22	Hang On in There Baby (3:23) Johnnie Bristol—MGM	22	20	25	20
23	23	Wildwood Weed (2:40) Jim Stafford—MGM	24	24	21	25
34	24	Then Came You (3:53) Dionne Warwick & the Spinners—Atlantic	23	23	24	27
17	25	Call on Me (4:00) Chicago—Columbia	26	26	22	23
26	26	Nothing from Nothing (2:40) Billy Preston—A&M	25	25	28	26
27	27	It's Only Rock'n Roll (4:46) Rolling Stones—Rolling Stones	29	28	26	24
28	28	Keep on Smiling (3:25) Wet Willie—Capricorn	28	27	29	28
31	29	Sure as I'm Sitting Here (2:55) Three Dog Night—ABC/Dunhill	31	29	27	29
32	30	Who Do You Think You Are (2:59) Bo Donaldson & the Heywoods—ABC/Dunhill	27	31	31	31
21	31	On and On (3:20) Gladys Knight & the Pips—Buddah	35	34	30	30
29	32	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	30	33	32	34
40	33	Another Saturday Night (2:28) Cat Stevens—A&M	32	32	33	33
37	34	Beach Baby (3:02) First Class—U. K. Records	38	30	34	32
30	35	Sundown (3:37) Gordon Lightfoot—Reprise	34	36	35	37
64	36	I Honestly Love You (3:35) Olivia Newton-John—MCA	33	39	36	36
43	37	Sweet Home Alabama (3:20) Lynyrd Skynyrd—MCA	41	37	37	38
39	38	You & Me Against the World (3:08) Helen Reddy—Capitol	36	35	40	42
35	39	Band on the Run (5:09) Paul McCartney & Wings—Apple	39	41	39	35
41	40	Rub It In (2:12) Billy "Crash" Craddock—ABC/Dunhill	37	38	41	46
45	41	Clap for the Wolfman (3:29) Guess Who—RCA	43	40	43	40

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
61	42	Earache My Eye (5:17) Cheech & Chong—A&M	44	44	38	40
59	43	Let's Put It All Together (2:55) Stylistics—Avco	42	42	44	39
—	44	Steppin' Out (Gonna Boogie Tonight) (2:51) Tony Orlando & Dawn—Bell	40	43	45	49
42	45	You Haven't Done Nothin' (3:20) Stevie Wonder—Motown	48	50	42	45
63	46	Free Man in Paris Joni Mitchell—Atlantic	51	49	46	44
46	47	Sugar Baby Love (3:33) Rubettes—Polydor	50	47	47	48
44	48	Shinin' On (3:23) Grand Funk—Capitol	53	45	51	43
33	49	You Won't See Me (3:07) Anne Murray—Capitol	46	51	48	52
36	50	Machine Gun (2:45) Commodores—Motown	45	52	49	50
51	51	Eyes of Silver (2:47) Doobie Brothers—Warner Brothers	56	48	54	51
50	52	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	47	57	52	57
53	53	LaGrange (3:15) Z. Z. Top—London	65	46	61	47
49	54	Be Thankful (For What You Got) (3:25) William DeVaughn—Roxbury	55	61	50	55
38	55	One Hell of a Woman (2:52) Mac Davis—Columbia	49	64	55	54
57	56	The Bitch Is Back (3:50) Elton John—MCA	70	66	53	53
74	57	I Love My Friend (2:24) Charlie Rich—Epic	52	53	76	64
56	58	You Make Me Feel Brand New (4:45) Stylistics—Avco	60	68	56	56
58	59	Door to Your Heart (3:55) Dramatics—Cadet	59	60	58	60
54	60	Finally Got Myself Together (3:05) Impressions—Curtom	57	54	71	68
62	61	Happiness Is Just Around the Bend (3:30) Main Ingredient—RCA	63	59	57	62
70	62	Walk On (2:39) Neil Young—Reprise	61	62	59	63
52	63	Rings (3:24) Lobo—Big Tree	58	55	70	66
—	64	Can't Get Enough (3:20) Bad Company—Atlantic	65	56	63	58
48	65	Fish Ain't Bittin' (3:36) Lamont Dozier—ABC/Dunhill	64	58	60	65
67	66	Come Monday (3:07) Jimmy Buffett—ABC/Dunhill	54	63	69	77
55	67	Moonlight Special (3:47) Ray Stevens—Barnaby	68	67	67	61
—	68	Kung Fu (3:47) Curtis Mayfield—Curtom	69	65	62	67
—	69	Summer Girl (2:35) Craig Ruhnke—United Artists	71	69	66	69
71	70	Time for Livin' (3:15) Sly and the Family Stone—Epic	67	70	68	75
47	71	If You Talk in Your Sleep (2:25) Elvis Presley—RCA	72	71	65	76
69	72	Tin Man (3:25) America—Warner Bros.	62	72	78	74
60	73	Hollywood Swinging (4:35) Kool and the Gang—Delite	76	78	72	59
—	74	Captain Howdy (3:16) Simon Stokes—Casablanca	75	73	73	70
—	75	River's Risin' (2:52) Edgar Winter Group—Epic	82	75	64	79

Alphabetical list (with this week's over-all rank): The Air that I Breathe (10), Annie's Song (3), Another Saturday Night (33), Band on the Run (39), Be Thankful (For What You Got) (54), Beach Baby (34), Billy Don't Be a Hero (32), The Bitch Is Back (58), Call on Me (25), Can't Get Enough (64), Can't Get Enough of Your Love (14), Captain Howdy (74), Clap for the Wolfman (41), Come Monday (66), Don't Let the Sun Go Down on Me (2), Door to Your Heart (59), Earache My Eye (42), Eyes of Silver (51), Feel Like Makin' Love (4), Finally Got Myself Together (60), Fish Ain't Bittin' (65), Free Man in Paris (46), Hang On in There Baby (22), Happiness Is Just Around the Bend (61), (You're) Having My Baby (7), Hollywood Swinging (73), I Love My Friend (57), I Honestly Love You (36), I Shot the Sheriff (18), If You Love Me (Let Me Know) (52), If You Talk in Your Sleep (71), I'm Leaving It (All) Up to You (12), It's Only Rock 'n Roll (27), Keep on Smiling (28), Kung Fu (68), LaGrange (53), Let's Put It All Together (43), Machine Gun (50), Moonlight Special (67), The Night Chicago Died (1), Nothing from Nothing (26), On and On (31), One Hell of a Woman (55), Please Come to Boston (13), Radar Love (19), Rikki Don't Lose that Number (17), Rings (63), River's Risin' (75), Rock Me Gently (16), Rock the Boat (6), Rock Your Baby (5), Rock & Roll Heaven (21), Rub It In (40), Shinin' On (48), Side Show (11), Steppin' Out (44), Sugar Baby Love (47), Summer Girl (69), Sundown (35), Sure as I'm Sitting Here (29), Sweet Home Alabama (37), Taking Care of Business (9), Tell Me Something Good (8), Then Came You (24), Time for Livin' (70), Tin Man (72), Walk On (62), Waterloo (15), Who Do You Think You Are (30), Wild Thing (20), Wildwood Weed (23), You Haven't Done Nothin' (45), You Make Me Feel Brand New (58), You Won't See Me (49), You & Me Against the World (38),

Rejected candidate knocks on FCC doors

In test of 'reasonable access,' senatorial aspirant wants agency to order sale of five-hour blocks for his fund-raising telethon

Pittsburgh Mayor Pete Flaherty, the Democratic candidate for the Senate seat of Pennsylvania Republican Richard Schweiker, last week filed a complaint with the FCC alleging that 10 Pennsylvania TV stations refused to sell him five hours of time for a fund-raising telethon. He charged they violated Section 312 of the Communications Act which requires broadcasters to afford candidates "reasonable access" to their facilities.

Mr. Flaherty went to Washington to personally object to the refusals. After spending much of Wednesday (Aug. 14) morning conferring with the FCC Complaints and Compliance Division Chief William B. Ray, the candidate—accompanied by an entourage of campaign associates—met in the lobby of the commission's Washington headquarters with a number of newsmen.

Despite some commission officials' grumbling ("It was a goddamn side-show," brooded one.), he got results. He left with an assurance that the complaint will be taken up no later than Sept. 4.

Mr. Flaherty seeks to purchase from Pennsylvania's 15 "major" TV outlets time from 10 p.m. on Saturday (Sept. 27) to 3 a.m. Sunday. The program, Mr. Flaherty explained in a letter to FCC Chairman Richard Wiley, "will offer political information and the chance for me to explain my position on the issues to the people of Pennsylvania." Mr. Flaherty also said he would seek "financial and other support from the people."

Of the 15 stations contacted by Mr. Flaherty last month, five had accepted his request to purchase time totally. Another four offered to sell varying segments of the requested time. Six refused the request completely. Mr. Flaherty claimed one of the reasons generally given for the denials—a dissatisfaction with "the nature of the program"—constitutes a "direct conflict with the law" because it "attempts to censor the content of a political program."

None of the five stations that have accepted the request are within Mr. Flaherty's two major target areas—the Philadelphia and Pittsburgh markets. Accepting were WJET-TV and WSEE(TV), both Erie, and WBRE-TV, WDAU-TV and WNEP-TV, all Scranton-Wilkes-Barre. Of the 10 stations cited in the complaint—which, if upheld by the commission would require them to sell the requested time—the four that agreed to offer some time were WJAC-TV Johnstown, WCAU-TV Philadelphia, WITC-TV Pittsburgh and WPVI-TV Philadelphia. The six that declined the request entirely are WTAE-TV Pittsburgh, WICU-TV Erie, WTAJ-TV Altoona, WCAL-TV Lancaster, KDKA-TV Pittsburgh and KYW-TV Philadelphia.

Another NBC game. NBC-TV announced three-year contract for college football's annual East-West All-Star Game, beginning with Dec. 28, 1974, contest (3:30 p.m., NYT) from Stanford University Stadium. Hughes Sports Network had telecast game last two seasons.

Now to MGM. Seymour Berns, director of TV development, Four Star Productions Inc., Los Angeles, has signed exclusive development contract with MGM Television, wherein he will be responsible for development of prime-time access, late-night, daytime, tape, variety and children's programming. Mr. Berns, one-time president of National Academy of TV Arts and Science, is co-creator of Four Star's *Police Surgeon*, now in its fourth year of syndication, was producer and director of *Red Skelton Show* for 12 years, and of *Jack Benny Show* for four years.

30 for 19. Warner Bros. Television has sold its Volume 19 group of off-network motion pictures in 30 markets after only two weeks in distribution. Films include such titles as "Who's Afraid Virginia Wolf," with Elizabeth Taylor and Richard Burton; "Klute," with Jane Fonda and Donald Sutherland; "The Arrangement," with Kirk Douglas and Faye Dunaway, and "Hotel," starring Karl Malden. Among stations sold: WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WXYZ-TV Detroit, KPIX(TV) San Francisco-Oakland, and WFAA-TV Dallas-Fort Worth.

Broadcasters on-air. Don Waterman, general manager, WKLS(FM) Atlanta, offered Georgia Association of Broadcasters Executive Director Bert H. Hatch half-hour on Sunday mornings to use as GAB wishes. Accordingly, *Gabfest* was born and has grown statewide, on Georgia Network's 57 stations to discuss issues related to radio and television broadcasting. Mr. Hatch serves as moderator with guests so far including kidnapped *Atlanta Constitution* editor Reg Murphy and Jody Powell, Governor Jimmy Carter's news secretary. Future programs are to cover "Why so many commercials?" "Should microphones and cameras be allowed in courtrooms?" and "What can be done to improve television for children?"

112 for 'Velvet'. MGM Television announces that Sept. 8 showing of that studio's famous "National Velvet" (BROADCASTING, Aug. 5), with young Elizabeth Taylor and Mickey Rooney, will be seen in at least 40 stations in top 50 markets and nine out of 10 in top-10 markets, and that almost 80% of U.S. will be covered by 112 TV stations signed for that showing. Two-hour-long "National Velvet" is one of three movie classics shown under title *MGM Family Network*, that began last year. Other two films haven't been definitely chosen yet, but appear to be "Brothers Grimm," "Phantom of Tollbooth," and/or "Lily." General Foods is major sponsor of Family Network movies, with other spots

sold by MGM; more than half of film's commercials reserved for stations to sell.

Sold in top 10. Home International Television, Los Angeles, announces that *Jabberwocky*, weekly, 30-minute taped children's program, has been placed in 58 markets, including all of top 10. Program is sponsored by Nabisco and Mattel, through Ogilvy & Mather, Los Angeles.

'Passports' for sale. Omni Enterprises, Los Angeles, announces availability of *Three Passports to Adventure*, 52 30-minute adventure series in color on tape produced by Hal Linker.

Talked out of \$2,000. WKTQ(AM) Pittsburgh has been notified by FCC of liability for \$2,000 fine for failing to give proper notice of intention to broadcast telephone conversations. Complaint stemmed from live broadcast of allegedly indecent language by party during "cash calls" promotion. WKTQ contended party was aware of live broadcast, but commission pointed out it was necessary to inform caller before actual broadcast. WKTQ has 30 days to pay or contest forfeiture.

School days. "The Vanishing Shadow," a 1934 Universal theater serial, will spark interest in reading for 18,000 sixth and seventh graders in Jacksonville, Fla., public schools, in a 12-day program developed by school system and on WJXT-TV Jacksonville. Starting second week of October, teachers will read scripts with students each day; children will follow action and dialogue on WJXT telecast that evening, and then have follow-up lessons with worksheets in school next day. Developed by Bernard Solomon and Michael McAndrew, reading program began in Philadelphia, has been used with video cassettes in public schools in Mt. Vernon, N.Y.; Benton Harbor, Mich.; Greenwich, Conn., and Brooklyn, N.Y.

Bartlett wants to restrict use of TV ban as punishment

A bill to prohibit amateur sports organizations from censoring members by banning their games from television has been introduced in Congress. The bill (S. 3832) was offered by Senator Dewey Bartlett (R-Okla.) whose home-state University of Oklahoma Sooners, a perennial football powerhouse, has been barred from TV for the next two seasons because of a 1972 recruiting violation. Aside from the TV ban, the sanctions include a prohibition from participating in post-season bowls.

Senator Bartlett said that while the violation should not be condoned, "I feel the National Collegiate Athletic Association and the Big Eight [conference] far exceeded justice in the punishment which was meted out." He added:

"It appears unfair to me that, though television is banned [from covering OU games] for 1974 and 1975, radio and the printed media are permitted. Here the primary recipient of the sanction is the innocent public."

The bill was referred to the Senate Commerce Committee.

No votes for FCC's ideas on simulcasting

Comments on proposed new rules say either commission goes too far or not far enough

Comments are arriving at the FCC on the commission's proposals for AM-FM program duplication. Broadcasters argued against tighter rules; a citizen group said the commission's proposals don't go far enough.

The National Black Media Coalition said that AM-FM duplication should be forbidden in news and public affairs.

The coalition, at odds with any form of duplication, pointed to news and public affairs as areas particularly essential for allowing different "voices" to be heard. If anything must be duplicated, it said, it should be music programming, not the other way around as the FCC has proposed in its rule modification limiting AM-FM duplication.

The coalition also saw a ruling against program duplication as a potential boost to black radio ownership. As the coalition sees it, if an AM-FM combination cannot provide dual programming then it should divest itself of one of its outlets.

But Starr Broadcasting Group Inc. argued there is no need for tightening rules on duplication. When stations are economically viable they will program separately on their own initiative in hopes of enlarging audiences, Starr said. Starr cited examples of larger market AM-FM combinations currently tending to less program duplication. Starr added that duplication should be allowed at least in the midnight-6 a.m. period since any resulting decrease in audience and revenues for that period could precipitate smaller stations into earlier sign-offs.

Knight Quality Stations echoed that small-market stations with their lesser access to national and regional advertising need duplication for survival.

Gross Telecasting, licensee of WJIM-AM-FM Lansing, Mich., sought inclusion of religious programs along with news and public affairs under FCC duplication rules.

WFLN-AM-FM Philadelphia asked that it be allowed to duplicate its classical music format. Suggesting that classical music programming is a "cultural and educational" service, WFLN said lower ratings typical of that format may prohibit dual programming.

The present duplication rule permits duplication for 50% of all weekly programming in communities with more than 100,000 people; there are no restrictions for smaller communities. The FCC proposal would bar all duplication except for news and public affairs in communities larger than 100,000 and apply the 50% rule to smaller communities.

NBC clears advance reviews

NBC-TV, as of Sept. 4, will allow TV critics to prereview its news and entertainment programs.

The decision, put out last week under

the imprimatur of M. S. Rukeyser Jr., NBC's vice president for corporate information, brings the network into line with ABC and CBS in permitting newspapers and magazines to publish advance reviews of their shows. The new policy will be officially inaugurated with early screenings of the drama special, *IBM Presents Clarence Darrow*, starring Henry Fonda (Sept. 4, 9:30-11 p.m., NYT).

Bigger bunch from Bunchez

Gert Bunchez Associates, St. Louis-based radio station rep firm, has expanded the roster of musical, informational, children's and drama programs it is offering to advertisers and radio stations through its syndicated program production and sales division.

A weekly half-hour suspense drama, *From Beyond Midnight*, by the Chicago Actors Theater, and two weekly half-hours of *The Shari Lewis Show* for children are among the latest entries. Another is *Animail*, a five-minute strip with Cleveland Amory answering listeners' questions in a format similar to that of his *Animail* syndicated newspaper column.

In the Bunchez line-up they join such features as *Johnny Cash Show*, now in some 40 markets; *Chet Atkins Show*, *George Hamilton IV Show* and *Glad You Asked* with Hy Gardner, all five-minute strips; a *Fun in the Sun* look at resort and recreational facilities that's offered in five-minute and 15-minute lengths; a one-minute *Janet Cowan in the World of Art* strip and a half-hour *Story Time Lady* series for children (BROADCASTING, May 6). The programs are being offered on a cash or barter basis to advertisers and for direct sale to stations in other markets. The five-minute shows include 90 seconds for commercials; the half-hour series, five and a half minutes.

On-air pay TV readied for New York City area

WBTB-TV plans September debut with special Blonder-Tongue decoder

WBTB-TV Newark, N.J., a UHF station targeted to begin operations in about five weeks, will eventually be programmed to offer new movies and sports and cultural events for a fee to viewers in the greater New York area.

At least, that's the goal of Isaac S. Blonder, the chairman of Blonder-Tongue Laboratories, Old Bridge, N.J., a TV equipment manufacturer that owns WBTB-TV.

"Once the station is open for business, we'll run the final tests on the special decoder we've been working on for the past 20 years," he says. When attached to a TV set, he continues, this decoder will not only unscramble the over-the-air pay signal but also—upon the pressing of the right selector button—activate a built-in ticket dispenser. The viewer collects the used tickets from the decoder at the end of each month and sends them in along

with his check. (Mr. Blonder says computers will monitor every selection made by every household as a check against chiseling.) He says he still hasn't figured out yet what he'll charge for each event, but the fee for installing the decoder and a UHF antenna will be \$15 or so, plus a \$3 or \$4 monthly rental charge for the decoder.

The per-program fee may be higher for a WBTB-TV subscriber on the Sterling Manhattan cable system, which will start its own pay-cable channel this fall. Sterling will be picking up the signal of WBTB-TV as it picks up those of all the metropolitan-area stations (if for no other reason than that WBTB-TV will be sending out 28 hours of nonpay programming a week, as required by the FCC). That pick-up, though, may make WBTB-TV subject to the city's 10% levy on the gross revenues of all pay-cable channels.

Theoretically, a subscriber hooked into Sterling cable could end up with two decoding devices on his set: one for Sterling's pay-cable channel and the other for the pay programming on WBTB-TV that is to be transmitted through Sterling's facilities. The Sterling subscriber without a Blonder-Tongue decoder will get nothing but a garbled picture during the hours WBTB-TV was telecasting its pay programs.

"I suggested to both Sterling and Teleprompter Manhattan that they use my decoder for their pay channels to avoid this potential duplication," Mr. Blonder said. "But, because they regard me as a competitor, they told me to go to hell."

WBTB-TV will kick off as a free channel on Sept. 29.

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Trying again. After abandoning effort to reach negotiated settlement in Communications Satellite Corp. rate case (BROADCASTING, Aug. 5), FCC has ruled that investigations on proceeding should resume no later than first week of September. It said it intends to render final verdict in case by April 1, 1975, and instructed presiding administrative law judge to resume hearings "at earliest possible date."

Gear for WFL pickups. RCA, Camden, N.J., has sold \$900,000 worth of cameras, tape recorders and other apparatus to Robert L. Dudley Corp., to be installed in Dudley mobile TV van used to pick up Thursday night World Football League games for TVS Television Network.

Electronic music tutor. Goldmark Communications Corp., Stamford, Conn., and Warner Bros. Publications Inc., New York, music publisher, have developed and demonstrated MLS, portable tape-cassette system for use in home or classroom, which can be used by students of

musical instruments to play along with professional artists. System has four tracks—one prerecorded without instrument student is studying; another prerecorded with instrument and without rest of group; third containing electronic signals, voice instructions and beats coordinated with sheet music and fourth for student to record alone to compare with professional artists. Developers of system are subsidiaries of Warner Communications Inc., New York.

RCA goes up. RCA Broadcast Systems has announced price increases averaging 9% on all RCA radio and television broadcast equipment. New prices are effective Sept. 15. Neil Vander Dussen, division vice president, attributed increases to rising costs of material and labor.

Sold to CBS. Ampex Corp., Redwood City, Calif., announced two contracts totaling \$1.5 million with CBS to deliver automated video-tape recording equipment (four ACR-25 video recorder reproducers, and three AVR-1 studio recorders) to network's TV stations in Philadelphia, Los Angeles, Chicago and St. Louis.

Finance

\$100 million unders'anding. RCA has filed registration statement with Securities and Exchange Commission for proposed offering of \$100 million sinking fund debentures due Aug. 15, 1992. Offering is expected to be made in late August through nationwide investment group headed by Lehman Bros. and Lazard Freres & Co., both New York, with net proceeds to be added to RCA's general fund for corporate purposes.

Self-investing. Warner Communications Inc., New York, reports it will apply to Securities and Exchange Commission for authorization to purchase up to one million of Warner's common shares on open market. Purchases will be used to provide stock options, convertible preferred stock and convertible debt obligations.

Ahead of the game. MCA Inc. has prepaid \$12-million installment due in 1978 on unsecured term bank loan, bringing to \$36 million amount prepaid this year on \$100-million loan. Agreement also provides for \$50 million unsecured revolving credit.

Broadcasting's index of 137 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Aug. 14	Closing Wed. Aug. 7	Net change In week	% change In week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
ARC	ARC	N	21	23 1/4	- 2 1/4	- 9.67	28 3/8	21	8	16,582	348,222
CAPITAL CITIES	CCB	N	30 3/4	31 1/2	- 3/4	- 2.38	39 1/4	22 3/4	12	7,164	220,293
CRS	CRS	N	35 1/2	38 1/2	- 3	- 7.79	40	25	10	28,092	997,266
CONCERT NETWORK*	O		1/4	1/4		.00	7/8	1/4		2,200	550
COX	COX	N	13 1/8	13 3/4	- 5/8	- 4.54	19 3/8	12 1/4	7	5,831	76,531
GROSS TELECASTING	GGG	A	8	8 3/8	- 3/8	- 4.47	13 5/8	8	5	800	6,400
LIN	LINR	N	2 3/4	2 7/8	- 1/8	- 4.34	6 3/4	2 5/8	3	2,296	6,314
MODNEY*	MOON	O	2 1/2	2 3/4	- 1/4	- 9.09	3 5/8	2 1/4	7	385	962
PACIFIC & SOUTHERN	PSOU	O	4 5/8	5	- 3/8	- 7.50	6 1/4	3 1/8	39	1,750	8,093
RAHALL	RAHL	O	3	3 1/4	- 1/4	- 7.69	6	3	7	1,297	3,891
SCRIPPS-HOWARD	SCRP	O	14 1/2	14 1/2		.00	17 1/2	14 1/2	7	2,589	37,540
STARR	SRG	M	4 1/2	4 3/4	- 1/4	- 5.26	9	4 1/2	4	1,069	4,810
STORER	SRK	N	14	14 3/8	- 3/8	- 2.60	17 3/8	11 1/4	7	4,751	66,514
TAFT	TFB	N	17	17 3/4	- 3/4	- 4.22	23 3/8	15	6	4,114	69,938
WOODS COMM.*	O		7/8	7/8		.00	1	1/4	7	292	255
TOTAL										79,212	1,847,579
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 5/8	1 5/8		.00	2 1/2	1 3/8	5	1,259	2,045
AVCO	AV	N	4 1/2	5	- 1/2	- 10.00	8 7/8	4	4	11,481	51,664
BARTLETT MEDIA	BMC	A	1	1		.00	2 3/8	1	2	2,257	2,257
JOHN BLAIR	RJ	N	5 1/4	5 3/8	- 1/8	- 2.32	7 1/2	4 7/8	4	2,403	12,615
CAMPDOWN INDUSTRIES*	O		1/4	1/4		.00	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N	2 1/4	2 1/8	+ 1/8	+ 5.88	4 1/4	2 1/8	25	4,162	9,364
COMBINED COMM.	CCA	A	9 1/8	10 1/8	- 1	- 9.87	13	7 7/8	6	3,280	29,930
COWLES	CWL	N	5 1/2	6	- 1/2	- 8.33	7 1/8	5 1/2	11	3,969	21,829
DUN & BRADSTREET	DNB	N	22 5/8	24 1/4	- 1 5/8	- 6.70	36	22 1/4	15	26,555	600,806
FAIRCHILD IND.	FEN	N	5 7/8	6 1/4	- 3/8	- 6.00	6 3/4	4 1/8	13	4,550	26,731
FUQUA	FOA	N	7 1/4	7 1/2	- 1/4	- 3.33	10 3/4	6 5/8	4	7,273	52,729
GENERAL TIRE	GY	N	13 1/4	14 1/2	- 1 1/4	- 8.62	18 1/4	12 7/8	4	21,515	285,073
GLOBETROTTER	GLBTA	N	2 1/4	2 1/4		.00	4 3/4	2 1/4	3	2,759	6,207
GRAY COMMUN.*	O		6	6		.00	8 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N	8 1/2	8 7/8	- 3/8	- 4.22	14 1/4	8 1/4	7	4,330	36,805
JEFFERSON-PILOT	JP	N	23 1/8	25 1/4	- 2 1/8	- 8.41	38 1/4	22 1/8	11	24,126	557,913
KAISER INDUSTRIES*	KI	A	6	6 1/2	- 1/2	- 7.69	8 1/2	5 1/8	3	27,487	164,922
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 5/8	3 3/4	- 1/8	- 3.33	6 3/4	3 5/8	4	1,154	4,183
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	15 1/8	16 1/4	- 1 1/8	- 6.92	16 1/4	10 3/4	10	3,352	50,699
LIBERTY	LC	N	9 3/4	9 7/8	- 1/8	- 1.26	15 5/8	9 3/4	4	6,632	64,662
MCGRAW-HILL	MHP	N	7 1/2	7 7/8	- 3/8	- 4.76	9	6	7	23,426	175,695
MEDIA GENERAL	MEG	A	22 3/4	23	- 1/4	- 1.08	26 1/2	20	10	3,552	80,808
MEREDITH	MDP	N	10	9 1/8	+ 7/8	+ 9.58	11 3/8	8 1/4	4	2,908	29,080
METROMEDIA	MET	N	6 1/8	6 3/8	- 1/4	- 3.92	10 5/8	6	5	6,447	39,487

	Stock symbol	Exch.	Closing Wed. Aug. 14	Closing Wed. Aug. 7	Net change In week	% change In week	1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
MULTIMEDIA	MMED	O	11	11 1/4	-	1/4	-	2.22	14 1/4	10 1/2	8	4,388	48,268
NEW YORK TIMES CO.	NYKA	A	10 1/4	10 3/4	-	1/2	-	4.65	13 3/4	10	6	10,231	104,867
OUTLET CO.	OTU	N	8 1/4	7 3/4	+	1/2	+	6.45	9 3/4	7 5/8	4	1,379	11,376
PDST CORP.	PDST	O	6 1/2	6	+	1/2	+	8.33	10 3/4	6	4	882	5,733
PSA	PSA	N	5 3/4	6 1/8	-	3/8	-	6.12	10	5 1/2	17	3,181	18,290
REEVES TELECOM	RBT	A	1 1/8	1 1/4	-	1/8	-	10.00	1 3/4	1 1/8	10	2,376	2,673
RIDDER PUBLICATIONS	RPI	N	15 1/2	15 3/8	+	1/8	+	.81	16 5/8	11	10	8,305	128,727
ROLLINS	ROL	N	8 3/4	9 1/4	-	1/2	-	5.40	19 3/4	8 3/4	8	13,305	116,418
RUST CRAFT	RUS	A	7 3/8	7 1/2	-	1/8	-	1.66	10 1/4	6	5	2,366	17,449
SAN JUAN RACING	SJR	N	9 1/4	8 5/8	+	5/8	+	7.24	13 3/8	8 1/2	7	2,367	21,894
SCHERING-PLOUGH	SGP	N	48	53 1/2	-	5 1/2	-	10.28	74 3/8	48	23	53,823	2,583,504
SONDERLING	SOB	A	5 1/4	5 1/2	-	1/4	-	4.54	10	5 1/8	3	788	4,137
TECHNICAL OPERATIONS	TO	A	3 3/4	3 7/8	-	1/8	-	3.22	6 3/4	3 3/4	4	1,344	5,040
TIMES MIRROR CO.	TMC	N	13 1/8	13 5/8	-	1/2	-	3.66	17 5/8	12 1/8	8	31,385	411,928
TURNER COMM.***	TO	O	3 3/8	3 3/8	-	-	.00	4	3	6	1	1,373	4,633
WASHINGTON POST CO.	WPO	A	20 3/4	20 3/4	-	-	.00	24 3/8	14 3/4	7	4	4,749	98,541
WOMETCO	WOM	N	8	7 7/8	+	1/8	+	1.58	10 1/4	7 7/8	6	6,034	48,272
TOTAL										346,982	5,947,074		
Cablecasting													
AMECO**	ACO	O	7/8	7/8	-	-	.00	1 7/8	1/4	1,200	1,050		
AMER. ELECT. LABS	AELBA	O	1 1/8	1 1/8	-	-	.00	2 1/8	3/4	3	1,673	1,882	
AMERICAN TV & COMM.	AMTV	O	8	8 5/8	-	5/8	-	7.24	19 1/4	7	19	3,181	25,448
ATHENA COMM.**		O	1/4	1/4	-	-	.00	3/4	1/4	2,374	593		
BURNUP & SIMS	BSIM	O	6 5/8	6 7/8	-	1/4	-	3.63	24 1/8	6	7	7,907	52,383
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	5	-	1/4	-	5.00	7 3/8	4 3/4	40	1,121	5,324
CABLE INFO.++		O	1/2	1/2	-	-	.00	3/4	1/2	1	987	493	
CITIZENS FIN.**	CPN	A	1 7/8	1 7/8	-	-	.00	4 1/4	1 3/4	2,697	5,056		
COMCAST*		O	2 1/2	2 1/2	-	-	.00	2 1/2	1 1/2	10	1,705	4,262	
COMMUNICATIONS PROP.	COMU	O	1 3/4	1 5/8	+	1/8	+	7.69	3 3/8	1 3/8	19	4,761	8,331
COX CABLE	CXC	A	4 1/2	4 1/4	+	1/4	+	5.88	15 1/4	4 1/4	8	3,560	16,020
ENTRON*	ENT	O	3/4	5/8	+	1/8	+	20.00	7/8	1/2	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	9	10	-	1	-	10.00	17 1/8	8 1/2	5	7,060	63,540
GENERAL TV*		O	1 1/4	1 1/4	-	-	.00	1 1/2	3/4	63	1,000	1,250	
SCIENTIFIC-ATLANTA	SFA	A	5 3/4	6 3/4	-	1	-	14.81	9 1/2	5 7/8	6	917	5,272
TELE-COMMUNICATION**	TCOM	O	1 5/8	1 3/4	-	1/8	-	7.14	5 3/4	1 1/2	7	4,852	7,884

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She knows. She knows how to work a computer, how to feed a computer, and maybe she can even tell you how to talk to a computer! Because Grace Anne Williams is a junior programmer in data systems and programming at S&H. Grace joined The Sperry and Hutchinson Company in November, 1972, after graduating from the first class of a Computer Training Center operated in New York by Opportunities Industrialization Centers of America (OIC).

S&H is a major supporter of OIC, and helped sponsor the training center. Edward A. Hynes, S&H urban affairs director, says, "S&H needs the skills OIC's program provides. Our company has hired a number of OIC trainees, so we've seen first-hand how this mutually-beneficial program works!"

Supporting OIC is just one effort S&H makes toward social responsibility. And financial support of minority programs is only the first aspect of S&H's response. Frederick A. Collins, Jr., president of S&H, says: "The second is opportunity, not lip service to the word, but a real chance for minority employees to grow in a company. The third and most important is involvement: actual participation in programs aimed at solving the problems facing minority Americans."

Helping to solve problems facing Americans—it's one of the most important ways The Sperry and Hutchinson Company grows. Just ask Grace.

S&H MEANS A LOT MORE THAN GREEN STAMPS.



	Stock symbol	Exch.	Closing Wed. Aug. 14	Closing Wed. Aug. 7	Net change in week	% change in week	High	1974	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
TELEPROMPTER**	TP	N	3 1/8	2 7/8	+	1/4	+	8.69	8 1/4	2 3/4	18	16,013	50,040
TIME INC.	TL	N	35	37 1/4	-	2 1/4	-	6.04	40 1/4	30 3/4	7	10,381	363,335
TOCOM*	TOCM	O	3 1/8	2 7/8	+	1/4	+	8.69	4 7/8	2 1/2	7	634	1,981
UA-COLUMBIA CABLE	UACC	O	4 1/4	4 1/4				.00	5	3 3/4	9	1,795	7,628
UNITED CABLE TV CORP	UCTV	O	2 1/4	2 3/8	-	1/8	-	5.26	4 5/8	2 3/8	45	1,879	4,227
VIACOM	VIA	N	4	4				.00	7 1/2	4	6	3,850	15,400
VIKOA**	VIK	A	1 3/4	2	-	1/4	-	12.50	4	1 3/4		2,534	4,434
TOTAL											85,999	652,291	
Programing													
COLUMBIA PICTURES**	CPS	N	2 1/8	2 1/8				.00	4 3/4	2		6,748	14,339
DISNEY	DIS	N	36 1/8	40 1/2	-	4 3/8	-	10.80	54 1/2	34 3/4	22	29,155	1,053,224
FILMWAYS	FWY	A	2 3/4	2 3/4				.00	6	2 5/8	4	1,791	4,925
FOUR STAR			3/4	3/4				.00	1 3/8	3/4	1	665,950	499,462
GULF + WESTERN	GW	N	19 3/4	21	-	1 1/4	-	5.95	29 1/8	18 3/8	4	14,088	278,238
MCA	MCA	N	21 1/2	23 3/4	-	2 1/4	-	9.47	26 1/2	19 1/4	6	8,386	180,299
MGM	MGM	N	14	14 7/8	-	7/8	-	5.88	16 3/8	9 1/4	10	5,918	82,852
TELE-TAPE****		O	1/2	1/2				.00	3/4	1/8		2,190	1,095
TELETRONICS INTL.*		O	2 1/2	2 7/8	-	3/8	-	13.04	4 1/8	2 1/2	5	943	2,357
TRANSAMERICA	TA	N	6 3/4	6 7/8	-	1/8	-	1.81	10 3/8	6 1/4	5	65,115	439,526
20TH CENTURY-FOX	TF	N	6 5/8	6 1/4	+	3/8	+	6.00	9 1/8	4 3/4	9	8,280	54,855
WALTER READE**	WALT	O	1/8	1/8				.00	1/2	1/8		4,467	558
WARNER	WCI	N	8 1/2	9 1/4	-	3/4	-	8.10	18 1/2	8 3/8	4	16,317	138,694
WRATHER	WCO	A	5	5				.00	8 1/8	4 1/8	56	2,229	11,145
TOTAL											831,577	2,761,569	
Service													
BBDO INC.		O	12 1/8	12 5/8	-	1/2	-	3.96	14 1/4	10	6	2,513	30,470
COMSAT	CO	N	25 7/8	29 3/4	-	3 7/8	-	13.02	40 3/8	25 7/8	6	10,000	258,750
CREATIVE MANAGEMENT	CMA	A	3 1/8	3	+	1/8	+	4.16	5 5/8	3	4	1,016	3,175
DOYLE DANE BERNBACH	DOYL	O	7 1/2	7 1/2				.00	11 1/2	7 1/4	4	1,796	13,470
ELKINS INSTITUTE****	ELKN	O	3/8	3/8				.00	5/8	1/4		1,897	711
FOOTE CONE & BELDING	FCB	N	8 1/4	8	+	1/4	+	3.12	11 1/4	8	5	2,065	17,036
GREY ADVERTISING	GREY	O	6 1/2	6 5/8	-	1/8	-	1.88	8 3/8	6 1/2	3	1,255	8,157
INTERPUBLIC GROUP	IPG	N	9 1/2	10	-	1/2	-	5.00	13	9 1/2	3	2,319	22,030
MARVIN JOSEPHSON*	MRVN	O	4 1/2	4 3/4	-	1/4	-	5.26	8 1/2	4 1/2	3	957	4,306
MCI COMMUNICATIONS+	MCIC	O	2 1/8	1 3/4	+	3/8	+	21.42	6 1/2	1 5/8		12,825	27,253
MOVIELAR	MOV	A	7/8	3/4	+	1/8	+	16.66	1 5/8	5/8	5	1,407	1,231
MPO VIDEOTECHNICS**	MPO	A	1 3/8	1 1/4	+	1/8	+	10.00	2 5/8	1 1/8		539	741
NEEDHAM, HARPER	NDHMA	O	4 1/4	4 1/2	-	1/4	-	5.55	7 1/2	4 1/4	2	918	3,901
A. C. NIELSEN	NIELB	O	13	14 5/8	-	1 5/8	-	11.11	28	13	12	10,598	137,774
OGILVY & MATHER	OGIL	O	13	13 3/4	-	3/4	-	5.45	17 1/4	12 3/4	5	1,807	23,491
PKL CO.***	PKL	O	1	1				.00	1 3/4	1/4	6	818	818
J. WALTER THOMPSON	JWT	N	7	7 1/4	-	1/4	-	3.44	12	6 7/8	11	2,624	18,368
UNIVERSAL COMM.***		O	5/8	5/8				.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N	5 7/8	6 1/4	-	3/8	-	6.00	9 5/8	5 7/8	3	1,632	9,588
TOTAL											57,701	581,716	
Electronics													
AMPEX	APX	N	3 1/8	3 5/8	-	1/2	-	13.79	4 7/8	2 7/8	8	10,796	33,737
CCA ELECTRONICS*	CCAE	O	1 1/8	1 1/8				.00	1 1/8	5/8	2	881	991
COHU, INC.	COH	A	2 1/8	2 1/4	-	1/8	-	5.55	3 7/8	2 1/8	5	1,542	3,276
COMPUTER EQUIPMENT	CEC	A	1 3/8	1 1/2	-	1/8	-	8.33	2 1/8	1 1/4	8	2,333	3,207
CONRAC	CAX	N	14 1/2	14 1/2				.00	21	13	7	1,261	18,284
GENERAL ELECTRIC	GE	N	43 1/4	46 7/8	-	3 5/8	-	7.73	65	7 1/2	13	182,114	7,876,430
HARRIS CORP.	HRS	N	17 1/8	18 3/8	-	1 1/4	-	6.80	33 1/2	17 1/8	6	6,229	106,671
INTERNATIONAL VIDEO	IVCP	O	3 1/8	3 1/4	-	1/8	-	3.84	7 1/2	3 1/8	10	2,728	8,525
MAGNAVOX	MAG	N	4	4 1/4	-	1/4	-	5.88	9 7/8	4	17	17,799	71,196
3M	MMM	N	63	67 1/2	-	4 1/2	-	6.66	80 1/2	63	24	113,100	7,125,300
MOTOROLA	MOT	N	43 7/8	49 1/4	-	5 3/8	-	10.91	61 7/8	40 1/2	14	27,968	1,227,096
OAK INDUSTRIES	OEN	N	11 3/8	10 1/4	+	1 1/8	+	10.97	12 7/8	9 1/2	5	1,639	18,643
RCA	RCA	N	13 1/2	14 1/2	-	1	-	6.89	21 1/2	12 1/2	6	74,444	1,004,994
ROCKWELL INTL.	ROK	N	25 7/8	26 1/2	-	5/8	-	2.35	28 3/8	25 1/8	6	30,315	784,400
RSC INDUSTRIES	RSC	A	1 1/8	1 1/8				.00	2 1/8	1	7	3,458	3,890
SONY CORP	SNE	N	15 7/8	16 3/8	-	1/2	-	3.05	29 7/8	15 7/8	30	165,625	2,629,296
TEKTRONIX	TEK	N	25 1/4	29 1/4	-	4	-	13.67	47 3/4	25 1/4	10	8,646	218,311
TELEVISION	TIMT	O	1 3/4	1 3/4				.00	2 3/4	1 5/8	10	1,050	1,837
TELEPRO IND.***		O	7	7				.00	8	2 1/2	44	475	3,325
VARIAN ASSOCIATES	VAR	N	8	8 5/8	-	5/8	-	7.24	13 1/4	6 5/8	7	6,617	52,936
WESTINGHOUSE	WX	N	12 1/2	13 1/2	-	1	-	7.40	26	12 1/4	7	87,876	1,098,450
ZENITH	ZE	N	18 1/2	20	-	1 1/2	-	7.50	31 5/8	17 3/8	7	18,797	347,744
TOTAL											765,693	22,638,539	
GRAND TOTAL											2,167,164	34,428,768	

Standard & Poor's Industrial Average

86.2

93.7

-7.5

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.

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Cohu Inc.	6 mo. 6/30	8,234,077	+ 15.5%	282,268	- 42.5%	.18	7,130,509	402,178	.29
Globetrotter Communications	6 mo. 6/30	19,515,021	+ 50.4%	1,276,717	- 16.7%	.48	12,970,139	1,489,917	.54
Grey Advertising	6 mo. 6/30	23,944,000	+ 12.1%	1,126,000	+ 6.2%	.89	21,359,000	1,052,000	.72
Liberty Corp.	6 mo. 6/30	68,633,000	+ 19.5%	7,674,000	+ 10.1%	1.11	57,447,000	6,971,000	.99
McGraw-Hill	6 mo. 6/30	221,936,000	+ 10.0%	8,027,000	+ 35.6%	.32	201,753,000	5,917,000	.24
MovieLab Inc.	26 wk. 6/29	9,903,841	- 9.7%	48,220	- 55.7%	.06	10,006,062	108,865	.14
Needham Harper & Steers	6 mo. 6/30	98,909,000	- 6.2%	391,000	- 79.8%	.43	105,079,000	703,000	.77
Oak Industries	6 mo. 6/30	68,438,296	+ 17.8%	3,062,359	+ 36.3%	1.76	58,128,138	2,246,706	1.27
PSA Inc.	6 mo. 6/30	66,929,000	+ 11.1%	2,730,000	*	.86	60,233,000	747,000	.20
Ridder	6 mo. 6/30	88,290,000	+ 15.0%	6,344,000	- 16.4%	.70	76,810,000	6,450,000	.71
Turner	6 mo. 6/30	6,213,000	- 7.0%	380,000	+ 15.2%	.31	6,644,000	329,000	.22
UA-Columbia Cablevision	9 mo. 6/30	9,949,000	+ 38.2%	805,000	+ 44.5%	.45	7,199,000	557,000	.36

* Change too great to be meaningful.

Fates & Fortunes®

Media



Baker

T. B. Baker Jr., executive VP-general manager, WLAC-TV Nashville, elected president and chief executive officer. Mr. Baker owns 25% of CBS affiliate.

Terry O'Connell, Voice of America newsman, named general manager, KLEI(AM) Kailua, Hawaii. He replaces **Ray Gallagher**, who became commercial manager, KUAM-TV Agana, Guam.

Philip Luttinger, director of research, CBS Television Stations Division, named director of special projects, television network research, CBS/Broadcast Group, New York.



Makkay

Albert Makkay, VP-general manager, WLKW-AM-FM Providence, R.I., named to newly created position of area VP of licensee, McCormick Communications, and general manager of its WEZE(AM) Boston as well as continuing responsibilities for WLKW-

AM-FM. **Robert P. Carson**, general sales manager, WLKW-AM-FM, succeeds Mr. Makkay as general manager.

Perry S. Ury, Eastern region VP, RKO Radio, joins WKSS(FM) Hartford, Conn., as general manager.

John Mackin, program director, WXXE-TV Petersburg-Richmond, Va., named general manager.

William Aldrich, general sales manager, WLYT(FM) Cleveland, named station manager. **William Parris**, director of programming, named to additional duties as assistant station manager.

W. Martin Wingren, controller, Kaiser Broadcasting Corp., Oakland, Calif.,

named VP and continues as controller. **Jerry Johnson**, news director, KGO(AM) San Francisco, named operations manager.

Ned Dick, copywriter, WSPA-FM-TV Spartanburg, S.C., named operations manager, WSPA-FM.

Peter Cusack, staff VP-personnel, Pan American World Airways, New York, named VP for personnel, ABC Inc., succeeding **Marie McWilliams**, resigned.

Robert Blake, manager, WGLS-FM Glassboro, N.J., joins noncommercial WEKU-FM Richmond, Ky., as station manager and chief programming officer.



Emmett



Horowitz

Jay Emmett and **David H. Horowitz**, senior VP's at Warner Communications Inc., New York, named executive VP's. In addition to their corporate responsibilities, Mr. Emmett will continue to work closely with Warners' motion picture, television and publishing divisions and Mr. Horowitz with cable television, music publishing companies.

James L. Abernathy, corporate VP in charge of investor relations and corporate public relations for Warner Communications Inc., New York, named VP, investor relations, ABC Inc., succeeding **Herbert R. Hahn**, who will continue as corporate VP and assume other duties.

Helen L. Clark, from Illinois Department of Mental Health, named assistant director of operations, WCSN(FM) (formerly WKLO-FM) Louisville, Ky.

Sharon H. Stern, director of advertising and promotion, WTAJ-TV Altoona, Pa., named assistant promotion manager, WTAE-TV Pittsburgh.

Claudia Allen, instructor, Wichita State University department of speech, named to newly created position of promotions and development director, noncommercial WMUW-FM Wichita, Kan.

Bruce L. Pertle, production-operations manager and program director, noncommercial WFSU-TV Tallahassee, Fla., joins noncommercial KETS(TV) Conway, Ark., as assistant to the director.

Broadcast Advertising

Irene Beckman Krone, fashion director; **Edythe Mann**, **Diane Rothschild** and **Robert Mackall**, copy supervisors, and **Alan Frank** and **Michael Uris**, art supervisors, named VP's at Doyle Dane Bernbach, New York.

William A. Seaborg, San Francisco sales manager, Avco Radio Sales, named sales manager in Chicago, replacing **David A. Greacen**, resigned. Succeeding Mr. Seaborg is **Mark Stephens**, account executive in Avco Radio Sales Los Angeles office.

Peter B. Whitcombe, executive VP, Hart/Conway Co., regional advertising and public relations firm, Rochester, N.Y., elected president. **N. Lawrence Walker**, VP, Hart/Conway Co., elected executive VP. **Richard H. Andre**, art director, elected VP. **Carol Lawrence**, corporate secretary, named director.

Robert D. Richter, creative director, Needham, Harper & Steers, Chicago, elected VP.

John K. DeVoe, VP and account supervisor, N. W. Ayer & Son, New York, named senior VP and management supervisor. **John L. Decker**, VP and media director, appointed senior VP and management supervisor at Ayer and continues as media director.

Jim Meltzer, sales department, WEBN-FM Cincinnati, Ohio, named sales manager, WKRC(FM) Cincinnati.

NOTHING SUCCEEDS LIKE NEWS SUCCESS

It's an axiom of television broadcasting that the station that's first in news is first in the market.

And to achieve news supremacy a station needs a good news product, which means, of course, good people.

Our business is finding those good news professionals for stations making their upward move.

We will put you in touch with the news directors, anchor-men, reporters and news producers with proven track records and a commitment to winning.

Call us. We may have the man or woman you're looking for.

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Broadcast Personnel Agency, Inc.
527 Madison Avenue, N.Y.C. 10022

$$E = MC^2$$

NEWS THEORY OF RELATIVITY

The success of a Local Newscast is directly proportional to the ability of the viewer to Relate to the Content, Personalities and Presentation of the News.

This news theory is based on broad psychological and sociological truths, not presentation gimmicks. It is developed from basic audience research, designed to find out the specific characteristics, habits and attitudes of the local news audience in the local market. For each market is different, and each station faces a unique competitive situation. The research attempts to find out what these differences are and to help management utilize them.

But research alone doesn't mean successful news. Research findings must be interpreted for implementation into operational use. This requires experience and knowledge in research and broadcasting.

We, at MAGi-C®, are experienced broadcasters and researchers, who understand broadcasting and news. We know how audience flow affects ratings. We are experienced in helping stations meet competition. We try to work with Management, Programming, Promotion and News people to help improve ratings as well as news.

For details, write or phone

Mel Goldberg
Melvin A. Goldberg Inc.
Communications

MAGi-C®

347 Madison Avenue
New York, N.Y. 10017
(212) 685-8868

John Fenwick, national sales manager, WCKT(TV) Miami, named general sales manager.

Marvin Jacobson, associate creative director, Benton & Bowles, New York, and **Stephen D. Kolker**, account supervisor, elected VP's.

Jody Seibert, media planner and buyer, Krupnick & Associates, St. Louis advertising agency, named media director.

T. C. Radcliffe, director of sales, Cable-rep, New York cable television advertising representatives, elected president.

Additions to staff of Cunningham & Walsh, New York: **Peter Widmer**, senior account executive, Fuller & Smith & Ross, named field services supervisor, sales promotion department; **Stephen Jekogain**, market research assistant, Keystone Cameras, named research analyst; **Linda Fitzpatrick**, project director, McCann-Erickson, named senior project director, research department, and **Elizabeth Becker**, research account executive, Young & Rubicam, named senior project director, research department.

Harvie H. Chapman, board chairman, Point Communications Inc., subsidiary of Tracy-Locke Co., Dallas, elected to parent company board of directors. **Edwin Heaven**, copywriter, Cunningham & Walsh, San Francisco, joins Tracy-Locke, same city, as senior copywriter.

Bob Gould, assistant sales manager, WCFL-AM-TV Chicago, named sales manager.

Newly elected officers of Television and Radio Advertising Club of Philadelphia: **Peter Kadetsky**, WCAU(AM), president; **Stanton Beaghen**, Lewis & Gilman, first VP; **David McGahey**, WMMR(FM), second VP; **Robert Hosking**, WCAU-TV, treasurer, and **James Wilson**, WFIL(AM), secretary.

Keith D. Coughy, promotion manager, WLYH-TV Lancaster-Lebanon, Pa., named director of advertising and promotion, WTAJ-TV Altoona-Johnstown, Pa. Both are Gateway Communications stations.

Douglas H. Gardner, account executive, WWEZ-FM Cincinnati, named general sales manager, WYND(AM) Sarasota, Fla.

David Krause, account executive, WGRO(FM) Buffalo, N.Y., named assistant station manager and general sales manager, WROL(AM) Knoxville, Tenn.

Dale T. Tangeman, art director, Howard Swink Advertising, Marion, Ohio, joins Hameroff & Associates, Columbus, Ohio, agency, in same capacity.

Programing

Jacqueline Smith, director of special projects, Warner Bros. Television, Los Angeles, appointed to newly created position of director of special programs, CBS-TV, Hollywood.

Edward B. Gradinger, who resigned as director of business affairs, ABC-TV (BROADCASTING, Aug. 12), joins Columbia Pictures Television as VP-East Coast operations, New York. **Al Onorato**, cast-

ing director, Columbia Pictures Television, Burbank, Calif., named director of talent. **Doug Duitsman**, director, studio publicity, Columbia Pictures Television, Los Angeles, named national director of publicity and promotion, CPT, same city.

Charles Keyes, sales executive, Independent Television Corp., San Diego, appointed Western division manager, Paramount Television Sales, based in San Diego.

Jim Carnegie, music director-announcer, KQV(AM) Pittsburgh, named program director.

Jack H. Shellenberger, chief of policy application staff, Voice of America, named deputy director (programs), VOA.

Barry Chase, announcer, WQXI(AM) Atlanta, named program director, WKLS-FM same city.

Steve Bassett, from WIS-TV Columbia, S.C., named assistant sports director, WMAL-TV Washington.

Charles McLendon, sports director, Channel 13 Cable Television, Emporium, Pa., named assistant sports director, WITN-TV Washington, N.C.

Ed Thilenius, sports director, WAGA-TV Atlanta, named to head sports department, Georgia Network Inc., Atlanta. **Paul C. Stone**, public information officer, U.S. Air Force, joins Georgia network as director of affiliate relations. **Ron Wilson**, broadcast director, University of Georgia public relations office, joins network editorial staff and will anchor morning newscasts.

Sally Richman, in production post with Metromedia Producers Corp., named administrative assistant to Quinn Martin, Quinn Martin Productions, Los Angeles.

Ken Greene, announcer, WCAX-TV Burlington, Vt., named director of public affairs.

John E. Premack, chief cameraman, WBZ-TV Boston, joins WCVB-TV Boston in same capacity.

Herb Gold, production-operations manager, WTLV(TV) Jacksonville, Fla., named program director, WJKS-TV Jacksonville, succeeding Ray Chumley, who is now general manager, WSTV-TV Steubenville, Ohio.

Carl Strandell, program director, WBBF(AM) Rochester, N.Y., named to same post, WYND(AM) Sarasota, Fla.

Rod Chamberlain, producer-director, KOA-TV Denver, named production manager-senior director.

Broadcast Journalism

Sherman Bazell, executive producer, news department, KTVU(TV) San Francisco, named news director.

John Armstrong, senior producer, CBS Evening News, Washington, named head producer. He succeeds Edward Fohy, who resigned to join NBC.

Renee Simon, newsroom assistant, WIP(AM) Philadelphia, joins WJNC(AM)-

WRCM(FM) Jacksonville, N.C., as news director.

Milton Boyd, production specialist, WBTV(TV) Charlotte, N.C., named news director. **Bill Ballard**, assignment editor and anchorman, WBTV, named news and information manager. **Sharon Cathey**, University of North Carolina graduate, joins WBTV as news assistant.

Bill Addison, news director, KPLR-TV St. Louis, named executive news coordinator, KMOX-TV St. Louis.

Leonard Pratt, Taipei bureau chief, Associated Press, named Hong Kong bureau chief, Group W. He replaces **Paul Steinle**, who will pursue graduate studies at Harvard Business School.

Louie Allen, meteorologist, WMAL-TV Washington, will join WTOP-TV Washington in fall.

Dorothy M. Reed, reporter and feature writer, Richmond, Va., *Afro-American*, joins WTVR-TV Richmond as news reporter-co-anchorperson.

Bob Nicholas, reporter-anchorman, KHOU-TV Houston, joins KTRK-TV Houston as news anchorman.

Don Silcott, reporter, KDMI(FM) Des Moines, Iowa, joins Iowa Radio Network as statehouse correspondent and Des Moines office news director.

Shelley Lewis, news and public affairs producer, noncommercial WNYU-FM New York, named assistant news director.

Equipment & Engineering

Melvin D. Levine, director of planning and administration, WCAU-TV Philadelphia, named director of technical operations and administration.

James E. Sensenbach, chief engineer and

operator, WYNE(AM) Appleton, Wis., named chief engineer, noncommercial KMUW-FM Wichita, Kan.

Allied Fields

Bob Reinhard, national sales manager, Kalamusic syndicated service, named northern region representative, Concerned Marketing Co., Dallas. **John Hughes**, VP-Piggie Park Enterprises, West Columbia, S.C., named southern region representative.

Vic Heutschy, independent publicist in Europe, has joined Jay Bernstein Public Relations Inc., Los Angeles, as senior VP, worldwide public relations.

Walda Roseman, formerly with public affairs department, National Cable Television Association, named assistant to John Loftus, director of media and congressional affairs, Office of Telecommunications Policy.

Gary Arlen, formerly with Paul Kagan & Associates, Washington, joins public affairs staff, National Cable Television Association, Washington.

Eva Archer, administrative assistant for communications, National Public Affairs Center for Television, Washington, joins National Association of Educational Broadcasters, Washington, as publications editor.

Ruth Dixon, news-public affairs director, KWUN(AM) Concord, Calif., joins California Medical Association's news staff as radio-TV editor.

Stanley D. Frank, president, Holt, Rinehart and Winston Inc., New York, also named president, CBS Educational Publishing Division, which comprises Holt, BFA Educational Media and Winston Press.

Edward Janow, chief of motion picture laboratory, U.S. Agriculture Department, joins Byron Motion Pictures, Washington tape and film lab, as manager of customer services.

Deaths

Almira Sessions, 85, stage, screen and TV actress (Brenda and Cobina act of the Bob Hope radio show, regular on *Henry Aldrich* radio series, as well as TV appearances more recently) died Aug. 3 in convalescent home in Los Angeles. She leaves two sisters.

Judy Cosgrove (known professionally as Carole Somers), 57, TV and radio actress, died Aug. 2 at Cedars of Lebanon Hospital in Los Angeles of cancer. Her career began in New York with network soap operas and continued in TV with appearances on *Studio One*, *Robert Montgomery Presents*, and *Philco Playhouse*. She leaves husband, John, one son and one daughter.

Richard Johnson, 48, director of administration, WMAZ-AM-FM-TV Macon, Ga., died Aug. 2 of cerebral hemorrhage. He had been with WMAZ since 1956. Survivors include wife, Janis, and five children.

Elliot S. Baker, 59, broadcast equipment sales executive, died of heart attack July 31 in Bryn Mawr, Pa. Mr. Baker represented several companies during long career, was most recently associated with Sintronic Corp., Bryn Mawr. He is survived by wife, Sydney Millar, one daughter and one son.

Edward Stoddart, 33, sound technician for British Broadcasting Corp., killed Aug. 8 in Lapithos, Cyprus, in unmarked land mine explosion. He is survived by his wife, Jacqueline, and three children.

For the Record®

Editor's note: With this issue, "For the Record" takes on a new organization and format. The objective is to present as comprehensive an information package as before, but in a form more easily retrieved by the reader.

The number of potential "For the Record" subdivisions has been reduced from 85 to 45. Largely, this is the result of grouping information by the type of action rather than by the class of broadcast service to which an action applies. For example: Under the earlier format, call letter actions in a given week might have been listed in six different places; now they're grouped together at one.

In addition to a rearrangement of its previous categories, the new format introduces several new ones: "In contest," "Complaints" and "Fines," for example, have been broken out from other categories for faster reference.

The editors believe this new arrange-

ment will make the reader's lot an easier one. They both expect and solicit comment as to how well it succeeds in that objective.

As compiled by BROADCASTING, Aug. 5 through Aug. 9 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV action

■ McAllen, Tex.—Delta Rio Broadcasting Co. FCC

granted UHF ch. 48 (674-680 mhz); ERP 1740 kw vis. 339 kw aur. HAAT 200 ft.; ant. height above ground 223 ft. P.O. address: 3000 North Sixth, McAllen 78501. Estimated construction cost \$1,092,305; first-year operating cost \$180,000; revenue \$200,000. Geographic coordinates 26°08'57" north; 97°48'40" west. Trans. type RCA TTU-60C. Ant. type RCA TPU-36JDAS. Legal counsel Darrell Davis, McAllen; consulting engineer Guy C. Hutcheson. Principals (all 10%): Edward L. Gomez, Darrell Davis, Eduardo Izaguirre, et al. Mr. Davis is McAllen attorney. Messrs. Gomez and Izaguirre have interests in KQXX(FM) McAllen, KIRT(AM) Mission, Tex., and KABQ(AM) Albuquerque, N.M. (BPCT-4734). Action July 31.

AM application

■ White Castle, La.—LaFourche Valley Enterprises. Seeks 1590 khz, 1 kw-D. P.O. address: c/o Michael P. LeBlanc, P.O. Box 797, Donaldsonville, La. 70346. Estimated construction cost \$23,160; first-year operating cost \$1,400; revenue not given. Format: Contemp. Principals: Michael P. LeBlanc, realtor, Percy H. LeBlanc, physician, M. Paul LeBlanc, supermarket owner (25% each), et al. LaFourche owns KSMI(FM) Donaldsonville. Ann. Aug. 6.

AM action

■ Millbank, S.D.—Sturgis Radio Inc. Broadcast Bureau granted 1510 khz, 5 kw-D. P.O. address: Box 360, Sturgis, S.D. 57785. Estimated construction cost \$42,040; first year operating cost \$39,060;

QUALITY TALKS FOR WOAY

Oak Hill, West Virginia



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

Continental Electronics

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WGST ATLANTA GOAL MILLION DOLLAR CCA REVENUES 20th YEAR

"I'm enclosing our contract for our 19th annual Community Club Awards campaign," said Bill Estes, WGST, Atlanta, Georgia, sales manager, in a letter to CCA.

"In our business," Estes wrote, "it is very unusual for a promotion to last longer than a few years. Nineteen years must be a record."

"CCA has been good for WGST," Estes emphasized. CCA has been a good revenue-producer; the goodwill it has created is beyond measurement. We have awarded approximately \$180,000 to date. This year's \$10,000 will mark \$190,000 earned by our Atlanta Public Service organizations for their special projects."

"Our CCA revenues are substantially in excess of three-quarters of a million dollars. We anticipate passing the one million dollar mark in our 20th campaign. It continues to be a real pleasure to work with your fine organization. We look forward to many more years of CCA," Bill Estes concluded.



BILL ESTES

COMMUNITY CLUB AWARDS



CALL COLLECT:
(203) 226-3377

P.O. BOX 151,
WESTPORT, CT 06880

revenue \$60,000. Principals: Leslie J. Kleven, president (92.6%), et al. Mr. Kleven owns KBHB-AM-FM Sturgis, S.D. He also has 37% interest in applicant for new VHF TV in Rapid City and Lead, both South Dakota (BP-19490). Action July 25.

AM starts

- WGTW Mount Dora, Fla.—Authorized program operation on 1580 khz, 5 kw-D. Action July 29.
- WSCP Sandy Creek, N.Y.—Authorized program operation on 1070 khz, 1 kw-D. Action Aug. 2.
- KACO Bellville, Tex.—Authorized program operation on 1090 khz, 250 w-D. Action Aug. 7.

FM applications

- Cottonwood, Ariz.—BBKV Enterprises. Seeks 95.9 mhz, 3 kw. HAAT —671 ft. P.O. address: Box 187, Cottonwood 86326. Estimated construction cost \$30,000; first-year operating cost \$8,000; revenue \$15,000. Format: MOR. Principals: John M. Boyd, furniture store owner; Duane D. Kirby, owner of KVIO(AM) Cottonwood; Richard D. Bridgewater, bank manager; Nelson Lee Vaughn, general store owner (25% each). Ann. Aug. 6.
- *Cleveland—Cleveland State University. Seeks 89.3 mhz, 10 w. HAAT 300 ft. P.O. address: 1983 E. 24th St., Cleveland 44115. Estimated construction cost \$19,615; first-year operating cost \$8,000. Format: Ed. Principal: Arnold G. Tew, vice president for student services. Ann. Aug. 9.
- Mifflensburg, Pa.—Buffalo Valley Broadcasting Co. Seeks 98.3 mhz, 3 kw. HAAT 52 ft. P.O. address: 2025 Mahaffey Lane, Williamsport, Pa. 17701. Estimated construction cost \$46,331; first-year operating cost \$29,000; revenue not given. Format: MOR/C&W. Principal: Fred R. Sechler (100%) has interest in construction and real estate companies. Ann. Aug. 6.
- Bennington, Vt.—Equinox Wireless Co. Seeks 94.3 mhz, 3 kw. HAAT 1138 ft. P.O. address: 221 Washington St., Claremont, N.H. 03743. Estimated construction cost \$54,100; first-year operating cost \$80,745; revenue \$50,000. Format: MOR. Principals: S. Palmer (60%), Sally C. (20%) and Palmer C. Dante (20%) own WTSV(AM)-WECM(FM) Claremont. S. Palmer Dante and wife Sally have interest in securities and real estate. Son Palmer is commercial and film producer. Ann. Aug. 6.
- *Stowe, Vt.—The Stowe School. Seeks 91.5 mhz, 10 w. HAAT 80 ft. P.O. address: Mountain Rd., Stowe 05672. Estimated construction cost \$4,785; first-year operating cost \$500. Format: Ed. Principal: Stevenson Morgan, president. Ann. Aug. 6.

FM actions

- Gallup, N.M.—Gallup Broadcasting Co. Broadcast Bureau granted 93.7 mhz, 30 kw. HAAT 55 ft. P.O. address: 401 E. Coal Ave., Gallup 87301. Estimated construction cost \$45,622; first-year operating cost \$12,300; revenue not given. Format: Easy Listening. Principals: Jack B. Chapman and Theodore R. Bender (50% each) own KGAK(AM) Gallup (BPH-8628). Action Aug. 1.
- *Cincinnati—Great Oaks Joint Vocational School District. Broadcast Bureau granted 88.3 mhz, 175 w. HAAT 102 ft. P.O. address: 3245 East Kemper Road, Cincinnati 45241. Estimated construction cost \$155,856; first-year operating cost \$15,000. Principal: Ted Gabe, president of district. Great Oaks is sharing time with Stepchild Radio of Cincinnati (BPED-1535). Action July 31.
- *Cincinnati—Stepchild Radio of Cincinnati. Broadcast Bureau granted 88.3 mhz, 2 kw. HAAT 284 ft. P.O. address: 6215. Cincinnati 45206. Estimated construction cost \$5,930; first-year operating cost \$6,500. Format: Ed. Principal: Donald Lenz, community planner (BPED-1529). Action July 31.

FM starts

- WKNU Brewton, Ala.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 300 ft. Action Aug. 6.
- KYLT Missoula, Mont.—Authorized program operation on 100.1 mhz, ERP 2.9 kw, HAAT 810 ft. Action July 26.
- *WMSC Upper Montclair, N.J.—Authorized program operation on 90.3 mhz, TPO 10 w. Action Aug. 2.
- *WMCX West Long Branch, N.J.—Authorized program operation on 88.1 mhz, ERP 10 w. Action July 31.
- WPTM Roanoke Rapids, N.C.—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT 295 ft. Action July 31.
- WORK Barre, Vt.—Authorized program operation on 107.1 mhz, ERP 1.5 kw, HAAT 410 ft. Action Aug. 2.

FM licenses

- Broadcast Bureau granted following licenses covering new stations:
- WWTR-FM Bethany Beach, Del., Connor Broadcasting Co. (BLH-6272). Action July 31.
- *WAFG Ft. Lauderdale, Fla., Westminster Academy (BLED-1278). Action July 31.

- *WZRD Chicago, Northeastern Illinois University (BLED-1277). Action July 31.
- KBIC Alice, Tex., Bethany Investment Corp. (BLH-6179). Action July 31.
- *KVLU Beaumont, Tex., Lamar University; studio and remote control location 4400 Port Arthur Rd., Beaumont (BLED-1253). Action July 31.
- KULM Columbus, Tex., John L. Labay; trans-studio location redesignated 325 Radio Lane, Columbus (BLH-5957). Action July 31.
- KCIR Corsicana, Tex., D K Television (BLH-5673). Action July 31.
- *KERA-FM Dallas, Public Communication Foundation for North Texas (BLED-1280). Action July 31.
- *KSUC Keene, Tex., Southwestern Union College (BLED-1271). Action July 31.
- *KSHU Huntsville, Tex., Sam Houston State University (BLED-1163). Action July 31.

Ownership changes

Applications

- *KPOOFM San Francisco (89.5 mhz, 245 w)—Seeks transfer of control of Poor Peoples' Radio from William Wade, Cese McGowan, Lorenzo Milam and Sherman Ellison (100% before; none after) to Ed Ashley, Jose Castellar, David Whitaker, George Kelsey, Karen Howze, Terry Collins and Jaymi Goodenought (none before; 100% after). Consideration: none. Principals: Representatives of community service organizations. Ann. Aug. 6.
- KPLS(AM) Santa Rosa, Calif. (1150 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from KPLS Inc. to Radio 1150 Inc. for \$300,000. Sellers: Mr. and Mrs. Joseph Stamler (100%). Buyers: Hugh E. Turner, Margaret Lang and James D. Lang Jr. (33⅓% each). Mr. Turner owns personnel training company, Mrs. Lang is housewife and Mr. Lang has insurance and investment interests. Ann. Aug. 6.
- WDOL-AM-FM Athens, Ga. (AM: 1470 khz, 1 kw-D; FM: 104.7 mhz, 50 kw)—Seeks transfer of control of University City from James S. Rivers (66⅔% before; none after) to Herschel M. Rivers (33⅓% before; 100% after). Consideration \$25,523. Principals: Herschel Rivers, son of James Rivers, is general manager of WDOL-AM-FM. Ann. Aug. 6.
- WBUZ(AM) Fredonia, N.Y. (1570 khz, 250 w-D)—Seeks relinquishment of positive control of Catotun Broadcasting Corp. from Lauren A. Colby (100% before; 50% after) to Henry R. Serafin (none before; 50% after). Consideration \$9,500. Principal: Mr. Serafin is general manager of WBUZ. Ann. Aug. 6.
- WIGS-AM-FM Gouverneur, N.Y. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Genkar Inc. to DeHart Broadcasting Corp. for \$200,000. Seller: Ann D. Genther, secretary-treasurer. Buyers: Robert W. and Romaine Hartshorn (100%). Mr. Hartshorn was former account executive WILM(AM) Wilmington, Del. Ann. Aug. 6.
- WGGQ(AM) Salamanca, N.Y. (1590 khz, 1 kw)—Seeks assignment of license from Salamanca Broadcasting Co., subsidiary of Alpha Broadcasting Corp., to John R. Newman and James R. Clark Jr. for \$125,000. George Vajda is president of Alpha, which has interest in WLYC(AM)-WILQ(FM) Williamsport, Pa. Mr. Newman is engineer. Mr. Clark is program director of WHHO-AM-FM Hornell. N.Y. Ann. Aug. 6.
- WLNO(FM) London, Ohio (106.3 mhz, 3 kw)—Seeks assignment of license from Paul Dean Ford and J. T. Winchester to WLNO-FM Inc. for \$100,000. Sellers: Mr. Winchester and Mr. Ford, who has interest in several stations including WPER(FM) Terre Haute, Ind. Buyers: Reagan Smith (29%), et al. Mr. Smith is newsmen for WWWE(AM) Cleveland. Ann. Aug. 6.
- WNPV(AM) Lansdale, Pa. (1440 khz, 500 w-D, DA)—Seeks transfer of control of Equitable Publishing Co. from George W. Knipe and Howard C. Berky (50.1% before; 29.2% after) to Beth Diane Skibb and H. Charles Berky Jr. (49.7% before; 70.6% after). Consideration: none. Principals: Beth Diane Skibb, daughter of George W. Knipe, has interest in rental real estate. H. Charles Berky Jr., son of Howard Berky, is manager of WNPV. Ann. Aug. 6.
- KQV(AM)-WDVE(FM) Pittsburgh (AM: 1410 khz, 5 kw, DA-2; FM: 102.5 mhz, 55 kw)—Seeks assignment of license from KQV Inc. to Taft Broadcasting Co. for \$3,500,000. Seller: American Broadcasting Cos. is parent of KQV Inc. Buyers: David S. Ingalls, Cleveland lawyer (2.5%), Charles S. Mechem Jr., Cincinnati businessman (0.2%), Lawrence H. Rogers II, Cincinnati businessman (0.3%), Lloyd Taft, business consultant (1.8%), et al. Taft Broadcasting owns several stations, including WTAF-TV Philadelphia. Ann. Aug. 6.
- KTRM-AM-FM Beaumont, Tex. (AM: 990 khz, 1 kw, DA-1; FM: 95.1 mhz, 3.1 kw)—Seeks assignment of license from Dynamic Broadcasting Corp. to Central Broadcasting Corp. for \$800,000. Sellers: C. Ronald Rogers, Neal Spelce, R. Miller Hicks,

J. Sam Winters (25% each) own K1KN(AM) Sinton, Tex. and KJOE(AM) Shreveport, La. Mr. Hicks owns K1XL(AM)-KRMH(FM) Austin, Tex. Buyers: Paul R. Quigg (8.66%), Lester G. Spencer (7.99%), et al. Central owns WKBV-AM-FM Richmond, WBAT(AM) Marion, and WB1W(AM) Bedford, all Indiana. Ann. Aug. 6.

■ **WOAI(AM)** San Antonio, Tex. (1200 khz, 50 kw)—Seeks assignment of license from Avco Broadcasting Corp. to Clear Channel Communications for \$1,500,000. Seller: John T. Murphy, president. Buyers: L. Lowry Mays (50%) and B. J. McCombs (50%). Mr. Mays is president and Mr. McCombs is director of San Antonio Broadcasting which owns KEEZ(FM) San Antonio, KXXO(AM)-KMOD(FM) Tulsa, Okla. Ann. Aug. 6.

Actions

■ **KPHX(AM)** Phoenix (1480 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Phoenix Broadcasting Co. to Riverside Amusement Park Co. for \$150,000 plus \$25,000 for pact not to compete. Seller: Melvin R. Himelstein, Buyer: C. L. and Leola Fite. Mr. Fite is president of Riverside Amusement Park Co. (BAPL-450). Action Aug. 2.

■ **KLXA-TV** (ch. 40) Fontana, Calif.—Broadcast Bureau granted transfer of control of International Panorama TV from Angel Lerma Maler (100% before, none after) to Trinity Broadcasting Network (none before, 100% after). Consideration: \$1,266,419. Principal: Mr. Maler is president of International Panorama TV. Trinity is nonstock, non-profit; Paul F. Couch, president (BTC-7389). Action Aug. 2.

■ **KEDI(AM)-KCMS-FM** Manitou Springs, Colo. (AM: 1490 khz, 500 w-D, 250 w-N; FM: 102.7 mhz, 51 kw h, 11 kw v)—Broadcast Bureau granted assignment of license from Garden of the Gods Broadcasting Co. to Mountain States Communications for \$200,000. Seller: Adrian K. Waalkes, et al (100%). Buyer: Dan Lacy III (100%), former president of K1IX-AM-FM Fort Collins, Colo. (BAPLH-165). Action Aug. 2.

■ **WMBM(AM)-WBUS(FM)** Miami Beach—Broadcast Bureau granted acquisition of positive control of Consolidated Communications Corp. (parent corp. of Community Service Broadcasters, licensee) by Allan B. Margolis (42.8% before, 60% after) through sale of stock by Dorothy C. Margolis (28% before, none after) to Consolidated. Consideration: \$120,000 (BTC-7443). Action July 31.

■ **WANM(AM)** Tallahassee, Fla.—Broadcast Bureau granted assignment of CP from B. F. J. Timm to WANM Inc., owned by B. F. J. Timm (100%) (BAP-822). Action July 29.

■ **WPAS(AM)** Zephyrhills, Fla.—Assignment of license from Art Advertising Co. to Charles F. Wister. not consummated (BAL-8069). Ann. Aug. 6.

■ **WCCI(FM)** Savanna, Ill. (100.1 mhz, 3 kw)—Broadcast Bureau granted acquisition of positive control of Carroll County Broadcasting Co. from Randy C. Smith (50% before, none after) to Dennis W. Voy (50% before, 100% after). Consideration: \$46,000. Principals: Mr. Voy owns KMAQ-AM-FM Maquoketa, Iowa (BALH-1980). Action July 29.

■ **WKJG-TV** (ch. 33) Fort Wayne, Ind.—Broadcast Bureau granted assignment of license from Federated Media Inc. to Thirty-Three Inc. for \$4 million. Sellers: Paul E. Van Hook, president, and John Dille Jr., chairman of board. Federated, which is publicly traded, has liquidated all other broadcast interests except WBNB-TV Charlotte Amalie, St. Thomas, Virgin Islands, sale of which is pending FCC approval. Buyers: Anton Hulman Jr., president (73.1%); Joseph R. Cloutier, vice president (23%), and Henry P. Smith, director (3.9%), who also owns WTHI-AM-FM-TV Terre Haute, Ind. Action July 29.

■ **KSKG(FM)** Salina, Kan. (99.9 mhz, 3.6 kw)—Broadcast Bureau granted transfer of control of Salina FM from Truman L. Nicholson (100% before, none after) to Duane Pollard, et al. (none before, 100% after). Consideration: \$50,000. Principal: Mr. Pollard is general manager of KSKG. Action July 31.

■ **KXMC-TV** Minot, N.D.—Broadcast Bureau granted acquisition of positive control of KXMC-TV by acquisition of stock from Security Pacific National Bank, executor of estate of Lloyd R. Amoo (30% before, none after), to Chester M. Reiten (40% before, 55% after) (BTC-7426). Action July 31.

■ **WZLD(FM)** Cayce, S.C.—Broadcast Bureau granted assignment of CP for new station from William D. Hunt (100%) to WZLD Inc., owned by Mr. Hunt (55%) and wife Agnes C. Hunt (45%) (BAPH-563). Action July 30.

■ **KEGG(AM)** Daingerfield, Tex. (1560 khz, 1 kw-D, DA)—Broadcast Bureau granted assignment of license from Beamon Advertising Inc. to Gary L. Acker for \$35,000. Buyer: Mr. Acker has sold WTNN(AM) Millington, Tenn., and owns 25% of KLFJ(AM) Springfield, Mo. (BAL-7870). Action July 31.

■ **KIXY-AM-FM** San Angelo, Tex.—Broadcast Bureau granted acquisition of negative control of Solar Broadcasting Co. by W. A. Foster (44.4% before, 50% after) through purchase of stock and retirement thereof from W. J. Duncan (11% be-

fore, none after), consideration \$6,000 (BTC-7457). Action July 31.

■ **WAGE(AM)** Leesburg, Va.—Broadcast Bureau granted relinquishment of positive control of Radio WAGE Inc. by Valerie H. Symington (66.6% before, 35% after) through gift of stock to Huntington Harris (1.6% before, 33.2% after) (BTC-7418). Action July 31.

■ **WIVI-FM** Christiansted, St. Croix, Virgin Islands (99.5 mhz, 4.9 kw)—Broadcast Bureau granted transfer of control of H.R.H. Inc. from Mr. and Mrs. Raymond Higdon (55.1% before; 2% after). Mr. and Mrs. Eugene Gray (42% before, none after) and Winona Phaire (2.9% before, none after) to Leisure Times Communications (none before; 98% after). Consideration: \$154,000. Principals: Joseph McInerney, Paul Stokes Jr., Henry Berliner Jr. and Richard Messina (25% of Leisure Times each). Messrs. McInerney, Berliner and Messina are lawyers and Mr. Stokes has interest in real estate (DTC-7356). Action July 31.

■ **WMFM(FM)** Madison, Wis. (104.1 mhz; 50 kw)—Broadcast Bureau granted assignment of license from Earl W. Fessler (100%) to Midcontinent Broadcasting Co. for \$275,000. Buyers: N. L. Bentson, Joseph L. Floyd, Edmond R. Ruben (33½% each). Midcontinent owns WTOS(AM) Madison, Wis. and, in South Dakota, KDLO-FM Watertown, KDLO-TV Florence, KPLO-TV Reliance (BALH-1965). Action July 31.

■ **KVRS(AM)** Rock Springs, Wyo. (1360 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Wyoming Broadcasting Co. to Media West for \$185,000. Sellers: Rock Springs Newspapers, D. G. Richardson, William C. Grove, et al. Mr. Grove has interest in KFBC-AM-FM Cheyenne, Wyo. Buyers: Arnold H. Morck (94.7%), auditor and real estate partner in Green River, Wyo.; William J. Luzmoor III (5.3%), former manager of KVRS (BAL-8136). Action July 31.

Facilities changes

TV actions

■ **WPLG-TV** Miami—Broadcast Bureau granted CP for installation of alt. main trans. (BPCT-4736). Action July 31.

■ **WFTV** Orlando, Fla.—Broadcast Bureau granted CP to change ERP vis. 191 kw; aur. 19.1 kw; type ant.; increase ant. height to 1,570 ft. (BPTCI-15). Action July 15.

■ **WTCG** Atlanta—Broadcast Bureau granted mod. of CP to change ERP vis. 1510 kw, aur. 151 kw; change type trans. (BMPCT-7539). Action July 31.

■ **WTOG-TV** Savannah, Ga.—Broadcast Bureau granted authority to operate trans. by remote control from 516 Abercorn St., Savannah (BRCTV-189). Action July 29.

■ **WFLD-TV** Chicago—Broadcast Bureau granted CP to change ERP vis. 1230 kw, aur. 245 kw; and change type trans.; condition (BPCT-4711). Action July 31.

■ **KLAA** West Monroe, La.—Broadcast Bureau granted mod. of CP to change type trans. (BMPCT-7541). Action July 31.

■ **WBEN-TV** Buffalo, N.Y.—Broadcast Bureau

granted CP to make changes in type trans. (BPCT-4731). Action July 26.

■ ***KGFE** Grand Forks, N.D.—Broadcast Bureau granted authority to operate trans. by remote control from 620 DeMers Ave., Grand Forks, N.D. (BRCTV-62). Action July 31.

■ **WJW-TV** Cleveland—Broadcast Bureau granted CP to change type trans. (aux. trans. and ant.) (BPCT-4717). Action July 31.

■ **WSVA-TV** Harrisonburg, Va.—Broadcast Bureau granted CP to install alt. main trans. at main trans.-ant. location; ERP 8.32 kw vis.; 832 w. aur.; ant. height 2120 ft. (BPCT-4724). Action July 31.

■ **WCHS-TV** Charleston, W. Va.—Broadcast Bureau granted CP to change type ant. and ant. height 1220 ft.; ERP vis. 155 kw; aur. 19.1 kw (BPCT-4740). Action July 31.

AM applications

■ **WDCJ** Bridgeport, Conn.—Amended application to change ant.-trans. and main studio location to end of Edgewood St., Bridgeport, Conn. Ann. Aug. 9.

■ **WVCF** Windermere, Fla.—Seeks CP to change ant.-trans. site to 0.2 miles south of Ocoee on State Rt. 526, Ocoee, Fla. Request expedited consideration. Ann. Aug. 6.

■ **WKYO** Caro, Mich.—Seeks mod. of CP (BP-19725) to increase ant. radiation. Ann. Aug. 7.

■ **KAMX** Albuquerque, N.M.—Seeks CP to increase power to 1 kw and change trans. to RCA. BTA-1R. Ann. Aug. 7.

AM actions

■ **WMBR** Jacksonville, Fla.—Broadcast Bureau granted CP to install new aux. trans. (BP-19741). Action July 31.

■ **WKLY** Hartwell, Ga.—Broadcast Bureau granted CP to change ant., trans. and main studio location (BP-19742). Action July 31.

■ **WCRB** Waltham, Mass.—Broadcast Bureau granted CP to change DA pattern (BP-19747). Action July 31.

■ **KRAM** Las Vegas—Broadcast Bureau granted CP to change ant.-trans. location to Buffalo and Charleston Blvd., west of city of Las Vegas, and increase tower height to 360 ft.; trans. site changed; amended to decrease height of tower and add top loading; conditions (BP-19658). Action July 31.

■ **WXEW** Yabucoa, Puerto Rico—Broadcast Bureau granted mod. of CP to change ant.-trans. site to Bypass Rd. No. 3 and Rd. No. 901. Yabucoa (BMP-13825). Action July 31.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KDLK Del Rio, Tex. (BP-19556), July 25; KVAN Vancouver, Wash. (BP-19513), July 30; KWLA Many, La. (BP-18862), August 2; WRPM Poplarville, Miss. (BP-19091), August 1.

FM actions

■ **WQEZ** Birmingham, Ala.—Broadcast Bureau granted CP to change trans. location to 700 ft. north from intersection of Valley Ave. and Valley View Dr., Birmingham; install new ant.; increase ant. height; change TPO, ant. height 860 ft.; ERP 50 kw; remote control from main studio at 110 N. 35th St., Birmingham (BPH-9070). Action July 31.

■ **WVEL-FM** Fayette, Ala.—Broadcast Bureau granted mod. of CP to change studio location to trans. site outside city limits, 0.85 mi. southwest of Kennedy, Ala. (BMPH-14182). Action July 31.

■ **KFRG-FM** San Francisco—Broadcast Bureau granted CP to install aux. ant.; ERP 23.5 kw; ant. 1140 ft.; remote control from main studio at 415 Bush St., San Francisco (BPH-9053). Action July 30.

■ **WCVU** Naples, Fla.—Broadcast Bureau granted CP to change trans. location to approx. .2 mi. south of Bonita Springs, Fla. on Imperial St.; install new trans.; install new ant.; increase ant. height; change TPO; ERP 96 kw; ant. height 680 ft.; remote control from main studio at 333 Eighth St., South, Naples, Fla. (BPH-8831). Action July 30.

■ **WDUN-FM** Gainesville, Ga.—Broadcast Bureau granted CP to install new aux. trans., at main trans. location, to be operated on 106.7 mhz; ERP 6 kw, and ant. height 537 ft. (BPH-8934). Action July 31.

■ **KHSS** Honolulu—Broadcast Bureau granted CP to change trans. location to 410 Atkinson Dr., Honolulu; install new trans.; install new ant.; increase ant. height; change TPO; ERP 100 kw, and ant. height 26.5 ft.; remote control from main studio at 1701 Ala Wai Blvd., Honolulu (BPH-9059). Action July 31.

■ **WAUR** Aurora, Ill.—Broadcast Bureau granted CP to change trans. location to west side of Eola Rd., 1.8 miles east of city, near Aurora; change studio and remote control location to 184 S. River Rd., Aurora; install new trans.; increase ant. height; change TPO; ERP 50 kw; ant. height 490 ft.; condition (BPH-8720). Action July 29.

■ ***KICB** Fort Dodge, Iowa—Broadcast Bureau

Call letters

Applications

Call	Sought by
WOCA-TV	New TV Marion Communications Corp., Ocala, Fla.
*WSKG-FM	New FM's Southern Tier Educational TV Association, Binghamton, N.Y.
WKMX	Jones Wallace Miller, Enterprise, Ala.
KRKK	Existing AM KVRS Rock Springs, Wyo.
WHER	Existing FM WFOR-FM Hattiesburg, Miss.

Grants

Call	Assigned to
KBUL	Existing AM's KEYN Wichita, Kans.
WCMQ	WLTO Miami**
WPWC	WQVA Quantico, Va.
WLEQ	Existing FM's WKEM-FM Immokalee, Fla.
KUFO	KESY Galveston, Tex.

**By FCC grant, reversing order of Feb. 14, 1973.

Summary of broadcasting

FCC tabulations as of June 30, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,388	2	19	4,409	58	4,467
Commercial FM	2,503	0	44	2,547	166	2,713
Educational FM	661	0	23	684	80	764
Total radio	7,552	2	86	7,640	304	7,944
Commercial TV	695	1	10	706	39	759
VHF	505	1	8	514	4	520
UHF	190	0	2	192	35	239
Educational TV	219	0	15	234	8	246
VHF	88	0	3	91	4	96
UHF	131	0	12	143	4	150
Total TV	914	1	25	940	47	1,005

* Special temporary authorization

** Includes off-air licenses

granted CP to change trans. location (same site); increase ant. height (BPED-1850). Action July 30.

■ **KRNA Iowa City**—Broadcast Bureau granted mod. of CP to change trans. location to .4 mi. east of city boundary on Rochester Rd.; change studio location and remote control to 1027 Hollywood Blvd., Iowa City; decrease ant. height; change TPO; ant. height 270 ft.; ERP 3 kw (BMPH-14178). Action July 30.

■ **WMMG Brandenburg, Ky.**—Broadcast Bureau granted CP to increase ant. height; change TPO, and ant. height 290 ft.; ERP 3 kw (BPH-9057). Action July 31.

■ **KDBH Natchitoches, La.**—Broadcast Bureau granted CP to change ant. from dual polarization to circular polarization; condition (BPH-9073). Action July 31.

■ ***WSCB Springfield, Mass.**—Broadcast Bureau granted CP to change trans.-ant. location to International Hall, Springfield College, 263 Alden St., Springfield; operate by remote control from studio site at Beveridge Center, Springfield College campus, 263 Alden St., Springfield; install new ant.; increase ant. height (BPED-1848). Action July 30.

■ **WAYL Minneapolis**—Broadcast Bureau granted CP to change trans. and studio location to 215 Old Hwy. 8, New Brighton, Minn.; operate by remote control from studio-trans. site; and change transmission line (BPH-9058). Action July 30.

■ **KSTP-FM St. Paul**—Broadcast Bureau granted CP to change trans. location to County Rd. "F", 0.4 mi. east of Lexington Ave., Shoreview, Minn.; install new ant.; increase ant. height; change TPO; ant. height 1220 ft.; ERP 95 kw; remote control from KSTP(AM) trans. bldg., 2792 Highway 61, Maplewood, Minn. (BPH-8259). Action July 30.

■ **KBNM Albuquerque, N.M.**—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 19.5 kw and correct coordinates; ant. height 155 ft. (BPH-9048). Action July 29.

■ **WNBC-FM New York**—Broadcast Bureau granted CP to install new trans. (BPH-9047). Action July 30.

■ ***WAER Syracuse, N.Y.**—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO, and ERP 6 kw; ant. height 180 ft.; remote control from main studio in Newhouse Communications Center II, 200 University Place, Syracuse University, Syracuse (BPED-1858). Action July 31.

■ **WLOS-FM Asheville, N.C.**—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change TPO, and ERP 35 kw; ant. height 2670 ft. (BMPH-14181). Action July 31.

■ **KXXY Oklahoma City**—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 100 kw; ant. height 255 ft. (BPH-9050). Action July 30.

■ **KRAV Tulsa, Okla.**—Broadcast Bureau granted CP to change trans. location to 1722 S. Carson St., Tulsa; install new trans.; install new ant.; decrease ant. height; change TPO; ant. height 380 ft.; remote control from main studio at 5400 W. Edison St., Tulsa (BPH-9065). Action July 30.

■ **KPDQ-FM Portland, Ore.**—Broadcast Bureau granted CP to install new ant. (BPH-9072). Action July 31.

■ **WAAT Johnstown, Pa.**—Broadcast Bureau granted mod. of CP to change trans. location to top of Laurel Hill Mt., 4.5 miles northwest of Johnstown, Pa.; specify studio location as 510 Locust St., Johnstown; operate by remote control from studio site; change trans.; change ant.; decrease ant. height; change TPO; ERP 175 w; ant. height 1000 ft. (BMPH-14179). Action July 30.

■ **WKOK-FM Sunbury, Pa.**—Broadcast Bureau granted CP to install new trans.; install new ant.; and change TPO; ERP 12.5 kw; ant. height 880 ft.; remote control from main studio on County Line Rd., Selingsgrove, Pa. (BPH-9071). Action July 31.

■ ***WSMC-FM Collegedale, Tenn.**—Broadcast Bu-

reau granted CP to install new trans.; install new ant.; change TPO; ERP 100 kw; ant. height 550 ft.; remote control from main studio in Lynn Wood Hall, Southern Missionary College, Collegedale (BPED-1856). Action July 30.

■ ***WMOT Murfreesboro, Tenn.**—Broadcast Bureau granted CP to install new aux. trans. at main trans. location, to be operated on 89.5 mhz; ERP 6 kw; ant. height 210 ft. for aux. purposes only; remote control from Dramatic Arts Bldg., Middle Tennessee State University, Murfreesboro (BPED-1857). Action July 31.

■ ***KUER Salt Lake City**—Broadcast Bureau granted mod. of CP to decrease ant. height (2900 ft.), and change coordinates (BMPED-1147). Action July 30.

■ **KBLE-FM Seattle**—Broadcast Bureau granted CP to install new trans.; ERP 100 kw (BPH-9054). Action July 25.

■ **KIOZ Laramie, Wyo.**—Broadcast Bureau granted mod. of CP to change frequency to 102.9 mhz; change trans. location to top of Pilot Hills, 7 miles east of Laramie; change trans.; change ant.; increase ant. height; change TPO; ERP 30 kw; ant. height 1150 ft.; remote control from main studio at 260 West Lyon, Laramie (BMPH-14137). Action July 30.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KROA Aurora, Neb.** (BPH-8232), July 29; **WCLR Skokie, Ill.** (BPH-8832), July 29; **WDAL-FM Meridian, Miss.** (BPH-8550), July 26; **WFMR Milwaukee** (BPH-8621), July 31; **WJAC-FM San Juan, Puerto Rico** (BPH-7139), July 26; **WJEJ-FM Hagerstown, Md.** (BPH-9009), July 31; **WKTM North Charleston, S.C.** (BPH-8635), Aug. 2; **WPRR Terre Haute, Ind.** (BPH-8549), July 31; **WTAE-FM Pittsburgh** (BPH-7185), July 29; **WWJ-FM Detroit** (BPH-8893), July 30; ***KLJC Kansas City, Mo.** (BPED-1612), August 1.

In contest

Designated for hearing

■ **KTXL(TV) Sacramento, Calif.** TV proceeding: Camellia City Telecasters, seeking facilities changes (Doc. 20125)—FCC set for hearing application by Camellia for changes in facilities of KTXL (BPCT-4663). Action was result of field investigation into allegations that Camellia submitted false document to FCC during course of another proceeding and that Camellia's president possessed and failed to disclose information contradicting allegedly false document. Commission said that if proven, these allegations would cast serious doubts on Camellia's qualifications to continue to be licensee. Action July 31.

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:

■ **Decatur, Ill., FM proceeding:** **PrairieLand Broadcasters, WBIZ Inc., Superior Media, Decatur Broadcasting and Soy Communications Co.,** competing for 95.1 mhz at Decatur (Docs. 20055-9)—Due to transfer of Judge William Jensen, designated ALJ Thomas B. Fitzpatrick to preside, effective Aug. 1. Action Aug. 1.

■ **WJIM-AM-FM-TV Lansing, Mich., renewal proceeding:** **Gross Telecasting** (Doc. 20014)—Due to transfer of Judge Jensen, designated ALJ Byron E. Harrison to preside, effective Aug. 12. Action Aug. 1.

■ **WKYZ(AM) Madisonville, Tenn., renewal proceeding:** **Monroe Broadcasters** (Doc. 19829)—Due to transfer of Judge William Jensen, designated ALJ Reuben Lozner to preside, effective Aug. 1. Action Aug. 1.

■ **Buena Vista, Va., AM proceeding:** **Harry R. Peyton and WANV Inc.,** competing for 1270 khz

at Buena Vista (Docs. 20036-7)—Due to transfer of Judge William Jensen, designated ALJ Thomas B. Fitzpatrick to serve as presiding judge, effective Aug. 1. Action Aug. 1.

Procedural rulings

■ **Alabama educational TV, renewal proceeding** (Docs. 19422-30)—FCC scheduled oral argument for Sept. 18 on exceptions and briefs to initial decision released Aug. 22, 1973, by ALJ Chester F. Naumowicz Jr., which proposed grant of applications by Alabama Educational Television Commission for renewal of licenses for its eight TV's and for license to cover CP for *WIIQ(TV) Demopolis, Ala. Action July 31.

■ **Santa Paula and Fillmore, Calif., FM proceeding:** **Jerry Lawrence and William F. and Anne K. Wallace,** competing for ch. 244 at Santa Paula, and **Class A Broadcasters and Clark Ortone Inc.,** competing for same ch. at Fillmore (Docs. 19865-8)—Review board, on request of Class A, added ascertainment of community problems issues against Wallaces, Ortone and Mr. Lawrence. It also added issues to determine whether Ortone's proposal would violate power and ant. height requirements and whether its proposed trans-studio site was suitable. Issues added against Mr. Lawrence also included determination of whether he violated rules by not placing amendments in public inspection file, and suburban community issue. Action Aug. 7.

■ **Snuth Lake Tahoe, Calif., FM proceeding:** **KOWL Inc., New World Broadcasting Co. and Entertainment Enterprises,** competing for 100.1 mhz at South Lake Tahoe (Docs. 19978-80)—ALJ Chester F. Naumowicz Jr. advanced hearing now scheduled for Sept. 17 to Sept. 16. Action Aug. 5.

■ **Miami, TV proceeding:** **Post-Newsweek Stations, Florida (WPLG-TV) and Tropical Florida Broadcasting Co.,** competing for ch. 10 (Docs. 20008-9)—ALJ Thomas B. Fitzpatrick granted motion by Tropical to extent that Tropical is to propound further interrogatories to WPLG-TV relative to WPLG-TV program logs; on judge's own motion, stayed depositions noticed by Tropical of officials of CBS and ABC, pending filing of opposition pleadings no later than Aug. 15 and responses no later than Aug. 29; cancelled original hearing schedule; and scheduled hearing for Oct. 3 in Washington and further hearing for Oct. 30 in Miami. Action Aug. 5.

■ **WDAX(AB) McRae, Ga., renewal proceeding:** **Entertainment Communications** (Doc. 20013)—ALJ Earnest Nash on own motion rescheduled hearing from Oct. 8, to Oct. 16 in Macon, Ga. Action Aug. 1.

■ **Decatur, Ill., FM proceeding:** **PrairieLand Broadcasters, WBIZ Inc., Superior Media, Decatur Broadcasting and Soy Communications Co.,** competing for 95.1 mhz at Decatur (Docs. 20055-9)—ALJ William Jensen scheduled hearing for Nov. 4. Action Aug. 1.

■ **Boston, TV proceeding:** **RKO General (WNAC-TV) Dudley Station Corp. and Community Broadcasting of Boston,** competing for ch. 7 (Docs. 18759-61)—Chief, office of opinions and review, granted petition by Community Broadcasting to amend its application to reflect recent changes in broadcast interests of Theodore Jones, stockholder. Action Aug. 5.

■ **WJIM-AM-FM-TV Lansing, Mich., renewal proceeding:** **Gross Telecasting** (Doc. 20014)—FCC denied Lansing Branch of American Civil Liberties Union of Michigan stay of adverse ruling of presiding judge. ACLU's motion for waiver of procedural rule and for expedited review by commission of judge's ruling was also denied, and its application for review of that ruling dismissed. Action July 31.

■ **Atlanta, Tex., FM proceeding:** **KALT-FM Inc. and Cass County Broadcasting Co.,** competing for 99.3 mhz (Docs. 19782-3)—Review board rescheduled oral argument for Sept. 4, on exceptions and briefs to initial decision proposing grant of application of Cass County and denial of KALT-FM's application. Action Aug. 7.

■ **Edna, Tex., AM proceeding:** **International Broadcasting Corp. (KWKH[AM] Shreveport, La.)** petition to deny Cosmopolitan Enterprises (KWBY[AM] Edna) CP for 5 kw (Doc. 20075)—ALJ John H. Conlin construed order of designation as requiring KWBY to assume burden of proceeding with introduction of evidence and burden of proof on issue; by separate action, scheduled hearing for Nov. 19 in lieu of Aug. 27. Action Aug. 2.

■ **KANI(AM) Wharton, Tex., renewal proceeding:** **Wharton Communications** (Doc. 19288)—Chief, office of opinions and review, granted motion by Wharton and dismissed petition for reconsideration. Action Aug. 5.

■ **Norfolk, Va., TV proceeding:** **WTAR Radio-TV Corp. (WTAR-TV Norfolk) and Hampton Roads Television Corp.,** competing for ch. 3 (Docs. 18791-2)—FCC granted petition by Hampton Roads to add issues against WTAR and to reopen record. Commission remanded proceeding to ALJ David I. Kraushaar for further hearing and preparation of supplementary initial decision. FCC concluded that section 1.65 issue and lack of candor issue should

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be added against WTAR. Action July 31.

Initial decisions

■ Aptos-Capitola, Calif., AM proceeding: Progressive Broadcasting Co., applying for 1540 khz (Doc. 199506)—ALJ Chester F. Naumowicz Jr. granted application of Progressive Broadcasting Co. for new AM to serve Aptos and Capitola, Calif., in initial decision. Judge also waived rules requiring studios be located in both communities of assignment, and ruled that Progressive should be allowed to identify itself as Aptos-Capitola station. Ann. Aug. 6.

■ Marathon, Fla., FM proceeding: WHOO Radio Inc. and Breeze 94, competing for 94.3 mhz (Docs. 19935-6)—ALJ Thomas B. Fitzpatrick granted Breeze 94 CP for new FM in initial decision and denied applications of WHOO Radio. Judge Fitzpatrick found that Breeze had established its comparative superiority in all areas. Ann. Aug. 9.

■ Matewan and Williamson, W. Va., FM proceeding: Three States Broadcasting and Harvit Broadcasting Corp., competing for 96.5 mhz at Matewan and Williamson, respectively (Docs. 18456-7)—In initial decision, ALJ William Jensen denied both applications. Judge said both Harvit and Three States had "engaged in conduct abusing commission's processes in multiple respects." As initial and independent basis for denial of both applications, Judge Jensen ruled that both applicants had sufficiently violated Communications Act provisions on limitation of power to preclude grant of their applications. Ann. Aug. 7.

Complaint

■ Mississippi—Chief, complaints and compliance division, informed Mississippi Republican Party that purchase of time sponsoring speech by Vice President of United States would constitute expenditures on behalf of any candidate endorsed by Vice President. If candidates for federal elective office were endorsed during broadcast, licensees carrying sponsored program could not make any charges unless candidates certified to licensees that payment of such charges would not violate any limitation specified in campaign communications reform act. Ann. Aug. 2.

Fines

■ KLOK(AM) San Jose, Calif.—Broadcast Bureau, as result of inspection of station, notified licensee it had incurred apparent liability for forfeiture of \$500 for failing to take field strength measurements at least once every seven days. Action July 23.

■ KFML-AM-FM Denver—Broadcast Bureau, by memorandum opinion and order, ordered KFML Broadcasting to forfeit \$500 for operating without properly licensed operator. Action July 24.

Other actions

■ KTVU-TV Oakland, Calif.—FCC granted application by Miami Valley Broadcasting Corp. for renewal of license for KTVU-TV and denied petition to deny application, filed by California La Raza Media Coalition because of employment practices. Commission said Miami Valley adopted equal employment opportunity program to assure nondiscrimination in its employment practices (BRCT-451). Action July 31.

■ San Diego—FCC ordered Time Sales, California corp., and two of its officers to show cause why they should not be ordered to cease and desist from further violations of Communications Act in that program material in English was produced and recorded on tape in San Diego studios and carried by courier to XHIS(FM) and XHERS(FM) Tijuana, Mex., for broadcasting to San Diego without permission of FCC. Action July 31.

■ KVOV Henderson, Nev.—Broadcast Bureau granted request for waiver of rules to identify as Henderson-Las Vegas, Nev. Action July 15.

■ *WVIA-FM-TV Scranton, Pa.—Broadcast Bureau granted request for waiver of rules to identify station as Scranton-Wilkes Barre-Hazleton, Pa. Action July 23.

■ CBS Inc. has been denied a waiver of current prime time access rule for presentation of two NFL pre-season football games in addition to other network programs. Request involved more than three hours of network prime time programming by CBS-owned and affiliated stations in top-50 markets located in Mountain and Pacific time zones. Action July 31.

■ FCC granted Broadmoor Industries, Elk Grove village, Ill., and General Electric waiver of comparable TV tuning rules. Broadmoor asked permission to import 15,000 television receivers equipped with UHF continuous tuners and VHF detent tuners. GE asked permission to use 30,000 UHF continuous tuners in two receiver models which would be combined with VHF detent tuners in receivers produced after July 1. Action July 31.

Rulemaking

Petition

■ WGHM-AM-FM Grand Haven, Mich.—Requests amendment of sec. 1.621 by addition of subparagraph (g) to read as follows: (g) "No notice of apparent liability shall be issued pursuant to paragraph (a) of this section to any licensee respecting any violation of any provision of law, rule or regulation which occurred on any date two or more business days after receipt by Broadcast Bureau in Washington, of information, written or oral, that similar violation had been committed or would be committed by said licensee, unless commission on the business day following receipt of that information sent to licensee, by means of collect telegram, a summary of particular alleged violation" (RM-2418). Ann. July 29.

Translators

Applications

■ Bethel Broadcasting, for Mt. Village, Alaska, seeks ch. 3; for Marshall and Pilot Village, Alaska, ch. 9; for St. Mary's and Pitkas, Alaska, ch. 11; all rebroadcasting KYUK-TV Bethel, Alaska (BPTTV-5078-80). Ann. Aug. 8.

Actions

■ K13MV Eudora, Ark.—Broadcast Bureau granted Arkansas Educational Television Commission CP for new VHF translator on ch. 13 rebroadcasting KETS Little Rock, Ark. (BPTTV-4961). Action July 16.

■ K12JJ Benbow and Garberville airport area, Calif.—Broadcast Bureau granted Western Television Service CP for new VHF translator on ch. 12, rebroadcasting KRCR-TV Redding, Calif. (BPTTV-4984). Action July 16.

■ K70EL Yreka-Shasta Valley, Calif.—Broadcast Bureau granted Siskiyou County Superintendent of Schools CP for UHF translator to change principal community to Yreka, Grenada and Weed, Calif.; change type of trans.; increase power and make changes in ant. system (BPTT-2610). Action July 18.

■ K10IZ Platero, Colo.—Broadcast Bureau granted Coronado Silver Corp. CP for new VHF translator on ch. 10, rebroadcasting KOB-TV, Albuquerque, N.M. (BPTTV-4922). Action July 17.

■ K59AJ and K61AG Unionville, Mo.—Broadcast Bureau granted city of Unionville CP for new UHF translators on ch. 59, rebroadcasting WHO-TV Des Moines, Iowa (BPTT-2613), and on ch. 61, rebroadcasting KRNT-TV Des Moines (BPTT-2614). Actions July 18.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 7 (Stations listed are TV signals proposed for carriage):

■ Phenix City CATV, P.O. Box 130, Phenix City, Ala., 36867, for Phenix City (CAC-3315): Delete WHAE Atlanta.

■ International Cable TV Corp., P.O. Box 10727, University Park Station, Denver 80210, for Rialto, Calif. (CAC-3795): Add XETV San Diego.

■ Teleprompter of Lompoc, Box 697, Lompoc, Calif. 93436, for Vandenberg AFB, Calif. (CAC-4104): Requests certification of existing CATV operations.

■ OkeAirCo, P.O. Box 520, Imookalee, Fla. 33934, for Okeechobee, Fla. (CAC-1324): Add WTOG St. Petersburg, Fla.; WTVJ Miami; WSWB-TV Orlando, Fla.

■ Teleprompter of Florida, Haines City Mall, P.O. Box 53, Haines City, Fla. 33844, for Polk County, Fla. (CAC-4108): Requests certification of existing CATV operations.

■ Hawkeye Communications, 8611 Hickman Rd., Des Moines, Iowa 50322, for Bedford, Iowa (CAC-4107): KETV, KMTV, KYNE-TV, WOW-TV Omaha; KUON-TV, Lincoln, Neb.; KDIN-TV, KCCI-TV, WHO-TV Des Moines, Iowa; WOI-TV Ames, Iowa; KQTV St. Joseph, Mo.; KBMA-TV Kansas City, Mo.

■ Quint Cities Cablevision, 3760-41st St., Moline, Ill. 61625, for Bettendorf, Iowa (CAC-4105): Requests certification of existing CATV operations.

■ Paw Paw Lake Area Cable TV Co., 108 E. Washington St., Indianapolis 46204, for Coloma township (CAC-4112) and Watervliet (CAC-4114), both Michigan: Delete WKBD-TV Detroit and add WFLD-TV Chicago.

■ Elko Cable TV, 376 5th St., Elko, Nev. 89801, for Elko (CAC-4097): Add KTVU Oakland, Calif.

■ Teico Cablevision of the Township of Ocean, P.O. Box 507, Lansdale, Pa. 19446, for Ocean township, N.J. (CAC-4113): WNJT Trenton, N.J.; WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX-TV, WNYC-TV, WNYE-TV, New York; WXTV Paterson, N.J.; WTAJ-TV, WPHL-TV, KYW-TV, WPVI-TV, WCAU-TV, WUHY-TV Philadelphia; WKBS-TV Burlington, N.J.; WBTB-TV, WNET Newark, N.J.; WLIW Garden City, N.Y.

■ Upstate Community Antenna, P.O. Box 20, N. Syracuse, N.Y. 13212, for North Syracuse (CAC-4096): WCNY-TV, WHEN-TV, WNYs, WSYR-TV Syracuse, New York; WPIX-TV, WOR-TV, WNEU-TV New York; WUTV Buffalo, New York; CKWS-TV Kingston, Ontario, Canada.

■ Fairfield Cablevision Associates, 1315 Granville Pike, Lancaster, Ohio 43130, for Berne township (CAC-4098), Locking township, (CAC-4099), Pleasant township (CAC-4100) and Greenfield township (CAC-4102) all Ohio: WLWC, WTVN-TV, WBSN-TV, WOSU-TV Columbus, Ohio; WHIZ-TV, Zanesville Ohio WOUB-TV Athens, Ohio; WXIX-TV Newport, Ky.; WUAB Lorain, Ohio; WKBF-TV Cleveland; WGSF Newark, Ohio.

■ Blue Mountain TV Cable Co., P.O. Box 267, Mt. Vernon, Ore. 97865, for Prairie City, Ore. (CAC-3605): Add K1V1 Nampa, Idaho.

■ Coastal Cable Co., P.O. Box 895, 1907 Oak St., Myrtle Beach, S.C. 29577, for Horry County, S.C. (CAC-4103): WWAY-TV, WUNJ-TV, WECT Wilmington, N.C.; WCBD-TV, WCIV, WCSC-TV, WITV Charleston, S.C.; WBTW, WJPM-TV Florence, S.C.; WIS-TV Columbia, S.C.; WRET-TV Charlotte, N.C.

■ Central Plains Cable TV, P.O. Box 609, Mitchell, S.D. 57301, for Gregory, S.D. (CAC-4106): KPLO-TV, Reliance, S.D.; KXON-TV, Mitchell, S.D.; KTSB-TV Pierre, S.D.; KMNE-TV Bassett, Neb.; KBTW, KOA-TV, KWGN-TV Denver.

■ Colorcable, 206 S.W. 112th St., Seattle 98146, for Seattle (CAC-4111): Add KTXL Sacramento, Calif.

■ Teleprompter of Seattle, 206 S.W. 112th St., Seattle 98146, for Seattle (CAC-4110): Add KTXL Sacramento, Calif.

■ Crystal Cablevision, 524-15th Ave. E., Seattle 98102, for Seattle (CAC-4109): Add CBUT Vancouver, British Columbia; KTXL Sacramento, Calif.

Certification actions

■ Kawkawlin, Mich.—FCC granted Gerity Broadcasting Co. certificate of compliance until March 15, 1977, to operate new cable system at Kawkawlin, in Flint-Bay City-Saginaw, Mich., major TV market (CAC-2949). Gerity will carry Michigan stations *WUCM-TV and WNEM-TV Bay City; WEYI-TV Saginaw; WJRT-TV Flint; *WCMU-TV Mt. Pleasant; WKBD-TV Detroit; and Canadian station CKLW-TV Windsor, Ont. Action July 31.

■ Newton, Ohio—Better TV of Zanesville has been granted waiver of rules to continue carriage of WTRF-TV Wheeling, W.Va., and WSTV-TV Steubenville, Ohio, on its cable system at Newton township, and was granted certificate of compliance to add *WOUC-TV Cambridge, Ohio (CAC-3181). Action Aug. 1.

■ Lamarque, Tex.—FCC granted application of Bayou Cablevision, for certificate of compliance for its cable system at Lamarque. (CAC-1886). Bayou proposes to carry Texas stations *KHUT, KHOU-TV, KHTV, KPRC-TV, KTRK-TV, KVRL Houston; KXTX-TV Dallas; KTVI Fort Worth; and KWEX-TV San Antonio. Application granted on condition that franchise fee be limited to 3% of gross subscriber revenues. Action Aug. 1.

Rulemaking

■ FCC adopted rules to require cable TV systems to maintain public inspection files and permit inspection of their systems by authorized FCC representatives (Doc. 19948). Action July 31.

■ Motion Picture Association of America, Columbia Pictures Industries, MCA Inc., Metro-Goldwyn-Mayer, Paramount Pictures Corp., Twentieth Century-Fox Film Corp., United Artists Corp., and Warner Bros. filed petition for immediate relief requesting that commission suspend restrictions against pay cablecasting of feature film and series type programs pending final decision by commission in Doc. 19554. Petitioners contend that they are being irreparably injured by rule. Ann. Aug. 1.

■ Chief, CATV Bureau, on request of National Black Media Coalition, extended to Aug. 23, time to file reply comments in matter of amendment of rules on advisability of federal preemption of CATV technical standards or imposition of moratorium on nonfederal standards, et al. (Docs. 20018-24). Action Aug. 6.

■ FCC invited additional comments on proposed rule amendments on cablecasting programs for which per-program or per-channel charge is made. Oral argument is scheduled for Oct. 23-25. Commission specifically requested comments on issues relating to rules regulating pay use of feature films and carriage of sports events. Interested persons may file comments by Sept. 16, reply comments by Sept. 30 (Doc. 19554). Action Aug. 6.

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Top 50 market, immediate opening, top 40 format. Must sound mature and bright. Box H-125, BROADCASTING.

Help Wanted Announcers Continued

Morning individual, preferably with news background for Black oriented station in Northeast medium market. Seek person less interested in being a DJ than a communicator. Essentials require good mike presence, awareness of news and sufficient knowledge of soul and contemporary. Unusual opportunity. Rush resume to Box H-131, BROADCASTING.

Need disc jockey for Northern Calif. Rocker (#1 in 4-station market). Must have good on air voice and be "super" at production. Send complete resume 1st time. Box H-157, BROADCASTING.

Entertainer who can move the music of an up-tempo MOR-Oldies station. 50,000 watt San Francisco Bay Area station. Third with broadcast endorsement, O.K. salary \$324 a week. Send tape and resume to: Don Welsh, KLOK Radio, P.O. Box 6177, San Jose, CA 95150. No calls. An Equal Opportunity Employer.

5000 watt modern country needs bright professional with third. Group operation. Rush tape & resume to: KXLR, Little Rock, AR.

Need afternoon drive music announcer able to do some news. MOR adult. Send tape and resume to: George Taylor, WALE, Fall River, MA 02722.

Maryland regional needs an experienced announcer for board work, news, production. Forward tape, resume, references to: WASA, Box 97, Havre de Grace, MD 21078.

WIPE, a black radio station, needs a "Top 40" style soul jock. No jiver, no egos, strong production, experienced professional. Tape, resume, WIPE, Soul Radio, Box 1307, Americus, GA.

Radio Announcer wanted for WIRA, Fort Pierce, FL. Low pay, good voice. Equal opportunity employer. Send tape and resume.

Four station market looking for a 6-Mid. jock at this 24 hour contemporary AM-FM. Please rush tape and resume to Bob Evans WMPY, Box 883, Williamsport, PA 17701.

General Staff Announcer for small market station. Pleasing personality and good commercial voice necessary. Send resume and tape, WPME, Punxsutawney, PA 15767.

Need morning individual for Virginia Country Station. Good commercial production a must. Good pay and other fringes. Contact C. D. Lawson, WRIC, Richards, VA.

Mature MOR announcer. CBS MOR station in 100,000 plus market. Seeking announcer for afternoon drive program and evening shift. Two years experience preferred. Excellent benefits. Rush resume and 7 1/2 IPS tape with commercial delivery and MOR format to program director, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

Northern Michigan Powerhouse with M.O.R. format looking for afternoon drive personality. Send tape & resume to: Mike Paulin, P.O. Box 627, Cadillac, MI 49601.

Immediate opening. Central Florida market for experienced country DJ. Music director and/or continuity experience desirable. Call Stan White, 904-732-2010.

Personality for adult-contemporary format in central PA. Strong on production. Group ownership with full benefits. An equal opportunity employer. Call 814-765-5541. No collect calls.

Help Wanted Technical

Missouri stations looking for chief engineer. 3 to 5 years experience necessary. Preferable, previous duty as chief or assistant chief. This position is more than a title. Offers excellent opportunity. Equal Opportunity Employer. Box H-106, BROADCASTING.

Chief engineer for PBS affiliate. Performs skilled, professional duties involved in installation, operation and maintenance of electronic equipment. FCC first class license required; degree in electronics or engineering and five years intensive television electronics experience required. Salary \$14,000 plus benefits. Send resume of training and experience. Box H-133, BROADCASTING.

Midwest AM-FM planning to build new studios. Need experienced phone first. Permanent position. Write Box H-163, BROADCASTING.

Help Wanted Technical Continued

Multi-station group seeks Chief Engineer knowledgeable in all phases, including five kilowatt, four-tower directional array, 100,000 watt stereo FM with SCA, complete microwave STL system and automation systems. Top pay, excellent facilities, profit sharing plan, group insurance and other incentives. Contact Bob Russell, General Manager, KEWI/KSWT, P.O. Box 4407, Topeka, KS 66604. Please send full resume and brief description of your goals.

Dynamic young stereo FM needs chief. 100KW, new equipment and studios. We have a great position for you. We're located in Northeast Arkansas in a University community of 30,000. If you know stereo radio automation and are conscientious about your work, your appearance and attitude, let's talk. Contact Richard Lynn Farr, Gen. Mgr., KFIN P.O. Box 1691, Jonesboro, AR 72401. An Equal Opportunity Employer.

Chief Engineer. Fully qualified all phases. Sales and/or announcing duties if desired. KHAS-Radio, Hastings, NE 68901.

Chief Engineer: meticulous perfectionist. Experienced with Schafer, Moseley, Studio and transmitter. Stereo KRUI(FM) Santa Barbara 805-963-1831. Call now.

Engineer wanted — for expanding chain of Northeastern suburban stations. Excellent opportunity for advancement, good money and benefits. Contact: Mr. Vaughan or Mr. Roberts, Radio Station WARE, Ware, MA.

Radio-Broadcast Technician to maintain professional audio and tape equipment and related broadcast equipment. Good solid state ability essential. Digital logic background and FCC 1st phone preferred. Contact Paul Martin, Radio-Television Centre, Naples, FL 33940, 813-774-1270.

College Radio Station. Professional Advisor/Chief Engineer. To provide professional technical directions for the operations of a student run FM college radio station. BA degree required; First Class Broadcast License with endorsement preferred; Second Class License required; familiarity with FCC regulations, experience working in a radio station. Salary \$10,715-\$13,657. Send resume to: James E. Harris, Box 1974, Montclair State College, Upper Montclair, NJ 07043. An equal opportunity/affirmative action employer.

Help wanted: Engineer, heavy on maintenance. Make it person, D. C. Stephens, Day 886-2050, night 886-8050, area code 606.

Help Wanted News

Dynamic, young radio news director wanted to take over six-person staff. Top radio news source in delightful East Coast area. Must be strong in systems with excellent delivery and voice. \$18-\$20K first year if you're the best. Box H-145, BROADCASTING.

KSLQ, St. Louis. Number one rocking news department in the business. Must sound human but lively. Must know street work. Dan Abernathy, 111 S. Bemiston 63105.

Wanted—Morning Drive-time newscaster. Number one contemporary rock music station. Number one news, need serious individual with authority, writing abilities and sound judgment. Salary based on experience and ability. Great opportunity with growing Southern Broadcasting Company. Excellent working conditions. Send resume and tape. Immediate opening. Contact: Pete Taylor, WSGN Radio, City Federal Building, Birmingham, AL 35203.

Help Wanted Programing Production, Others

1 KW full-timer in Western Carolina market of 30,000 seeking young, experienced talent with desire to advance in duties of: MOR Jock, news & sports, play-by-play, copy, production & music director. State preferences, salary requirements. Equal opportunity employer. Box H-161, BROADCASTING.

14 station group needs on the air program director for their successful medium market station. This job features relaxed creative station environment with highly talented staff in suburban style market located in mid-east mountain state. Needed skills are: leadership, imagination, programming sophistication, production expertise, entertainer communicator air style, research. Good salary commensurate with ability. EOE. Box H-169, BROADCASTING.

Announcer. Some production and news, too. Must be willing to work weekends. Excellent benefits. Send resume and tape to Joe Hogan, WLPO, P.O. Box 215, La Salle, IL 61301. An Equal Opportunity Employer.

Help Wanted Production, Programing, Others Continued

Expanding educational FM needs production supervisor with experience in innovative instruction programming. Salary very competitive for experienced person. Send resume to Office of Personnel Services, Illinois State University, Normal, IL 61761.

Creative producer, experienced. Detroit based agency. Knowledgeable of film and tape production. Commercial reel necessary. Good working conditions and salary. Call 313-355-1775 or send resume to Gail Purse, Mars Adv., 24901 Northwestern Hwy., Suite 409, Southfield, MI 48075.

Situations Wanted Management

General Manager—Top sales producer. Will lead and motivate staff. Currently employed with Major Broadcast group. Prefer East or Southeast. Box H-34, BROADCASTING.

General Manager now in Reno and unhappy out of broadcasting. Excellent record of success. Veteran broadcaster. Can bring sales help. Wishes to return to Chicago suburban area. Phone 702-747-3603, or write Box H-96, BROADCASTING.

Hard working, aggressive account executive. Top ten market. Three years experience. Seeks sales management opportunity to develop potential. Degree, married. Box H-126, BROADCASTING.

Results is the key. I have achieved top results managing two major FM stations. Unlock your door to greater profits. I've got the key, results. Box H-136, BROADCASTING.

Programing, promotion and sales specialist for small and medium markets. Successful career so far—just looking for the right move. 33, shirt-sleeved and ready to move. Box H-156, BROADCASTING.

Attention: Major Market Radio, Dynamic Sales personality desires position as National Sales Manager for group or individual station. Strong credentials. Personable, highly creative with unusual sales techniques. Build your national sales with a fresh, energetic, hard-working talent. Write Box H-160, BROADCASTING.

General manager: major market track record. Divesting medium market interest & management. Desire return as GM to large market. Prefer west coast. Heavyweight, 20 years experience. Box H-166, BROADCASTING.

Fine arts and educational stations. To serve your listeners well, you need talent and/or leadership with an extensive background in serious music, an enthusiastic and dedicated approach, years of experience in broadcasting, versatility, creative ideas, and pleasant voice. This is a unique combination of qualifications, but I can supply it. I need a permanent position of significance and a minimum starting salary of \$250 a week (midwest) or higher (elsewhere). I am ready to demonstrate my worth to you now. Call collect 815-626-1921 or write Robert D. Ludden, 601 Fifteenth Avenue, Sterling, IL 61081.

Situations Wanted Sales

Sales, production, and air experience. Blues, jazz, or rock stations only. Relocate anywhere. William Maynard, 4788 Woodland, Jackson MI 49203. Phone 517-782-9857.

If you need heavyweight in sales I'm your man. Extensive background all phases. Prefer medium to large midwest location. For full details call 404-351-5773.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

DJ looking for small to medium market C&W station. Creative production, some sales experience, endorsed 3d. Box H-67, BROADCASTING.

I have what you need, completely knowledgeable in all fields of music, friendly style with good commercial delivery. I can offer a creative show that would focus on the performers and include interviews. My experience includes reviewing films and working extensively in sports. All medium and large markets considered. Box H-79, BROADCASTING.

Experienced program director, jock looking to do one or the other but not both. It's my belief that there's still room for personality in the radio business. Box H-83, BROADCASTING.

Modern country personality with eight years major and medium market experience now available. Married with one child. Box H-104, BROADCASTING.

DJ, tight board, good news, commercials, looking for break, willing to go anywhere, ready now. Box H-122, BROADCASTING.

Situations Wanted Announcers Continued

Exp. 1st ticket top-40 jock. Good production, plus will relocate. Box H-130, BROADCASTING.

If you are sincere, and, honest. Get in touch with female black disc jockey. New York trained. Presently employed (South Carolina), not happy, because management lied. Will relocate. Box H-137, BROADCASTING.

Disc jockey, tight board, well versed, crystal voice. News and commercial delivery excellent. Willing, able to go now! Box H-158, BROADCASTING.

Female mouth, college grad., midday top 40, news, prod. exp., looking for north, east, or west market with PD who knows his stuff. Call 305-896-0998 or write Box H-168, BROADCASTING.

Experienced announcer, copywriter, M.D., P.D. willing to relocate. John Tobias, R.R. 1, Sherman, IL 62684.

You will be passing by one of the best future announcers in radio if you don't read this ad. Beautiful mature voice. 37 year old former salesman. One year college broadcast courses plus on the air experience. Looking for MOR, C&W or easy listening format. Tight board. 3rd endorsed. Air check available. Jim Lovejoy, N 5313 Regal, Spokane, WA 509-489-1278.

Announcer. 1st phone, 15 yrs experience. Married. Call 712-255-6141. Jim Kress.

Experienced top forty MD jock seeks employment in top forty or progressive station. Contact Dan Marks at 804-846-6923.

Disc jockey, newscaster. Experienced, third endorsed, tight board. Aggressive salesman, authoritative. Clearance Collier, 1444 Shakespeare Ave., Bronx, NY 10452, 212-681-6986.

Situations Wanted Technical

Experienced chief engineer. AM-DA, FM, FM stereo. Prefer south. Family man. Box H-143, BROADCASTING.

Maine, will consider N.H. or Vermont. Experienced chief engineer. Looking Oct., Nov. experienced directional, and automation, no air, 5 day week preferred, take charge of dept., employed in radio, versatile, married. Write Box H-167, BROADCASTING.

Engineer, 1st phone, degree, married. 20 years varied experience, no broadcast, looking to start new career in broadcasting. Desire Oregon, Washington, No. Calif. area. Douglas Beck, 925 Redwood Ave., Sunnyvale, CA 94086.

Situations Wanted News

Take charge news director. Major-medium market. Highly Experienced. 1st Phone. Box H-129, BROADCASTING.

Black female reporter, 26, 4 years TV experience. M.S. Columbia School Journalism. Wants reporting chance with good news team. Box H-148, BROADCASTING.

Newsman, 2½ years experience. Good writer. B.S. Single. 25. Douglas Nagy, 313-899-0946.

Female, BA Speech/Communications, some experience, third endorsed, ready to start small market. Roxane Rix, 4374 Williamson Dr., Dayton, OH 45416.

Superior workmanship, comprehensive skills & experience. Radio-TV newsmen seeks permanent position in small or medium market news department, California/Oregon. 12 years major-market news experience; freelance author, copywriter, narrator; technical writer; BS, Journalism. Steve Bishop, 5 Southbank, Carmel Valley, CA 93924.

At top Tampa AM. Desires Eastern or Midwest location. Sue McNett, 14306 Lowe, Riverdale, IL 312-849-2303.

Outside reporter, very experienced, very good. Tom Preston, 405 Towne House Village, Hauppauge NY 11787.

Sports all the way! PBP, reporting, commentary, interviews. 3 yrs. Prefer East or Midwest solid, medium market, but all offers will be considered. Call 717-733-0531.

Situations Wanted Programing, Production, Others

Southern market preferred as PD/oper. mgr. Currently dir. news/PA top 10 market Midwest. Top ratings daily air shift. Respected weekly talk shows. Heavy production, excellent CW knowledge. Family, 40's. Box H-63, BROADCASTING.

Situations Wanted Production, Programing, Others Continued

Looking for someone with unusual skills? Degree R-TV and computer science, experience in automated traffic and accounting system, excellent management potential, sales and production experience too. Willing to relocate. Resume available. 712-328-7573 or Box H-123, BROADCASTING.

Fully experienced all-around radio man! Production whiz, MD experience, creative copy, in-depth news, top 50 exposure, top billing professional attitude/airwork. College, third, married, medium to large in NE/midwest. Five digits desired, consider all. Box H-124, BROADCASTING.

15 years program director, medium and major market experience. Now working in Pacific Northwest major market. Seeks contemporary MOR P.D. position with a progressive minded station. Box H-154, BROADCASTING.

Need experienced help? Have done all phases of radio. Have current excellent radio reference. Call John Howard, 317-362-8200.

Producer/Director—B.A. advertising, M.A. radio-TV film, looking for responsible production position. Presently summer relief director at top 40 station. Young, ambitious, can relocate. Available September. Dale Laackman, 10229 Riley, Zeeland, MI 49464.

TELEVISION

Help Wanted Management

Business Manager—Group-owned in one of top 25 markets needs proven, aggressive professional. Reply in confidence to Box H-112, BROADCASTING.

National Sales Manager, wanted for TV station in top ten eastern major market, network affiliate. Must have five to ten years TV experience on local and national level. An equal opportunity employer. Send resumes to Box H-127, BROADCASTING.

Assistant manager, engineering. High power educational UHF and FM located in northeast. Gates Xfms, Ampex VTR's, GE cameras, etc. Excellent benefits, exempt salaried position, equal opportunity employer. Must have minimum 5 years experience in all phases, including supervision and personnel scheduling. Send resume, references, and salary requirements to Box H-138, BROADCASTING.

Help Wanted Sales

Recent college graduate desired to take over established list with #1 medium market station. \$15 to \$18K. Box H-87, BROADCASTING.

Aggressive account executive for successful Indiana television station. Good list offers excellent potential for right person. Box H-90, BROADCASTING.

Salesperson, wanted for TV station in top ten eastern major market, with network affiliate. Agency, media and/or broadcast sales experience necessary. An Equal Opportunity Employer. Send resumes to Box H-128, BROADCASTING.

Help Wanted Technical

TV Engineering—Two engineering positions are available in rapidly expanding media production dept. of educational medical society. (1) Chief Engineer—to design, implement and maintain a professional broadcast video and audio system. Prefer degree in engineering; requires extensive experience and FCC 1st class license. (2) Assistant Engineer—to coordinate with Chief Engineer in technical and design matters. Prefer degree in engineering; requires at least 2 years' electronics experience and FCC 1st class license. (Please specify position sought.) Submit resume and salary requirements to: Box H-82, BROADCASTING.

Chief Engineer of Independent U.H.F. needs an assistant. Must be a "working" engineer capable of heavy studio and transmitter maintenance able to assume management responsibilities. Should be knowledgeable on live cameras and film chains. Good salary and fringes offered. Equal Opportunity Employer. Box H-135, BROADCASTING.

TV Engineer, video tape production. Religious broadcasting operation. Send resume to Box H-140, BROADCASTING.

Engineering supervisor. New color TV production facility for large, Washington-based, non-profit organization, now in initial planning stages. Engineer should have three or more years experience in color TV engineering operations and/or maintenance. Duties will include maintenance of all equipment, including IVC 300A cameras and IVC 960 tape recorders, video tape editing, plan and installation of new equipment, and technical operational training of studio personnel. \$13M+ starting salary. Many fringe benefits. EOE. Box H-146, BROADCASTING.

Help Wanted Technical Continued

Looking for a director of engineering for an Arkansas broadcast group. Must be knowledgeable in the area of UHF and VHF TV studio and transmitter maintenance as well as AM and FM radio. Must be a good administrator and well versed in FCC rules and technical standards. Knowledge of microwave essential. Send resume with financial requirements to John Whitt, KFPW-TV, Ft. Smith, AR 72901.

Studio maintenance engineer for WPTZ-TV, Plattsburgh, New York. Plattsburgh is a small college town in upstate New York; cold in winter, but hunting, fishing and winter sports are great. If you want to get away from the big city rat-race to where the air is fresh and clean, contact Linc Dixon, WPTZ-TV, 357 Cornell Street, Plattsburgh, NY. 518-561-5555.

Engineer, 1st class license required, for full color PTV station. Contact Donald Newman, chief engineer, at 607-754-4777 or write WSKG-TV, P.O. Box 97, Endwell, NY 13760.

Chief engineer for University of Maryland Television Center. 1st class FCC license, 6 years maintenance experience required. Facilities include 2 studios, 1 color, 1 B&W, 2" VFRs, all RCA Broadcast quality. Regular hours, full benefits. Send resumes to John Thompson, Personnel Office, U of Md., College Park, MD 20742. An Affirmative Action Employer.

Help Wanted News

Anchorperson to deliver our 6 and 10 p.m. newscasts to 45-thousand Upper Midwest homes. Send resume, photo and salary requirements to Box H-37, BROADCASTING.

Special reporter needed by Top 50 station. Must know how to work with film and be able to develop investigative reports and special series reports. Resume and current salary to Box H-77, BROADCASTING.

TV Sportscaster. Play-by-play for one of the top college sports markets in the country. TV experience mandatory. Equal opportunity employer. Send picture and resume only to Box H-103, BROADCASTING.

Meteorologist, require AMS member with on-air television experience. Must be familiar with sub-tropical coastal weather, visually oriented with artistic/film ideas. Top-rated station with heavy emphasis on weather. Box H-159, BROADCASTING.

We're looking for a pro!!! KLAS-TV in Las Vegas, Nevada is conducting a search for a top news person to produce and anchor a top daily news report. Applicants must know film and VTR usage, and be able to tell it on the air. If you can do it all, send VTR and resume to: Fred Lewis, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

Anchorperson—Need a strong journalist. Must be able to do some street reporting and producing. If you're a major market weekend anchor, here's your chance at Monday through Friday. Highly competitive Midwest market. Send resume, we'll contact you. P.O. Box 1128, Green Bay, WI 54301.

Television Specialist for university information team. Must demonstrate capability and experience in on-camera, writing, documentary and interview program production, and should have television news or public television background. Bachelor's degree and three years related experience required. Additional experience or advanced degree substitutable for portions of requirements. Starting salary, \$10,512, with state employment benefits. Send resume to Mrs. Judy Thomas, Personnel Department, Virginia Polytechnic Institute & State University, Blacksburg, VA 24061. Resume must be received by August 26. An equal opportunity employer.

Help Wanted Programing, Production, Others

Production/Program Manager for a wide awake VHF Network affiliate. A great opportunity to join an aggressive group operated station. An equal opportunity employer. Box H-53, BROADCASTING.

Top 10 market station seeking creative illustrator/designer for challenging position in TV graphics. 3-year minimum TV graphic experience required. Send resume immediately to Box H-70, BROADCASTING.

TV program manager for one of the nation's leading independent stations. Must know product and how to get it. Independent experience helpful. Salary \$35-38K. Box H-89, BROADCASTING.

Announcer-Director combination needed by Midwest VHF. Will create and direct commercial and promotion video tapes, and appear on camera in commercial announcements, as well as doing voice-overs. Please send resume and photo to Box H-111, BROADCASTING.

Production Manager, midwest network affiliate. Commercial experience necessary. Send resume and salary requirements in 1st letter. An equal opportunity employer. Box H-141, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Film Director. One of nation's leading independents in San Francisco/Oakland market needs top-notch film director to replace man who left to become TV program manager. Responsible for operation of large film department and for assisting program director in evaluating and booking films, film records, and budgets. Request prompt written reply to Tom Breen, Program Manager, KTVU, #1 Jack London Square, Oakland, CA 94607. Need minimum 5 years experience in TV film. An equal opportunity employer.

Program Manager/Director for VHF Cadillac/Sault Ste. Marie, Michigan, Fetzer Broadcasting Company, Box 627, Cadillac, MI. Send resume to Gene Ellerman, Vice President and General Manager.

Television producer-director interested in quality instructional television. Writing experience helpful. Bachelor's or Masters degree and three years of production experience. Fully equipped color studios with quad VTR's, 16mm, photography, and graphic support. Salary commensurate with qualifications. Send resume to: Dr. Charles Anderson, Director of Media Services, Academic Complex, Western Kentucky University, Bowling Green, KY 42101. Western Kentucky University is an equal opportunity employer.

Phoenix N.O.W. Media Job Bank seeks applicants. Vicki Petix, 1020 E. Orange, Tempe, AZ. 602-968-5594.

Situations Wanted Management

#1 TV Salesmanager seeks growth challenge currently GSM in top-100 5 station market, network VHF. Recorded 50% revenue increase last three years selling and managing local, regional and national. Previously News Director with top ratings. Healthy 37, happy family, solid citizen. Box H-4, BROADCASTING.

Successful, major market, radio manager, 36, wants move to TV. Strong on sales. Excellent record and references. Box H-73, BROADCASTING.

Highly qualified operations-programing station manager. 19 years V-UHF-TV, thoroughly experienced all phases. Expertise in new station preparation-operation (5 new stations). Results oriented, accustomed to much responsibility. Aggressive competitor, ready for challenging opportunity. Presently employed. Box H-93, BROADCASTING.

On-air promotion wizard seeks position as promotion director. Master's degree. Three years experience. Studied under the great Howard Wry. Videotape sample on request. Box H-120, BROADCASTING.

Station or group management. 10 years staff and line finance/administration with network-owned stations. 41 years old. Excellent references. Box H-121, BROADCASTING.

Sales management, 20 years, college, built \$71,000 list to \$348,000 in 3 years, now Vice Pres. of national company wishes radio or TV management. Prefer relocation. Was also responsible for training of salesmen. Box H-164, BROADCASTING.

Situations Wanted News

Presently employed medium market anchorman-reporter-writer-producer seeks large to major market. 10 years broadcasting background; college. Box H-71, BROADCASTING.

Qualified Newsman. Strong on community involvement. Disciplined anchorman. Capable of saleable newscast. Looking for opportunity to grow. Will relocate anywhere. Box H-105, BROADCASTING.

Anchorman-Reporter. Experienced and educated reporter in top 40 market anchoring number one news desires competitive news department in major market. Box H-134, BROADCASTING.

Woman reporter, 24. Major market experience. Wants more challenging reporter position in TV or radio. Box H-139, BROADCASTING.

New York City anchorman and national correspondent, 15 years' experience, interested in medium market as anchor or news director, or small market as both. Strong, personable on air. Solid judgment. Good leader. Box H-150, BROADCASTING.

Assignment editor, producer wants new challenge. Now with eastern net news dept., 6 yrs. experience. Creative, young, gives 100%. A/A-RTF; B/A Journalism. Box H-162, BROADCASTING.

Radio Outside Reporter. Easily converted. Very experienced, very good. Tom Preston, 405 Towne House Village, Hauppauge, NY 11787.

Situations Wanted News Continued

Young experienced newsmen needs job. Pref. R/V comb. Reporter/anchorman. College grad. Married. Dedicated. Now wdl 312-491-9147.

Newsman, experienced in film reporting, writing, anchoring, TV interviews, and documentary production. For VTR: Carol Ternovsky, 5213 Carousel #6, El Paso, TX 79912. 915-581-3917.

News Director, Female, 24, wants TV Reporting. 1 year TV, 3 years Radio. B.A. Political Science. P.O. Box 1071, South Bend, IN 46624.

Situations Wanted Programing, Production, Others

Program Director/Production manager with 16 years experience in television seeks new position. Box H-43, BROADCASTING.

Young, experienced producer/director, news director; sports events producer/director. Seeking small-medium market. Prefer western Pennsylvania. Will consider UHF, VHF, cablecast opportunities. Box H-119, BROADCASTING.

Versatile writer/producer, Los Angeles network TV and radio. Seek new creative responsibility, prefer So. Calif. Excellent references. 213-559-2913.

CABLE

Help Wanted Management

General Manager. To assume overall responsibility for all phases of operation/expansion of a present two-way Pay TV test operation (1,000 subscribers in Columbus, Ohio) to a full scale business. Operations and expansion plans fully financed. Company is an affiliate of United Telecommunications and CNA Financial. Background in CATV, general management most helpful. Salary open. Box H-92, BROADCASTING.

WANTED TO BUY EQUIPMENT

3 Color Studio camera chains, recent models, must be in top operating condition. Box G-169, BROADCASTING.

Want to buy: Late model 5kw FM transmitter. Prefer Collins or equivalent quality. State condition, spare parts, price in first letter. Reply to Box H-114, BROADCASTING.

We can use another used VR-2000 or 1200. KDAL-TV, Duluth, MN 55802. 218-727-8911.

KMAG(FM), best FM coverage in Southwest, needs late model used 20KW FM Stereo transmitter and circularly polarized antenna for 100,000 watts ERP. Also 20KW dummy antenna and switcher. Write KMAG(FM), P.O. Box 143, Fort Smith, AR 72901 with complete details and price.

New University needs FM transmitter system (10w-5kw) which can be donated by perceptive individual or organization as a tax deduction. Contact Bob Lewis or Robert Gerry at The University of Texas of the Permian Basin, Odessa, TX 79762, telephone 915-362-6301, ext. 234 or 275.

CP-16A and WX radar. Complete outfit, on terms. Send details to R. Jones, P.O. Box 2805, Lubbock, TX 79408.

FOR SALE EQUIPMENT

GE Model TT49A single cubicle 1kw driver, with both aural and visual exciters. Channel 4. Would make a good standby rig. Excellent condition. \$7,995. Box H-98, BROADCASTING.

Gates Model FM-10H 10,000 watt FM transmitter. Excellent condition. Will retune to your frequency. Box H-99, BROADCASTING.

Complete automation system including schaffer 903 digital console less than year old. Rusty Reynolds, KYKX, Longview, TX. 214-757-2662.

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, Truscon 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., WK8N Broadcasting Corp., Youngstown, OH 44501. Phone: 216-782-1144.

For Sale Equipment Continued

745' TV tower, 6 1/8 trans. line, 6 yrs. Good condition. Channel 62 antenna, Filterplexer. WXON-TV, P.O. Box 20, Walled Lake, MI 48088. Phone 313-851-3444.

(2) TIL-43 complete, including monitoring, X10 varol servo power lens with shot box, Houston-Fearless power pedestals, heads, cable, tubes. Jerry Homer, CNA/TV, CNA Plaza, Chicago, IL 60685 312-822-5701.

Available for immediate sale, one completely equipped trailer containing two VR2000 Ampex recorders, three PC Philips Cameras, including switches, accessories, gear and air-conditioning at a very attractive price. Will consider breaking up package; however more attractive price can be obtained by buying entire package. Also have available various sound equipment. If interested, please contact J. Scott, 304 East 44th Street, NYC 212-679-3550.

Like-new TIM 400 Telestrator (animated-TV-graphics-over unit), \$8,000. Only 2 years old, and never used except to test another system. Mr. Zanetti, Scott-Engineering Sciences, Pompano Beach, FL 305-946-4470.

Tektronix 140 Generator, 520A Vectorscope, R529 Waveform Monitor, new demonstrators under warranty. Also, long list of audio film and video gear surplus to our needs. Call or write: Northwestern Incorporated, 011 S.W. Hooker St., Portland, OR 503-224-3456.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

TR22, low band, color, no monitor bridge, but can provide monitors, operational, make offer, Paul Alcitiore 504-522-6211.

Used Audio Tape. 10 1/2 inch reels of Scotch 150 and Ampex, in boxes. As is, FOB Santa Barbara, California. \$1.00 each. 805-968-0755. Ask for Dwight.

COMEDY

Jack Short! Contemporary Comedy for deejays! Free issue. Library. 5804-B Twining, Dallas, TX 75227.

Deejays: New. sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

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

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Trade or buy airchecks of music-news formats, 1950 thru 1974. Quality not important. Small and large markets. Box H-132, BROADCASTING.

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

Prizes! Prizes! National brands for promotions, contests, programming. No barrier 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 97B, Beloit, WI 53511.

Need a "Nooner?" It's radio's latest money maker. Details, Brain Bag, P.O. Box 875, Lubbock, TX 79401.

Extra money for radio correspondents, moonlighters. Details, Brain Bag, P.O. Box 875, Lubbock, TX 79401.

Tower space for rent. Microwave, broadcast, mobile radio. 380 ft. in Southern Delaware. Reasonable rates. Rahm Communications, Rt. 2, Box 371, Millsboro, DE 19966, 302-934-9380.

INSTRUCTION

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

Instruction Continued

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

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

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

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

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin Aug. 26, Sept. 30, Nov. 11 and July 15. REI, 61 N. Pineapple Ave., Sarasota, Fla. 33577. Phone (813) 955-6922. REI, 2402 Tidewater Trail, Fredericksburg, Va. 22401. Phone: 703-373-1441.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

San Francisco. FCC license, 6 weeks, 9/9, 11/4. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on September 23, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

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**Need help
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**call
Ron Curtis
& Company**

We find outstanding candidates for any position above \$12,000 per year in radio, television or CATV.

Contact Mike Walker or Rick Davenport for management, sales, programming, promotion, engineering or financial people. Call 312-693-6171 or write:

Ron Curtis & Company
O'Hare Plaza, 5725 East River Road
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Help Wanted Management Continued

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Salary based on qualifications, with an outstanding fringe benefit package. Send detailed resume, including educational background, business and broadcast experience, to:

Box H-100 BROADCASTING
An Equal Opportunity Employer

Help Wanted Sales

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Collins Broadcast equipment is the quality standard of the industry, yet costs no more to own.

We are now looking for an experienced Broadcast salesperson to be responsible for sale of our full line of radio broadcast equipment in Northern California, Oregon and Washington.

Position offers excellent commission compensation and growth possibilities.

Send resume in confidence to:

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MS 402-201
Collins Radio Group
Rockwell International
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Write or call in confidence:

Bert Kleinman
Vice President and General Manager
Drake-Chenault Enterprises
8399 Topanga Canyon Blvd., Suite 300
Canoga Park, Calif. 91304
(213) 883-7400

Help Wanted Announcers

PERSONALITY JOCK

Midcontinent rock station seeks real live personality jock. Salary commensurate with ability but not less than \$12,000.

Box H-155, BROADCASTING

Tired of large market rat race? KFGO Radio—790, 5,000 watts, Fargo, North Dakota featuring news, farm, CBS, and modern country music, part of a growing six station chain with many fringe benefits has an opening for an experienced morning communicator. If you are a pro and have outstanding documented qualifications—contact: Dale Alwin or Dick Voight, Box 2966, Fargo, North Dakota 58102.

Help Wanted Technical

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Broadcast equipment manufacturer has immediate opening for inside salesperson. Requires knowledge of broadcast operations and ability to communicate with broadcasters. Inside salesperson will answer telephone inquiries from stations and distributors for information on uses and availability of SPOT-MASTER® tape cartridge and audio equipment. Expanding organization offers good salary and benefits. Will pay relocation expenses. Contact Tom Creighton, Broadcast Electronics, Inc., 8810 Brookville Road, Silver Spring, MD 20910. Telephone: 301-588-4983.

Situations Wanted Management

GENERAL MANAGER

Increased billings from \$350,000 to \$700,000 first year at last station; 50% average annual increase each of seven years at previous position. Background includes sales, engineering and programming. Last two years in business collage.

Box H-68 BROADCASTING

GENERAL MANAGER AVAILABLE

Over 20 years experience in Radio-TV from D.J. to P.D. to sales manager and general manager. Track record in management, sales. Ability to lead, excellent. References the best—work and results the same. Need room to expand in business. Possible investment. No floater. Only professionalism. Inquiries confidential.

Box H-97, BROADCASTING

Situations Wanted Announcers

AIR PERSONALITY

Experienced professional seeks major/medium mass appeal rocker NOW. Institutional background, friendly, enthusiastic approach. Now afternoon drive at well-known top-50's MOR, weekends at NE major-market rocker. 24, single, BA, 3rd. Call mornings for BOB. 413-737-3249.

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Contact Lawrence Hirsch, 181 Kneeland Ave., Yonkers, N.Y. 10705. (914) 965-7610.

Situations Wanted Programming, Production, Others

TRAFFIC PROBLEMS?

Traffic director of major New York station available as a consultant to help you set up your traffic system for maximum flexibility with minimum staff. All replies strictly confidential.

Box H-149, BROADCASTING

You belong in

Broadcasting

The newsworld of broadcasting and allied arts

Situations Wanted Production, Programing, Others Continued

PAUL MITCHELL

Major market and network owned program director with newly created contemporary music format, geared for demolishing not fractionalizing the top 30 competition. Demo tape available. Call: 215-457-7764. You have nothing to lose but a phone call. All replies kept confidential.

CABLE

Situations Wanted Announcers

Successful, profit-oriented MSO cable operator/radio station president seeks East Coast challenge since all properties sold.

Box H-153, BROADCASTING

TELEVISION Help Wanted Technical

VIDEO FIELD SERVICE ENGINEERS TAPE RECORDERS

Ampex has an immediate opening for a qualified video field service engineer to work in the Northeastern region of the United States with headquarters in New Jersey. Ampex equipment knowledge is desirable. Will provide training.

VIDEO BROADCAST SALES ENGINEER

Immediate opening for a broadcast sales engineer in the New England and New York areas, with headquarters in Waltham, Mass. Knowledge of Ampex professional video equipment desirable.

Excellent salaries, fringe benefits and a company car included.

For immediate consideration for either of these positions, please send resume complete with salary history to Al Slater, 75 Commerce Way, Hackensack, N.J. 07601.

AMPEX

An Equal Opportunity Employer M/F.

Help Wanted News

CO-ANCHOR PERSON

VHF network affiliate in top 10 major market. Must be readily available. Send resume.

Box H-152, BROADCASTING

An equal opportunity employer.

Experienced weatherperson—commercial announcer. Meteorological training desirable but not necessary. Salary open. Resume, VTR and salary requirement first letter.

Send replies to:

Howard Schanzer, News Director KXJB-TV
Box 2926
Fargo, N.D. 58102

Situations Wanted News

TV PRO AVAILABLE

All-around, experienced TV personality available. News, or sports or weather or talk show or variety show, I have handled them all. 4½ years in present position with top rated station, plus much prior radio experience. Vigorous, adult, loyal. No hang-ups or bad habits. Excellent references from past and present employers. Call or write Rex Munger, KOAT-TV, Albuquerque, New Mexico.

MORE THAN JUST A VOICE

Young experienced newsman seeking start as TV reporter/anchorman. Married. Help me earn a living, and I'll give you all I've got. NOW. wpj 312-491-9147.

For Sale Equipment

EXCESS INVENTORY CLOSEOUT

Prices slashed on Harris/Gates surplus inventory of General Electric TV broadcast equipment and components.

Have you received a copy of the 44-page booklet listing the selection of broadcast equipment and components priced to sell fast? Tremendous reductions—most items are new—however, supply is limited.

A wide selection of TV transmitter accessories, including sweep generators, R. F. loads, harmonic filters, visual exciters and crystals—at prices you cannot afford to miss. Most items for use with GE transmitters and many can be used with transmitters built by other manufacturers. Also an impressive listing of transformers and reactors for GE AM and TV transmitters, plus cabinets, resistors, condensers, complete power supplies, meters and camera accessories.

For information and availability, contact Ed Gagnon, (217) 224-6200 or write to:

Harris Corporation
Broadcast Equipment Division
Quincy, Illinois 62301
Attention: Ed Gagnon
Ellington Road

FOR SALE

TWO AMPEX VR-2000 VIDEO TAPE
RECORDERS FULLY REFURBISHED.
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RIDGEWOOD, NEW JERSEY 07450
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For Sale Stations

One AM and one Class B FM radio station for sale alone in midwest metropolitan market of over 100,000. For further information write

Box G-265, BROADCASTING

Powerful A.M.-daytimer in major Northeast Market Area. Absentee ownership. Distinctive format.

Box H-78, BROADCASTING

For sale: CP for 250 watt daytime non-directional station on 1190 for Sky Lake-Pine Castle, Florida (Orlando metro). Require recovery of \$27,500 expenses.

Box H-142, BROADCASTING

1 KW Carolina daytimer, only station in county. Good potential, could be ideal owner-operator set-up. Asking \$160,000, 29% down.

Box H-147, BROADCASTING

Georgia—Profitable AM in market over 100,000. \$400M terms to principals.

Box H-151, BROADCASTING

NEW ENGLAND

**Hurry!
FOR SALE**

65% of off-the-air WXPO-TV Channel 50 Nashua/Manchester, New Hampshire
\$100,000 cash or best offer
Assume Liabilities, \$300,000 or less—can be negotiated.

Assets include:

500 ft. stainless steel tower 4G rating on 500 ft. hill.
7 Acres land
Building—wooden frame 30' x 40'
Ampex 55 kw transmitter—like new
Original price in excess of \$500,000
ERP—1,135,000 watts

Call or write:

Harold H. Segal

Broadcast Brokers and Management Consultants

495 Walnut Street

Newtonville, MA 02166

617-527-3740

617-332-8725

WEST COAST: Exclusive! Profitable TV network affiliate asset purchase offered at 1½ times gross, including real estate: \$750,000 with \$200,000 down and 10 year terms to well qualified buyer.

CALIFORNIA: Coastal AM/FM combination with great turn-around last quarter billing of \$59,000 and cash flow of \$7,820. Priced at \$390,000 with \$100,000 down or good discount for cash.

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San Rafael, California 94903

(415) 479-0717

For Sale Stations Continued

South	metro	fulltime	\$800M	nego
SE	metro	daytime	315M	29%
NE	metro	daytime	600M	nego
MW	metro	AM/FM	450M	29%



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"...I thought you might be interested in the response to an ad which appeared in two issues of BROADCASTING Magazine. We are looking for a public relations man and the ad resulted in close to 100 resumes."



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SUITE 217

11300 NORTH CENTRAL EXPRESSWAY
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BROADCASTING'S CLASSIFIED RATES

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

How John Woods floated a stock issue and found radio success

John F. Woods's life story strains credulity, fires the imagination, has overtones of the picaresque and is now on a rhapsodic note.

Mr. Woods admits he was broke six years ago. He had assumed the presidency of a bankrupt meat products company in Rochester, N.Y., in 1966 and poured all of his financial resources into it in an attempt to salvage the firm. He finally disposed of it in 1968 and tried to land a job back in broadcasting. But, as he put it, "nobody would have me; I'd been away for two years, was 42, and broke."

Today Mr. Woods is president of Woods Communications Corp., Winston-Salem, N.C., owner and operator of WTOB(AM) Winston-Salem and WSSB(AM) Durham, both North Carolina, and WRUN-AM-FM Utica, N.Y. He estimates the value of these broadcast properties at more than \$3.5 million and he owns 33% of the stock.

Perhaps the key to the turnabout in Mr. Woods's fortunes is that he is a hustler in the literal and uplifting sense of the term: aggressive, imaginative, hardworking, venturesome and bold. His business life as he describes it has been one of perpetual labor.

"I started to work at 15 at WDEV(AM) Waterbury, Vt., where I did everything — running errands, announcing, traffic, news," he related. "I worked at a number of stations in various on-air and executive capacities until 1965. From 1944 until 1947 I attended various colleges—Dartmouth, Norwich University and Emerson College.

"From 1952 until 1966 I also was a freelance TV commercials announcer while working on a full-time basis. And all of these jobs supported me while I pursued a career as a lecturer, sales consultant and management developer for such clients as Eastman Kodak, Xerox, various chambers of commerce and a number of lesser known companies."

Without money after his meat products venture and rebuffed in attempts to land a job back in broadcasting, Mr. Woods formed his own company. He wrote a prospectus that said, in effect: "If you buy my stock, I'll buy some radio stations." He managed to sell some insider shares to friends and business acquaintances.

"I got an audit from Price Waterhouse, sent the material to the Securities and Exchange Commission and got a full registration and order to sell on Oct. 8, 1968," he recounted. "No brokers, dealers or underwriters would have anything to do with me. So I sold \$565,000



John Francis Woods—president and chief executive officer, Woods Communications Corp. (WTOB(AM) Winston-Salem, N.C.; WSSB(AM) Durham, N.C., and WRUN-AM-FM, Utica, N.Y.); b. March 25, 1926, Pittsfield, Mass.; between 1944 and 1947 attended Dartmouth College, Hanover, N.H.; Norwich University, Northfield, Vt., and Emerson College, Boston, interrupted by service in U.S. Navy, 1945-46; office boy, announcer, newsmen, WDEV(AM) Waterbury, Vt., 1941-44; on-air personality, WLYN(AM) Lynn, Mass., 1946-50; news editor, on-air personality, WTAG(AM) Worcester, Mass., 1950-57; executive VP and sales director, WAAB(AM) Worcester, Mass., 1957-59; on-air personality, WHAM(AM) Rochester, N.Y., 1959-65; freelance TV commercial announcer, 1952-66; president, Beaute Monde Ltd. (beauty supplies), Rochester, N.Y.; 1963-66; president, Schrader's Meat Products, 1966-68; president, Woods Communications Corp. since 1968; m. Kathryn Gianiny of Rochester, N.Y., 1973; children (by previous marriages of Mr. and Mrs. Woods)—Mark, 25; Sandra, 23; Cynthia, 21; Paul, 21; Scott, 19; William, 18; Jeffrey, 17 and J. Scott, 8.

worth of stock with the help of a couple of friends and some ads in any paper that would take them."

With this stake, Mr. Woods bought WSSB for \$600,000 in the summer of 1969. Seven months later he acquired WRUN-AM-FM for \$535,000 and in 1973 he purchased WTOB for \$1.25 million.

"Our financial approach is to buy, borrow, pay down; buy, borrow, pay down," he said. "Our debt now runs to \$1.7 million. But we've always been timely in our service and debt retirement."

Mr. Woods is a medium-sized, trimly built man of 46 with a direct and friendly manner and a zest for life and work.

"I enjoy working hard. It's not that I want a lot of money because I really don't need it now because I don't have

much time to spend it. But I do want to set aside a nest egg for my old age. It's all right to be young and poor. But it's devastating to be old and poor."

He had no particular interest in broadcasting as a youngster, he said, but in 1941 an announcer from the local station (WDEV Waterbury) spoke to a youth group one evening. For no particular reason, according to Mr. Woods, he asked a few questions of the speaker.

"He mistook this for an interest in radio," Mr. Woods confessed, "and he suggested I drop over to the station some afternoon. A few days later, I walked over to WDEV. I was offered a job to run errands, sweep the floor and help out in some clerical duties. Over the next three years I put together some programs, did some announcing and worked in news. I was hooked on broadcasting for life."

He has never been out of the industry completely except for the two years he spent with the meat products company. He sharpened his background in radio over a 30-year period at various stations in New England and upstate New York in news, programming and sales. Today, all four radio stations are operating profitably, Mr. Woods reports.

"Our workers have a stake in our success," he noted. "About 80% of our 54 employees are shareholders in the company, with stock bought under a payroll plan or on the outside."

Mr. Woods is now poised to improve his station list. Six weeks ago, Woods Communications signed an agreement to sell WRUN-AM-FM to Mohawk Stations Inc., Carle Place, N.Y., for \$1.1 million. Mr. Woods said the application will be submitted soon to the FCC for approval. When the sale is completed, Woods Communications will have shown a gain of more than \$500,000 on the WRUN sale.

"We're looking at other radio stations now," Mr. Woods confided, "and we're not ruling out the acquisition of a television station."

Mr. Woods is at work usually seven days a week at the company's headquarters in Winston-Salem with occasional trips to the other outlets.

He seems unruffled by his whirlwind work pace and his extensive family responsibilities. He and Mrs. Woods have eight children (five are his and three are hers by former marriages) and he confesses that "there often seems to be a crisis, but we manage to get over it successfully."

In reflecting on his roller-coaster record, Mr. Woods said: "I have had a varied career in broadcasting and in self-employment as a consultant. But I would have to say that my real business and financial education was developed during my tenure at the weiner works [the meat products company]."

Editorials

New era

President Ford's first priority is to get the economy moving again. Not specified on his priority list — but obviously very much on his mind — is his determination to get along with the news media, if he can.

In his first joint-session address last week, the new President made his bid for accord by affirming his belief in the First Amendment and in "the absolute necessity of a free press."

It is a notable beginning. In his quarter-century in public office, Mr. Ford has never indulged in vendettas with the press, print or broadcast. He is comfortable with news people; indeed among his first presidential appointments was his new press secretary, long-time friend Jerald F. ter-Horst, Washington bureau chief of the *Detroit News* (WWJ-AM-FM-TV). Moving to the White House are several members of his vice-presidential staff who are veteran journalists.

Ever since the first Franklin D. Roosevelt term that began in 1933, incumbent Presidents have had problems with media. FDR heaped kudos on radio (those famed "Fireside Chats") and called upon broadcasters to "overtake the half-truths and innuendoes" of the newspapers. President Harry Truman, among other media-directed barbs, relished mimicking H.V. Kaltenborn, who had erroneously predicted his defeat in 1948. President Dwight D. Eisenhower took after selected columnists and commentators during and after his incumbency. And President John F. Kennedy, who won the Great Debates against Richard Nixon in 1960, had his disputes with the conservative press and with the networks, particularly in regard to the Cuban Bay of Pigs fiasco. His successor, Lyndon B. Johnson, worried constantly about newspaper and broadcast treatment of his domestic, legislative, civil rights and foreign affairs programs.

But none of these confrontations reached the bitterness of the Nixon years, compounded by Watergate, break-ins, doctored tapes, buggings, lies and criminal convictions. Within the last fortnight, Senator Barry Goldwater (R-Ariz.), himself a GOP standard-bearer 10 years ago, shook his fist at the press galleries, with the epithet: "You're a rotten bunch."

History shows that long before radio or television Presidents had stormy relations with the press. Is there an inexplicable chemistry that pits the nation's leadership against the Fourth Estate?

President Ford is determined to prove there can be harmony and good will with each doing its job in an open society, searching for truth.

We think he can.

The door opener

Talk of impeachment has evaporated in the resignation of Mr. Nixon and succession of President Ford, but the subject ought not to be forgotten altogether — if only for the journalistic precedent that would have been set if Mr. Nixon had elected to tough it out. Impeachment proceedings in House and Senate would have been opened to live broadcast coverage.

The House had voted to admit radio and television to its impeachment debate. The Senate Rules Committee had endorsed broadcast coverage of an impeachment trial, and approval by the Senate was expected. Those affirmations of the legitimacy of broadcast journalism must not be

abandoned with the proceedings that Mr. Nixon's resignation made unnecessary.

A central reason for the legislative acceptance of broadcast coverage at the House Judiciary Committee's impeachment deliberations and at the floor debate and trial that were planned was that the events were of too large a consequence to deny the public a first-hand view. If radio and television may be trusted to enter chambers where events of impeachment magnitude are to be held, surely they may be trusted to cover smaller matters.

By voting to admit the broadcast press to impeachment sessions, both House and Senate settled the basic question of whether radio and television belong where pad-and-pencil reporters have been free to go. They belong. It remains only for the Congress to vote the technicalities of admission.

Fifth estate

Television network journalism has been almost as much in the news as the tumultuous conditions it has been reporting. With every Watergate exposure, every slippage of another Nixon finger from the precipice, the network news programs have attracted more attention and provoked more dispute. It has been easy to forget that while all this was going on, television stations, day by day, have gone about their regular custom of producing far more hours of broadcast journalism than networks supply.

The annual *Broadcasting* survey of local television journalism, appearing in this issue, finds a fermentation of creativity all across the country. Station news departments are expanding, the time they must fill is being stretched, harder subjects are being reported. The old and easy crusades, against drug abuse or crime or uncollected garbage, still find air time everywhere, but grittier matters are also getting attention: dirty restaurants, chiseling repair shops — with names named. Here and there investigative reporters are looking into local vested interests with keener eyes than have been peeled in earlier days of television journalism.

The vigor of network and local journalism is earning rewards, not only in prestige but also in commercial values. Indeed news is now competing favorably with entertainment as an audience attraction. That in itself guarantees continued management support of local journalism development.



Drawn for *Broadcasting* by Jack Schmidt

"A TV guy wants to know if we could take our time putting it out....He has to go back for more film!"

KY-3 News took the "Ho-Hum" out of public affairs broadcasting

In 1974,
KY-3 News
has been honored
with important
broadcast journalism
awards



KYTV



REPRESENTED BY
BLAIR TELEVISION

Springfield, Missouri

WHEN WE TALK, PEOPLE LISTEN

6:00 PM News — 59% Share

10:00 PM News — 65% Share

*Source: ARB May, 1974 Audience figures shown are estimates,
subject to the limitation of the techniques and procedures used by the service noted.

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National Finalist —
"EMMY"
for Community Service
— FOCUS 30

Missouri State
Medical Association
First Place
FOCUS 30 — VD:
The Silent Epidemic
Missouri Broadcasters
Association
First Place
Public Affairs

Missouri Broadcasters
Association
Honorable Mention
Public Service
Announcement

Missouri Broadcasters
Association
Honorable Mention
Commercial
Announcement

American Bar Association
Silver Gavel Award
for Public Affairs
broadcasting



WHEN WE SPEAK, WE SPEAK FROM CONVICTION

And that conviction was recognized by The Society of Professional Journalists—and this year's Sigma Delta Chi Distinguished Service Award for editorials; by The Academy of Television Arts &

Sciences—and a 1974 Emmy for editorials; and by the AP—and the California Associated Press Television Radio Association award for "best editorial" ... for the second year in a row.

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