Whitehead deals himself in on pay cable
The rush to DST has daytimers in a squeeze

Broadcasting Nov 19
The newsweekly of broadcasting and allied arts
Our 43d Year 1973

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Drop-ins, drop-outs. That Office of Telecommunications Policy study purporting to show that 66 VHF stations could be dropped into top-100 markets without interference (Broadcasting, Oct. 29) is about to be shot at with heavy artillery. Association of Maximum Service Telecasters, which maintains data base of all TV allocations and assignments, has played OTP's own criteria through computer and concluded that no more than handful of V's could be dropped in, probably fewer than 10. Beyond that, AMST will argue that OTP criteria are too loose and that interference would be significant at reductions OTP proposed in current separations. AMST report may be out this week.

FCC's Broadcast Bureau has done its own analysis of OTP study, and found it riddled with mistakes — though not to same extent that AMST found. Proceeding from assumptions stated in study, bureau engineers calculated only some 30 V's could be dropped in. Bureau's study indicates OTP engineers overlooked such matters as existence of unused VHF assignments, unused noncommercial VHF assignments, and treaty-imposed obligations to maintain specified distances between U.S. and Canadian VHF stations. Still to be heard from is FCC's chief engineer's office, which is also doing study. Incidentally OTP itself has issued corrections reducing to 62 number of drop-ins it thinks feasible.

Only the beginning. Though Weicker-Ribicoff bill to abolish Office of Telecommunications Policy is attracting little support (see page 23), it may spark other legislation to change OTP role. Among members of Commerce Committees in both Senate and House there's view that OTP ought to be removed from direct White House influence — which has given office strong political overtones. There's some talk of establishing OTP functions in semiautonomous status, almost like independent agency. And there's support for notion office ought to retain to its original role which was essentially technical.

Tougher EEO enforcement. FCC's procedures for administering equal-employment-opportunity rules — which are regarded as sketchy and unsatisfactory by commission as well as minority groups — are due for major overhaul, possibly before end of year. Staff hopes to have package of proposals before commission at Dec. 12 meeting. And though details remain to be worked out, package is expected to include guidelines for broadcaster compliance with rules barring discrimination and requiring affirmative-action employment program, including goals and timetables for meeting them (but "not quotas," official maintained last week); detailed information on how complaints are handled and on how information from employment forms is used. Questions to be resolved are whether staff will follow Internal Revenue Service procedure and do in-depth examination of selected employment reports instead of processing all of them, as at present, and how jurisdiction for administering program is to be divided among general counsel's office, renewal branch, complaints and compliance division and equal-employment-opportunity office.

In developing recommendations for new EEO procedures FCC staff has had more advice from minority groups than from broadcasters. Knowing that, some officials feel policy ought to be put out for comment, through notice of inquiry or rulemaking, so broadcasters can be heard.

No panic. Broadcast-advertising executives profess to see little reason for immediate concern in energy crisis and attendant talk of economic downturns. Oil billings in TV were already affected by earlier changes in ad campaigns to emphasize conservation (down $6.5 million in spot and $10 million in network for third quarter, compared with same period of 1972). Radio sources track 10% decline in oil business in past six months. On both TV and radio, airlines have been cutting back.

But for near future, network and rep sales executives see compensating factors. There's prospect of more institutional advertising that argues need to develop new energy sources. General feeling is that although there'll be temporary dislocations caused by changes in ad strategy to meet changing market conditions, general ad volume ought to hold up. Unless economy goes bust, it's said, advertisers will keep advertising to maintain or gain competitive positions.

All these assurances would go down drain if provision of energy bill that passed Senate last Friday — giving President power to ban ads that could lead to added use of energy — became law (see "Top of the Week").

On their own. Last week's National Association of Educational Broadcasters convention (see page 26) made it clear that noncommercial broadcasters regard outlook for federal funding as so iffy they must learn to live on other money. Among self-help plans batted around at gathering: organized development programs at both CPB and PBS with special staffs to seek out corporate underwriting; national public-television week, in which special programing will be fed over PBS interconnection for 10 days in February with corresponding nationwide pitch for audience contributions; beefed-up PR efforts at station level to promote national programing (national sources have no money for promotion); "trial balloon" proposals in which stations, in effect, would be asked to "buy" some national programing.

Last scheme, advanced individually by PBS Chairman Ralph L. Rogers and President Hartford Gunn, involves creation of national trust fund with $40 million committed by Ford Foundation. Stations would match specific amounts in fund with money solicited from local sources; they'd get contribution plus profit back from fund in time, and PBS would use interest earned by trust to develop programs.

Children's hour. FCC, which missed late-October date it had set for itself to take up children's television-programing issue, may get to that subject by next month. Commission will face raft of options. Should advertising be barred from programing aimed at preschoolers and cut back to maximum of nine and a half minutes per hour (conventional prime-time limit that National Association of Broadcasters specifies in its code) in all other children's programing? (There is also possibility that FCC will follow NAB's lead and adopt rule to ban host selling.) Should rules be adopted to require certain amount of programing aimed at specific age groups, and on weekday afternoons as well as weekends?
Full Commerce Committee will get new license-renewal bill, absent Van Deerlin amendment, with Macdonald's blessing

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) will "informally" poll members of subcommittee in attempt to come to consensus on license-renewal bill. Factoring in Van Deerlin-National Association of Broadcasters compromise (Broadcasting, Nov. 12), bill is expected to include four-year license term, directive excluding consideration of media crossownership in renewal process, appeals of FCC decisions removed to court in district of licensee and timely filing requirements. "If a general consensus among the subcommittee members can be reached," Mr. Macdonald said, "we would present the full [Commerce] committee with a new bill. I have no feelings about changes that should be made. I'd just like a consensus that everything is there."

Mr. Macdonald said turnabout for reconsideration was product of his desire not to present bill to full committee "with just a bare majority" behind it. Representative Lionel Van Deerlin (D-Calif.), for his part, says compromise of two weeks ago "makes good sense." NAB had enough votes to kill his amendment in full committee, he was told and believed.

Standing between compromise and full committee could be Representative Clarence Brown (R-Ohio). He wants bill to make sure that FCC won't institute program percentages (which Chairman Burch said FCC already has power to do), at very least, and may even go further and ask for provisions that allow for automatic renewal if licensee has satisfied "public need, views and interest."

Business as usual. In midst of widespread criticism of his policy deliberations and even call from Congress for dismantling of his office, OTP Director Tom Whitehead continues to press forward with new programs that can't help but draw attention to beleaguered office. Latest episode finds OTP spending $58,000 for Standard Research Institute study of pay-cable marketplace — effort that could lead to new administrative policy. Public broadcasting is also occupying some of his time these days, Whitehead says. And contrary to thoughts of those who would like to make OTP nonexistent, he maintains there's still a place for office in government. Page 23. But, Congressman Torbert Macdonald seems to have other ideas about OTP. In National Press Club address, Whitehead said OTP was instituted to place damper on ambitious reportage, promises Congressional protection of media from White House adversaries. Page 24.

Court hoists uniqueness standard on format-change hearings

Divided three-judge panel of U. S. Court of Appeals in Washington has held that FCC hearings in station sales involving format changes are needed only when format to be dropped "is apparently unique to the area served." Chief Judge David Bazelon, writing for himself and Judge Roger Robb, expressed view in opinion upholding FCC's approval, without hearing, of sale of Zenith Radio Corp.'s WEFM (FM) Chicago to GCC Communications of Chicago. Two citizens groups opposed sale because of GCC's proposal to abandon station's classical music format for one featuring rock. Judge Bazelon held WEFM's format not unique, said WFMT (FM) Chicago provides substantially similar service. Thus, he said, there is no issue of fact requiring hearing on question of diversity.

Citizens groups had also argued that hearing was necesssary on seller's allegation that financial losses justified sale. "Even assuming such an issue would require a hearing in the absence of a substantial diversity issue," Judge Bazelon wrote, commission had sufficient evidence to support its finding that WEPM had incurred substantial losses. Dissenting judge, Charles Fahy, said hearing was required on factual question of Zenith's alleged operating losses.

Judge Bazelon, writing for himself, raised First Amendment issue, but did not resolve it. He said holding of commission and of court that hearing in such cases must be held when format becomes unavailable "must be evaluated in light of the First Amendment." But, he said, "we simply do not know how to ideally resolve the conflict between diversity and freedom from regulation." Awareness that conflicting values are at stake, he added, "is our best protection against falling into the abyss of dogmatism."

More negatives on News Council

National News Council received lively criticism last week from ABC anchorman Harry Reasoner, CBS News President Richard Salant and NBC Today host Frank McGee at luncheon of International Radio and Television Society in New York. During panel discussion moderated by Bill Moyers of Bill Moyers' Journal on PBS, Mr. Reasoner called council "...an unnecessary thing... one of the pleasant boondoggles of American academic life... but if it gets on my neck I'll present it."

Mr. Salant, who helped found news council, said "CBS has not decided whether it will oppose or support" it and called its investigation of presidential attacks on media "a mistake... It smacks to me to be a bit of self-publicity to let people know it exists." He said CBS will give specified news-program transcripts to council for its inquiry but added: "I've read the transcripts backwards and forwards and I can't figure out what he [President Nixon] is talking about." Mr. McGee answered affirmatively when Mr. Moyers asked whether council "represents a potential pressure source to networks." Mr. McGee said he was "very suspicious" of council and added he "would rather not have it."

Also discussed were network editorial policies concerning presidential impeachment/resignation. Mr. Reasoner said ABC's Oct. 31 Howard K. Smith pro-resignation commentary "was not a statement by the management; ABC reporters do commentaries, not editorials." Mr. McGee countered, "when I did editorials, mostly on the Vietnam war, immediately afterward there was a statement that what I said was the opinion of the management." Mr. Salant said CBS "has no editorial position... it has no moral right." The three agreed individual stations, not networks, should initiate editorial stances. "If the networks were all that powerful, we'd be wondering what President McGovern was doing today," Mr. Salant said. Later, in response to Broadcasting's request for clarification, he said: "I guess my meaning didn't get across. What I was trying to say was that if the networks are so biased and so anti-Nixon, how come Mr. Nixon is in the White House and not Mr. McGovern?"

Take your pick. Flood of energy-associated legislation before Congress last week included S. 2599 (Emergency Energy Act) that on one hand would allow President to put "ban on all advertising encouraging increased energy consumption," on other direct President to mount advertising campaigns to discourage energy consumption. Another measure (S. 2176) would require auto and electrical-appliance manufacturers to disclose operating costs and energy consumption on price tags and in advertising.
Trying to be helpful. House Commerce Committee has reported out its version of daylight savings time bill, including directive to FCC to allow daytime-only AM stations without pre-sunrise authority to start up no more than one-hour earlier on case-by-case basis. But rule changes must be consistent with existing treaties, offering no relief to those stations broadcasting on Canadian and Bahamian clear channels. Committee report states legislation can help only those 125 stations operating on American clear. Senate version of bill does not include any relief measures, but Commerce Committee report, accompanying bill, does offer softer guidelines to FCC in same direction as House bill (earlier story page 26).


FCC views four court setbacks in Orlando case as one too many, vows to fight ruling. It claims decision would force it to rewrite policy. Page 31.

AFTRA’s practice of blacklisting employers finds itself on another agency’s blacklist – that of National Labor Relations Board. Page 37.

Yes, but, for Carolina station renewals

Conditions designed to assure increased number of minority-group members and women among their employees were attached to license renewals FCC granted seven radio and television stations in North and South Carolina. Three other stations in those states whose renewals remained deferred for other reasons were directed to take same steps to deal with what commission considers their equal-employment-opportunity problem.

Stations are among 49 that commission asked in December 1972 to explain how their equal-employment opportunity programs squared with commission rules (Broadcasting, Dec. 11, 1972). Their annual employment records showed no women on staff or decline in their number, or no blacks or fewer in 1972 than in 1971.

After reviewing responses, commission staff recommended renewing all but three applications but said greater effort at hiring minority group members and women should be made by WGGU (AM) North Augusta, S. C., and North Carolina stations WIST (AM) Charlotte, WJRI (AM) Lenoir, WQDR (FM) Raleigh, WSKY (AM) and WECT (TV) Wilmington. As condition of renewal, they are to file with commission within 30 days list of local minority and women’s organizations and other institutions and individuals they contact when seeking employees, and to submit with annual employment reports steps they have taken to encourage minorities and women applicants to apply for jobs that were filled in preceding 12 months.

Three other stations directed to follow same procedures, but whose license renewals are being deferred for other reasons as well as EEO problems, are WAME (AM) Charlotte, WCOC (AM) Greensboro and WWAY (TV) Wilmington, all North Carolina.

Court rules media not responsible for enforcing campaign-spending limits

Provision of new Federal Election Campaign Act requiring broadcast stations and other media to serve as enforcers of act’s spending limitations has been declared unconstitutional. Special three-judge federal court in Washington last week held that it violated First Amendment rights of persons wishing to air views on matters of national interest. Decision was issued in connection with suit brought by American Civil Liberties Union and New York Civil Liberties Union, after New York Times last year refused to run their advertisement opposing Nixon administration-backed antibusing legislation.

Ad praised by name 102 congressmen who had voted against antibusing bill. ACLU said FEC required it to obtain certification that ad’s cost would not cause them to exceed statutory spending limits and to obtain statement from President Nixon’s opponents that they had not authorized ad.

Judge Barrington D. Parker, writing for unanimous court, said provision “establishes impermissible prior restraints, discourages free and open discussion of matters of public concern and as such must be declared an unconstitutional means of effectuating legislative goals.”

SDX cites insulated presidency

Sigma Delta Chi’s freedom of information committee last week leveled broad blast at Nixon administration’s use of executive privilege, warning that if allowed to go unchecked it could spell “the end of our open government and the rights of a free press.” Report presented to professional journalism society’s national convention in Buffalo, N.Y. quoted study commissioned by National Press Club asserting that “Watergate scandals grew and flourished in an unhealthy atmosphere of secrecy, official lies and attempted manipulation of newspapers, radio and television.” Study charged that only administration “so insulated from the press and so contemptuous of its reporting function” could have ignored media’s disclosures of Watergate scandal and attempted cover-ups.

Sticking to clock in Milwaukee

FCC has rejected Department of Justice’s request for extension of time in which to file petition to deny against Journal Company’s WTMJ-AM-FM-TV Milwaukee. Justice’s antitrust division had requested month’s delay, through Dec. 1, to enable it to determine whether it should participate in proceeding. It says might raise substantial problems of competition and concentration of control of media (Broadcasting, Nov. 12). But commission, apparently determined to make good on its oft-stated position that interested parties – usually citizen groups – should observe its filing deadlines, said sister agency had not presented sufficient reasons to justify extension. However, if department does file petition, it would be considered as informal complaint.

NCTA adds nonduplication issue to its list of causes worth fighting for, asks FCC to loosen reins now, cut them later. Page 38.

Jim Croce’s tragic death last month brings out feeling in industry and with public that never materialized during his life – that he was artist of first order. Page 41.

CBS says “fair trial” has gone on long enough, re-institutes “instant analyses.” Page 45.
MUTUAL RETURNS DRAMA TO NETWORK RADIO ON DECEMBER 17 WITH A NEW WEEKLY SERIES OF HALF-HOUR EPISODES OF MYSTERY AND SUSPENSE EACH DAY HOSTED AND NARRATED BY ROD SERLING.
FEATURING ORIGINALDRAMAS
WRITTEN ESPECIALLY FOR RADIO
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GREATEST NAMES...

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Howard Duff ★ Andrew Duggan ★ Nina Foch
Earl Holliman ★ George Kennedy ★ George Maharis
Peter Marshall ★ Charles McGraw ★ Jeanette Nolan
Susan Oliver ★ Nehemiah Persoff ★ Brock Peters
Denver Pyle ★ Craig Stevens ★ Susan Strasberg
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A PRESENTATION OF HOLLYWOOD RADIO THEATRE
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For information on how your station can become affiliated with the World's largest radio network, write:
Powerful support. Professor Edward C. Lambert of University of Missouri, one of several candidates to succeed FCC Chairman Dean Burch as member of commission ("Closed Circuit," Oct. 8), is said to have support of Senator Barry Goldwater (R-Ariz.) in that ambition. Professor Lambert, who is chairman of broadcasting department and teaches journalism at Missouri, said on Friday that mutual friend had written Senator Goldwater about him. Mutual friend, he added, received reply last week stating that senator had heard "great deal" about Professor Lambert, had discussed him with Chairman Burch, and thinks he is "in the lead." Senator also said in his letter, Professor Lambert reported, "I will do all that I can to help him."

Bear market. Teleprompter stock closed at 4½ last Friday (Nov. 16) at end of first week of trading after Securities and Exchange Commission suspension order issued two months ago. On Monday, first day of trading after suspension, closing price was 5% as 648,400 shares changed hands. For week, 1,375,000 shares were sold. Teleprompter was trading at 9 5/8 on Sept. 7, day SEC imposed suspension in response to company reports of substantial cutbacks in cable construction.

Getting closer. FCC is set to come to grips with— if not to vote on—prime-time-access rule Nov. 27. Commission last week scheduled special meeting that day to discuss proposals for repealing, retaining or modifying controversial rule.

Done and done. President Nixon has signed Alaska pipeline bill, giving nod to one provision reducing red tape in FCC and Federal Trade Commission information-gathering forms and another strengthening FTC's powers to fight unfair and deceptive business practices (see page 32).

Systems go. Board of directors of Broadcast Credit Association, subsidiary of Institute of Broadcasting Financial Management, voted unanimously to continue BCA and appointed committee to hire full-time credit executive for organization (Broadcasting, Nov. 12). Although BCA has not yet achieved $90,000 it needs for first year funding, BCA Executive Vice President Robert McAluliffe said board felt organization was "far enough down the road" in terms of membership. He added that BCA's "agency aging summary" (showing agencies' records in paying accounts receivable) for November will be out in early January.

Marketplace. LVO Cable Corp., Tulsa, Okla., which announced two months ago plans to merge into Communications Properties Inc. (Broadcasting, Sept. 17), announced last week that it has agreed to sell its 85%-owned microwave arm, United Video Corp., to Southern Pacific Corp. Price fixed at $10.8 million, of which $250,000 will go to United Video's minority stockholders. LVO would receive $4 million for its equity in United, which is not included in CPI deal, and $6.5 million in repayment of funds it had advanced to subsidiary. FCC approval is required. In other cable-transfer activity, Heritage Communications Inc. said it has acquired 100% control of its subsidiary, Hawkeye Cablevision, which is constructing cable system in Urbandale, Iowa, and is building in three other Iowa cities. Company wouldn't disclose value of transactions, in which Heritage acquired 20% of Hawkeye from both Cox Cable Communications and Athena Communications. It already owned 60%. Spokesman said Heritage paid cash for Cox interest, stock for Athena holding, both "book value."

Mansfield says stop. Senate majority leader Mike Mansfield (D-Mont.) has encouraged all nominations on way to floor, effectively bottlenecks appointment of Elizabeth Hanford to Federal Trade Commission. Mr. Mansfield does not like looks of Helmut Sonnenfeld, nominated to be Undersecretary of Treasury with foreign responsibilities, and wants Mr. Nixon to recall him. Nomination of James Quello to FCC is still awaiting committee hearings; Mansfield order is no encouragement.

Late Fates. Broadcasters Promotion Association installed new board at Cleveland convention last week: President John Purman of Cox Broadcasting, President-Elect Ken Mills of Katz Agency, VP Tom Cousins of WCCO-TV Minneapolis, Secretary Richard Newton of Westinghouse Broadcasting (West Coast), Treasurer Lynn Gras of KOLN-TV Lincoln, Neb. Cal Druxman, general sales manager, KJIM(AM) Fort Worth, appointed general manager. Kent Replodge, VP-sales, Metromedia Television, New York, named executive VP, sales and marketing. Bryan Purman, director of advertising and public relations, Hallmark Cards Inc., Kansas City, elected VP. Dennis Doty, former director of program administration and executive assistant to president, ABC Entertainment, named director of morning program development. (For earlier "Fates & Fortunes," see page 54.)

Edwin K. Wheeler, executive VP, Evening News Association in Detroit, with responsibilities for broadcast and news properties, resigns as of Dec. 31. Don F. DeGroot, VP-general manager, Evening News's WWJ-AM-FM-TV, named to head broadcast division, also including KOLD-TV Tucson, Ariz., and WALA-TV Mobile, Ala.

Harris L. Katleman, VP, MGM-Television, Hollywood, named president. He joined division last year after executive posts with MCA, Goodson-Todman, Four Star and Cinemation Industries.

Bernard Strassburg, chief of FCC's Common Carrier Bureau for past 10 years and commission employee for 31, is retiring before end of year. Mr. Strassburg, 55, has no plans for future, expects to remain in communications field.
KRLD Dallas, the most prestigious station in the Southwest area and easily one of the outstanding stations of the entire country, has just announced its new national sales representative.

CBS Radio Spot Sales
Representing America's Most Influential Radio Stations
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WHEN YOU SLIP, IT HURTS...

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally realize it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and we harass you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

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Fitting the shoe

EDITOR: Perhaps the best approach to dealing with Mr. Nixon's charge that television newsmen are responsible for his predicament is to take his indictment literally and apply it to the facts of Watergate.

Did Walter Cronkite do a series on his nightly news about the bad effects of White House leaks, ending with a mandate to the President: "If you're bothered by leaks, Mr. President, hire some plumbers"?

Did John Chancellor send Gordon Liddy to the White House with a letter of recommendation?

Did Howard K. Smith, during a break while taping a fireside chat with the President, abuse Mr. Nixon's confidence in him by assuring him that Howard Hunt, Gordon Liddy and James McCormack were "the three smoothest operatives in the world—their operations cannot possibly be detected"?

Did Douglas Kiker drop a memo off to the President urging him to place John Dean in charge of the White House cover-up "because Dean can keep a secret"?

Did Eric Sevaried, in an eyes-only tape made especially for the White House, solemnly assure Mr. Nixon that Archibald Cox was the man who, as special prosecutor, could be trusted not to press his investigation too far?

Did it all start back in 1968 when Mr. Cronkite persuaded Mr. Nixon to put Mr. Agnew on the ticket, explaining: "Spiro understands news media and can help you get along with the press. Besides, he's honest."

But was it Sally Quinn who originated the idea of bombing the Brookings Institution, passing it along to the White House "for what it's worth"?

Was it Marvin Kalb who gave Mr. Nixon tips on how to spruce up his properties at taxpayer's expense?

Did young Tom Brokaw, anxious to make a mark for himself as NBC's new White House correspondent, inveigle Elliot Richardson and William Ruckelshaus to quit the Nixon administration in feigned huffs just to blow the insignificant matter of Cox's firing all out of proportion?

If television newsmen were not doing these things, who was?

If the people who did these things were not appointed and directed by television news, who did appoint and direct them?

If television news was not giving President Nixon bad advice, who was?

If Mr. Nixon was totally ignorant about White House involvement in Watergate-related matters and the subsequent cover-ups, can he blame television news for not trying to "pound it into him" night after night?

The truth is that if President Nixon had allowed himself to be influenced by television news coverage of Watergate, he could have been moved to deal with it as much as a year ago, dealt with it much more effectively, avoided cover-ups and cover-ups of cover-ups, and perhaps had worked himself free of it instead of finding himself in the almost hopeless predicament he is stuck with today. By attempting to alert the nation, including its President, to the dangers and magnitude of Watergate, the television news medium, along with other news media, offered Mr. Nixon his only chance.—Clyde Beane, Citrus Heights, Calif.

(Mr. Beane was Northern California press coordinator for the California Committee for the Re-Election of the President, says he now regrets move from journalism and that "During the past year, the press has demonstrated that it is more important to survival of a free country than politics.")

Exception

EDITOR: Sorry, but you bombed out in your attempt to blame the President for that emotional upheaval referred to as a press conference [BROADCASTING, Nov. 5]. Your description of the media as "boorish"? No doubt the understatement of the year. Let's face it, the news media in that room does not represent in any way the majority of thinking among the news media across the country. Let us not kid ourselves into thinking that the three TV networks, a few news services and a few chains present, represent the thinking of the over 7,000 radio stations and many TV stations.

The President's answer to Mr. Rathere's question was not only factual, but practical. As for the question, it would seem ironical, don't you think, coming from one with a long standing reputation of open contempt and disrespect for the President? The President's description of the broadcast reporting, that he referred to in answer to another question, just about hit the nail on the head. The hysterical reaction of the news media certainly does not lend itself to maturity.

In regards to your statements about threats to journalism, the only real threats are coming from journalists. The American public is not as dupable as the news media would have us believe. As for gaining the public confidence, the media will first have to recognize its own lack of credibility, and start from there. It's all too obvious that the news media has its own "Watergates," however we like to call them internal matters.

An emotional media and a few vulture-like politicians have badly misjudged the American public in regards to the
WGBS Miami—flagship station of Storer Broadcasting—24-hours-a-day with the biggest signal in Florida, has just announced its new national sales representative.

CBS Radio Spot Sales
Representing America's Most Influential Radio Stations
President. The average American is more inclined to forgive than give credit, and is certainly in no mood to crucify a President as the news media would have us believe.

In closing, I would like to comment about your slur at Mr. Agnew. Your version of Mr. Agnew being used to "cow" the press is another example of an attempt to rebuild a hurt ego, at the expense of an unfortunate circumstance. It's just such remarks that continue to build a wall between the news media and the American public. Let's hope that thousands of us across the country who do not agree with the so-called big three networks and a few controlled news services, will not be lumped together under its contemptuous banner.—Bill Merrell, sales manager, KVMA(AM) Magnolia, Ark.

Whereabouts

EDITOR: In class, BROADCASTING is our number-one resource. I found your article on cable television in Manhattan most informative and timely for our discussion on cable.

I am most interested in the report "The Wired Island: The First Two Years of Public Access To Cable Television in Manhattan." Do you have an address where I might write for additional information?—Bill Weiss, instructor in broadcasting, Northwestern College, Roseville, Minn.

(The report was prepared by the Fund for the City of New York, 1133 Avenue of the Americas, New York 10036. Phone [202]489-6260.)

\* Indicates new or revised listing.

This Week

Nov. 19—International Council of National Academy of Television Arts and Sciences' first directorate award to European Broadcasting Union. Awards also to be announced for best documentary and best dramatic show among foreign TV programs not yet seen in U.S. Charles Currán, BBC, to accept for EBU and make keynote speech. Plaza hotel, New York.

Nov. 29—Georgia Association of Broadcasters Southeastern broadcasting day with sessions in radio and TV management and engineering, Hyatt Regency hotel, Atlanta.

Nov. 29—Meeting, U.S. National Committee for the International Radio Consultative Committee, 9:30 a.m., Room 1105, Department of State, Washington.

Nov. 29—John Treasure, chairman, J. Walter Thompson Ltd., London, speaks at seventh in series of eight public lectures on advertising and society. Midway campus, University of Chicago.

Also in November

Nov. 28—Meeting, U.S. National Committee for the International Radio Consultative Committee, 9:30 a.m., Room 1105, Department of State, Washington.

Nov. 29—Meeting, U.S. National Committee for the International Radio Consultative Committee, 9:30 a.m., Room 1105, Department of State, Washington.

Nov. 20—Meeting, U.S. National Committee for the International Radio Consultative Committee, 9:30 a.m., Room 1105, Department of State, Washington.

Nov. 25—American Marketing Association fall convention, Las Vegas Hilton, Las Vegas.

Nov. 26—Annual meeting Television Bureau of Advertising, Hyatt Regency, Houston.

Nov. 27—Beginning television production seminar, sponsored by TalkMobile Inc., Los Angeles.

Nov. 27—National Association of Educational Broadcasters music personnel conference. Studios of noncommercial WGBH-FM Boston.

Nov. 28—Advanced television production seminar, sponsored by TalkMobile Inc., Los Angeles.

Nov. 28-Dec. 1—California Community Television Association fall convention, Las Vegas Hilton hotel.

Nov. 29—Seminar sponsored by American Apparel Manufacturers Association. Among speakers will be J. Walter Thompson President Henry M. Schachter, who will talk on shifts in marketing approaches in the industry. Americana hotel, New York.


December

Dec. 3—Deadline for filling reply comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly owned stations in separate markets.

Dec. 6—Phillip Kotler, professor of marketing, Northwestern University, speaks at last of series of eight public lectures on advertising and society. Midway campus, University of Chicago.


Dec. 6—Deadline for entries in Retail Advertising Conference awards contest. Categories include radio. Randolph Street, Chicago 60601.

Dec. 7—Association of Maximum Service Telecasters board of directors fall meeting. Arizona Biltmore hotel, Phoenix.


Dec. 7—Course on "Legal and Business Problems of Television and Radio," sponsored by Practicing Law Institute, Sir Francis Drake hotel, San Francisco.

Dec. 8—Annual academy ball, Hollywood chapter.

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- Baltimore up 83%
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- St. Louis up 37%
- Minneapolis up 100%
- Portland up 9%
- Houston up 50%
- Seattle up 200%
- Hartford-New Haven up 46%

Atlanta up 200%*
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Tampa up 33%
Kansas City up 50%*
Cincinnati up 33%
Columbus up 200%*
Buffalo up 90%

* The Mike Douglas Show vs previous programming.

And #1 with adults in 9 of the top 10 markets!

Source: ARB Oct. 72 vs Oct. 73.
Audience estimates are subject to qualifications available on request.
"By any relative measure, the American marketing system works amazingly well."

By Miles W. Kirkpatrick
1970-73 Chairman, Federal Trade Commission

The Federal Trade Commission is a unique observation post from which to study the American marketing system. My experience at the FTC during the last few years has reinforced my admiration for that system. The principal role of the FTC is, of course, to ferret out what is wrong, and the publicity given to the activities of the FTC should not obscure the appreciation of how much is right with the marketing system.

By any relative measure, it works efficiently and amazingly well in allocating resources on an unprecedented scale. Its success is unparalleled among the economic systems of the world.

Perhaps the most intriguing aspect of the private enterprise system is that so simple a concept actually works—and works smoothly to produce a consumer-oriented economy which markets nearly a trillion dollars' worth of goods and services annually.

Obviously, this is no accident. It is the result of the daily planning and skills of thousands of marketing professionals. Collectively, they are responsible for providing the very high level of physical comforts and necessities and the astonishing range of services—from education and health care to plumbing and house repair—enjoyed by the great majority of our population.

Marketing's Vital Role

The complexity and interdependence of the myriad components of today's modern economic system are staggering. Marketing plays a vital role in inter-relating these components, continually allocating resources, and doing so with a minimum of government direction or participation.

The challenge of the 1950's and 60's for the professional marketer was to meet the vast increase in the sellers' demands brought on by new technology, a vast increase in the consumer goods being produced, and the greatly increased demands of a newly affluent consuming public.

The challenge of the 1970's for marketing—it is becoming clear—is meeting the new demands of the consumer. The marketer's attention today is shifting from the supply, or the seller's side, of the supply and demand balance, to the demand, or consumer, side.

The essence of the American marketing concept is its purpose to fulfill consumer desires, and I have confidence that the marketing professionals will meet the consumer challenges of the 70's as effectively as they have met the distribution challenges of the past.

What are some of those consumer challenges?

Perhaps foremost on such a list would be the need to increase the amount and quality of information readily available to consumers about the products they purchase. This need being voiced by consumers and its fulfillment is basic to the working of the private enterprise market system.

Since our competitive economic system is based on the proposition that resources should be allocated in response to consumer demands, fair and free competition is threatened by an uninformed public just as it is by a misinformed public. I think that the marketing system is responding to consumer demands in this regard.

Such concepts as unit pricing, care labeling of clothing, nutritional labeling, open dating, and other informational marketing and promotional techniques have taken hold and are meeting with widespread approval.

Competition Stimulates Solutions

The challenge of the 70's will also involve, I believe, a continuing re-evaluation of the rights and duties as between sellers and buyers. These relationships bear re-examination, and some adjustments may be in order. Clearly, consumers' rights must extend beyond mere traditional right to decline to buy the product does not please or right to bring a lawsuit if it does not perform as represented.

For example, a vexing problem increasingly faced by today's marketer is to ensure that consumers have procedures available to them to resolve post-sale problems. Warranties and grievance-solving mechanisms must become more accessible to the consumer in all areas and must be made to operate promptly, inexpensively, and equ
nly. Although significant steps have been taken in this major area of consumer discontent, clearly much remains to be done.

Solutions are being found for today's marketing problems through competitive market mechanisms which have been successful in the past. These mechanisms join the most productive processes of our economic system with the specific skills of the marketing profession.

Marketing Professionals Challenged

I believe that the marketing challenges of the 70's will be met in major part by the marketing profession responding voluntarily to the forces at work in the marketplace.

However, where, for whatever reason, those responses fall short of meeting the challenges, government, in particular the FTC, will play an important role. In those situations, constructive cooperation between the FTC and the marketing profession is clearly desirable.

Statesmanship will be required on both sides. This means that the FTC, like not withholding law enforcement, could encourage voluntary compliance to the greatest extent possible. It means, on the other hand, that the marketing profession must respect and understand the role of government in the marketplace.

Finally, while dealing with all of the competitive pressures that prevail, the marketing profession must respond more quickly and more willingly to consumerism, realizing that it is not a transitory phenomenon and that business policies of the 70's must be molded to its demands.

Miles W. Kirkpatrick served as Chairman of the Federal Trade Commission from September, 1970 until his resignation in February, 1973 when he returned to the private practice of law in Washington and Philadelphia. He is a graduate of Princeton University and the University of Pennsylvania Law School (1943). While Chairman of the Section for Antitrust Law of the American Bar Association in 1968-1969, he headed an ABA committee formed at the request of President Nixon to study and evaluate the Federal Trade Commission. His Committee's report was submitted to the President in September, 1969. One year later, Mr. Kirkpatrick was sworn in as Chairman.

The Federal Trade Commission was established by Congress in 1914 as an independent regulatory agency. It has broad responsibilities in the areas of antitrust and consumer protection, and is the principal Federal agency with responsibilities in the regulation of marketing.

During Mr. Kirkpatrick's tenure as Chairman, the FTC undertook numerous innovative programs in the marketing field. In addition to major advertising litigation and regulatory rules, the FTC instituted a broad-based advertising substantiation program and conducted extensive public hearings on modern advertising and related marketing techniques.

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Owns and operates six television stations (3 VHF and 1 UHF) and 12 radio stations (5 AM and 7 FM) in the top 25 markets in the nation.
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Owns computerized list of 48,000,000 non-duplicated consumer names and addresses. Provides mail advertising services for major corporations.

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Produces television entertainment series, specials and documentaries for the networks or in syndication. Produces low-budget films for theatrical exhibition.

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AMERICA'S MARKETING PROFESSIONALS

This is the first in a series of messages by authorities with a broad and informed perspective on the American marketing system. Metromedia is sponsoring these advertisements because we believe that the dynamic growth and strength of the United States requires that the public become more knowledgeable about, and appreciative of the vital role of marketing in an expanding national—and world—economy.

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A major force in marketing communications.
277 Park Avenue, New York, N. Y. 10017
National Academy of Television Arts and Sciences. Honored will be Bud Yorkin and Norman Lear, and their associates. Beverly Hilton hotel, Beverly Hills, Calif.

Dec. 10-27th annual "Voice of Democracy" broadcast-storytelling contest deadline sponsored by Veterans of Foreign Wars and its ladies auxiliary with cooperation of National Association of Broadcasters and state broadcaster associations. Contact any VFW state headquarters or VFW national headquarters, Kansas City, Mo.

Dec. 11—Allied Artists Pictures Corp. annual stockholders meeting. DeMontico's hotel, New York.


Dec. 19—New deadline for filing comments with FCC on possible revisions to rules pertaining to the Public Policy Act.


January 1974

Jan. 7—New deadline for filing reply comments with FCC on possible revisions of comparative hearing procedures.

Jan. 9—One-day conference, "Electronic Distributor—72," five-year outlook into electronic market sponsored by Broadcast Trademakers' Institute's distributor products division, Chicago.


Jan. 18—Joint NAB convention. Hilton hotel, New York, N.Y.


Jan. 21—American Committee of International Press Institute seminar on U.S.-European economic problems and NATO. Brussels.


February 1974

Feb. 1-Sigma Delta Chi Distinguished Service Awards entry deadline. Award categories include radio and television editing and reporting. Contact: Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.


Major meeting dates in 1973-74

Nov. 26-29—Annual meeting, Television Bureau of Advertising, Hyatt Regency hotel, Houston.

Nov. 28-Dec. 1—Fall convention, California Community Television Association. Las Vegas Hilton hotel, Las Vegas.


March 1974


March 26-28—Institute of Electrical and Electronics Engineers international convention and exposition. Statler Hilton and Coliseum, New York.

April 1974

April 10—New England Cable Television Association spring meeting. Highpoint Motor Inn, Chicopee, Mass.


April 21-24—International Industrial Television Association spring meeting. Ridpath hotel, Spokane.


June 1974


July 1974

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


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Stan Soifer, sales manager-programming (New York).

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Bureaus

New York: 7 West 31st Street, 10019. Phone: 212-957-3200.


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Broadcasting™ magazine was founded in 1919 by Broadcasting Publications Inc., using the title Broadcasting™—The News Magazine of the Fifth Estate. Broadcast Advertising™ was acquired in 1933; Broadcast Reports™ in 1953 and Television in 1961. Broadcasting-Telecasting™ was introduced in 1946.

© 1973 by Broadcasting Publications Inc.
Precise aim with the shotgun approach

Defining an advertiser's marketing goals is always the first step in any program to bring a product to the attention of potential buyers. The second step is to fashion a message. The third is to pinpoint those media which can carry the message to maximum effect at minimum cost.

Advertising people take these three steps so consistently that they tend to glide through them almost automatically day in and day out. But from time to time, exceptions occur. And when they do, they are often instructive—not only for getting us to focus more closely on the elements of our own craft, but for the larger lessons they teach about media selection.

All this is by way of saying that our agency recently encountered a situation where marketing goals had to be adapted rather sharply to many individual markets—in fact, to 139 distinct markets—forcing us to take 139 hard looks at both our advertising message and the media to be engaged.

The story is of particular interest because close scrutiny revealed that a product whose past advertising had been largely print-oriented (newspapers, to be exact) could benefit from strong exposure in broadcast media, both radio and television. Here's the background:

The Bloom Agency had undertaken during the past year massive market analysis and planning for the jewelry division of Zale's Corp. Zale's currently has 550 retail outlets in 139 ADI marketing areas and is one of the world's largest retail jewelry operations.

Like many retail and consumer package-good accounts, Zale's faces a diverse set of conditions in almost every market in which it competes:

* Store location within an ADI area. Stores in some ADI's are not found within the major metro center, but in outlying areas.
* Store location within a major metro center. Stores can be located downtown, in neighboring shopping areas, new shopping center malls, strip centers, etc.
* Target consumer. Location of store and market demography create differences in consumer target groups by market.
* Competitive environment. Zale's competes against a diverse group of jewelry operations, ranging from exclusive guild jewelers to discount jewelers and major department stores, once again depending on store location and market.
* Market development. The number of stores varies substantially by market, creating diverse advertising budget opportunities.

Mark Oken has been with The Bloom Agency, Dallas, for two and a half years. Previously he was media supervisor for four years at Neesham, Harper & Steers, Chicago, responsible first for the General Mills account and later for the McDonald's account. Prior to that, he served for four years with Foote Cone & Belding, Chicago, as manager of network relations. Mr. Oken is presently vice president and media director of Bloom.

* Merchandise appeal. Diamond rings sell better in Anchorage than in Corpus Christi, Tex., while watch sales do especially well in El Paso.

The result of these contrasting marketing conditions dramatizes the need for individual markets planning and attention. It resulted in our media department's preparation of 139 individual annual media plans, each with unique marketing and advertising objectives. For the Bloom media department, it was as if we were working on 139 separate accounts.

Because of the hugeness of this task, a great deal of pre-planning was necessary. The agency had to work closely with individual store managers via questionnaires and direct market contact to provide continuous information on local competition, consumer demography and buying habits, unique media opportunities and most effective promotional responses. We also had the cooperation of Zale's corporate management, which detailed, via computer, sales trends by market, by store, by month, by merchandise category. We then went to the media which provided information on past competitive activity and local media changes.

Our ability to place a microscope on the problems and opportunities of each Zale's market has motivated the agency toward an ever increasing use of both radio and television. Although newspapers still dominate the media mix (they currently represent approximately 65% of Zale's budget versus 75% to 80% a year ago) the trend toward broadcast, as with many retailers, is pronounced.

And our agency believes broadcast can be especially effective in the following specific areas.

Radio can isolate and match selected consumer target groups with specific merchandise items—i.e., Nivada watches for adults 35-to-49 years old. It can effectively and efficiently reach the ethnic market, especially blacks and Mexican-Americans. It provides immediate and effective sales response to holiday and special sales events. We also use radio to increase the reach and frequency of local newspaper activity, especially outside major metro advertising areas. And we use it to increase the effectiveness of communication with the important, young (18-to-34-year-old) female consumer in a convincing, contemporary manner.

Television can increase store traffic through dramatic visual presentation of Zale's jewelry selection. It can overlay newspaper activity, especially during major pre-Christmas and spring selling periods. It provides over-all advertising coverage of stores in the major metro centers as well as in outlying areas within each ADI. And it can convey, both to the consumer and to Zale's own personnel, that Zale's has the worldwide resources, organization and people that make it the world's leading retailer jeweler.

Our experience with Zale's led us to several conclusions which we think can be applied constructively to other situations.

First, it is clear that careful study and analysis must precede any buying decision—if for no other reason than to determine whether assumptions we have taken for granted are, in fact, correct. It was just such painstaking analysis that suggested Zale's increase its emphasis on broadcast media.

Second, there is no evading the hard work involved. If market complexity requires individual scrutiny of each and every market segment, then the work of pinpointing the appropriate media for each market must go on—even as the midnight oil burns.

Third, the fact that an expanded broadcast role seems appropriate for Zale's suggests that other retailers might benefit from similar emphasis on broadcast media.

And finally, the fact that Zale's can point to improved sales on a market-by-market basis, underscores the validity of the approach we have taken.
TURN ON JOHN WADE

...and you'll turn on "ENTERTAINMENT WITH LOVE"
...turn on young women
...turn on ratings
...turn on sales

... a total entertainer, at ease with song, light comedy and in-depth interviews.

... a perfect mix of new talent and outstanding national celebrity guests—Steve Allen, Kirk Douglas, Hugh O'Brien, James Coco, Robert Vaughn and Nancy Wilson...

... produced by three time Emmy award winner of the Mike Douglas Show—Roger Ailes.

... conceived by the Scripps-Howard Broadcasting Company and available immediately for daytime stripping.

To turn on John Wade in your market, contact Andy Jaeger or Bill Rhodes at Allied Artists Television, 15 Columbus Circle, New York, New York 10023 (212) 541-9200.
OTP suddenly gets interested in pay cable

Unworried by Senate movement to close its operation, Whitehead orders new study even as FCC heads toward pay-cable policy; it's another burst of action from office coming under hotter fire

Clay T. Whitehead, director of the Office of Telecommunications Policy, is making news these days in spite of an apparent determination to stay out of the spotlight in hope there will be a cooling of the passions he has aroused. He has not been making many speeches lately, certainly none like last year's Indianapolis speech criticizing network news operations.

Nevertheless, his presence continues to be felt. A Stanford Research Institute questionnaire produced last week a lead to the discovery that OTP is involving itself in the pay-cable issue—at least to the extent of obtaining data that could be used by policy makers.

Earlier in the week a discussion between Mr. Whitehead and a Wall Street Journal reporter on long-range funding for public broadcasting emerged as a story to the effect that an intra-White House battle over a Whitehead proposal for such funding is now under way.

Those items came on top of the furor kicked up by an OTP study asserting that many of the major television markets could technically accommodate more VHF channels (Broadcasting, Oct. 29). The report was practically forced out of OTP by concerned broadcasters and curious FCC officials after Mr. Whitehead casually referred to it in support of his view—stated in an interview with AP—that, but for broadcaster opposition, here would be more VHF channels available.

And then there had been the bill signed by Senators Lowell Weicker (R-Conn.) and Abraham Ribicoff (D-Conn.) to abolish OTP and transfer its functions to the FCC (Broadcasting, Nov. 12). Senator Weicker expressed the view that OTP was involving itself too deeply in broadcast-programing matters and called the office "a danger to the freedom of the press."

Last Thursday, Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee and long-time critic of OTP, speculated that the office had been created in the first place to apply pressure to broadcast journalism (see story below).

When information got around about the SRI project, the question arose as to why OTP had stuck its oar in that controversy at a time when the commission is in the midst of attempting to make its own policy decisions and writing new pay-cable rules (Broadcasting, Nov. 12).

SRI's job, Mr. Whitehead said last week, is to attempt to develop an economic model for predicting demand for pay-television or pay-cable programming under various conditions—and thus help policy makers determine its impact on advertiser-supported television. He noted that the press accounts of the oral argument on pay cable that the commission heard two weeks ago revealed a great many uncertainties: "This [the model] is to minimize the range of uncertainties."

The project calls for an initial, six-month effort costing $58,000. At the end of the six months, a decision will be made as to whether the model that emerges should be used, revised or scrapped.

Although Mr. Whitehead assumed his staff was in touch with the commission's on the matter, an aide to Chairman Dean Burch said the commission was unaware of the OTP project. However, neither he nor OTP officials seemed to feel that was significant; in their view the pay-cable problems that an economic model might help solve are expected to be around for years.

Mr. Whitehead did not deny he is pondering long-term funding legislation for public broadcasting, perhaps covering a period of five years, the kind of funding public broadcasting officials have been seeking for years.

He said he feels that what he saw as problems in the structure of public broadcasting—the program decision-making by the Public Broadcasting Service, the networking arm of the Corporation for Public Broadcasting, for instance—were solved when the two groups agreed to a new working relationship in May. CPB now has primary responsibility for programming, and a substantial share of federal money is sent directly to the stations. In addition, controversial-issue programming, of a kind Mr. Whitehead feels should not be supported by tax dollars, is being funded by private grants but is assured access to the PBS network.

The CPB-PBS changes were "constructive," he said last week, "Now it's time for us to be constructive." And he said he hoped to submit a plan for CPB funding by January in time for inclusion in the President's budget for fiscal year 1974.

However, he has not yet fixed on the amount of money he will propose for CPB, or on the matching-funds formula. He said $100 million a year in federal funds after five years (as compared with $35 million now) is "a ball-park figure."

And he noted there are various formulas for matching federal and private money that could be considered—$1 for $1 or $3 of nonfederal for $1 of federal money, with the federal contribution rising by, say, $50 million annually...
to specified ceilings. The goal is a system that would promote donations, Mr. Whitehead said. Congress has approved an appropriation of $120 million for CPB over the next two years, but the money is tied up in the $33-million HEW-Labor bill the President is expected to veto.

The CPB task force has proposed a $2.2-billion plan, with the ceiling on federal contributions being $1 million and rising to $200 million in five years.

He and other OTP officials said that there was no debate within the White House over long-range CPB funding, if for no other reason than that Mr. Whitehead's plans for the legislation are not in definite enough shape to provide a basis for debate. However, trouble is expected from Patrick Buchanan, the presidential aide who is ideologically opposed to CPB and to many of the programs he considers liberal. Roy Ash, director of the Office of Management and Budget, might also oppose long-range funding for CPB in the amount Mr. Whitehead is now considering, simply as a fiscal matter.

Meanwhile, the Weicker-Ribicoff bill to eliminate OTP from the Washington alphabet soup seems not to have caused much of a stir on Capitol Hill, at least in part because of Congress's preoccupation with emergency legislation and the ongoing talk of impeaching President Nixon.

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, was understood to be cool to the bill, which could be considered as infringing on his territory, but he was making no public comment.

An aide to Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, who has clashed with Mr. Whitehead in the past, said he felt the congressman considered the bill "excessive," that the desired results could be effected simply by cutting OTP's budget back to the point where it would be restricted to supervising the government portion of the broadcast band and the ability to involve itself in broadcasting.

And Congress seems bent on keeping OTP on a short leash. A joint House-Senate conference committee on appropriations last month approved $2.07 million for OTP for fiscal 1973, more than $1 million less than the President had requested (although $500,000 more than the Senate would have provided).

And two weeks ago, another conference committee approved $4.165 million to $4.170 million for the White House Office of Telecommunications on research for OTP. The President had requested $5 million; the Senate, at the urging of Senator Pastore, had approved only $3 million. (Mr. Whitehead has said the plan would affect the kind of technical programs Congress says it wants OTP to pursue, not matters affecting broadcasting.)

Mr. Whitehead said early last week he had not yet seen the Weicker-Ribicoff bill and did not have any comment on it. But he said he thought the rationale for creating the office three years ago still obtained. He did not think the FCC could be given the job of managing the government share of the spectrum, or of handling degradations to the allocation functions now assigned to OTP. Furthermore, he said, the "checks and balances" OTP represents in relation to the FCC are useful.

Mr. Whitehead said he supports the premise of the bill, as expressed by Senator Weicker in introducing it, that "government should not be in the business of reviewing the quality and scope of nongovernmental communications, I've been pushing that for three years," Mr. Whitehead said. "But I can't support Senator Weicker's conclusions.''

Macdonald guesses OTP was formed to put the screws on TV journalism

In press club speech he says Congress will defend broadcasting from government intrusions

Congressman Torbert H. Macdonald (D-Mass.) last week told broadcast newsmen that there's nothing the executive branch can do for or to them because Congress would protect journalism from any encroachment upon its freedom. "It's Congress that stands between the broadcaster and the government," he told the National Press Club in Washington.

"Your job is to see that the news is reported accurately and fairly, by professional journalists. Period. . . . I say keep on calling it as you see it."

In the speech titled "The Nixon Network Neurosis," the chairman of the House Communications Subcommittee criticized the operations of the White House Office of Telecommunications Policy. Suggesting an imaginary scenario of how White House officials may have formulated the idea for OTP in early 1970, Mr. Macdonald said OTP may have been created to "bring the networks into line" after other pressures had failed to produce the results the White House wanted.

"Maybe such meetings never took place and maybe no eyes-only, confidential memos were exchanged," he said. "But I give you the following circumstantial chronology. Four months after Republican campaign official Jeb Magruder wrote his 'Shotgun and Rifle' memo for White House chief of staff H. R. Haldeman (Broadcasting, Nov. 5), three months after former Vice President Agnew's Des Moines, Iowa, speech attacking the news media and three weeks after Mr. Haldeman instructed Mr. Magruder to put 'silent majority' pressure against NBC, and possibly against all media," Mr. Macdonald pointed out, Congress received the White House proposal to establish OTP.

"Looking back on the events that have transpired since OTP was established," Mr. Macdonald said, "this chairman of the House Communications Subcommit-

tee can testify to two things: One, there was never any discussion of communications policy [by OTP] with Congress [as] the original White House plan proposed, according to Mr. Macdonald] and, two, the new office certainly did enable the executive branch to speak with a harsher voice.

Mr. Macdonald feels that OTP has been "brought back to reality" and that OTP Director Clay Whitehead "will be a different man when the fiscal 1974 budget goes into effect, for approximately half the amount of money he'd asked for from Congress was granted." Earlier in the week, however, a House-Senate conference committee proposed to award OTP slightly less than two-thirds of the amount it originally requested (see story page 23).

"I am convinced that while they were trying to pull the teeth of all unfriendly press, or what they considered unfriendly, the White House group has as its Public Enemy Number One, the television networks," he added.

Despite his expression of unwavering support of TV news, the congressmen noted: The motivation for exaggerated sex and violence is a source of concern to me, and I am certainly not alone in this feeling."

Blacks leave behind memento of visit with FCC

It's petition for rulemaking that would diversify ownerships in broadcasting and cable, put more governmental pressure on minority programming, employment

A new national citizen group concerned about local broadcast service and cable television—the National Black Media Coalition—aired its complaints in a three-hour meeting with the FCC last week. The meeting was similar to others the commission has had with minority groups in the past year, but there was one difference. The coalition left behind a 45-page petition for rulemaking and notice of inquiry, which will require the commission to focus on, and take a position on, the proposals the group has made for dealing with its complaints.

The group, with representatives from 30 cities present, also left with the commissioners the memory of a tense, stormy confrontation that served both to indicate the feelings of the minority group. Whose petitions to deny license renewals have flowed into the FCC in recent years, and to point up the problems broadcasters sometimes face in negotiating with minority groups.

James McCuller, executive director of Action for a Better Community of Rochester, N.Y., who is chairman of the new coalition, had ripped into the commission in his opening statement, accusing it of taking "too damn little, if any, observable and measurable action to implement rules blacks feel are necessary" and had suggested it is guilty of "institu-
nional racism." When he went on to de-
plore that the meeting was only the
second the commission has had with
black groups in its 39 years—the first
was on March 6, with the same group.
Chairman Dean Burch interrupted to say,
"You're doing your best to make this
last meeting."

With that, Mr. McCuller broke off
from his prepared remarks, and asked,
his voice rising, "What do you want to
do, Mr. Burch? End the meeting?" He
began striding up and down the room,
berating the chairman, referring to him as
"the boss" and "Mister Charley," and
complaining that "the whole history of
black people is white people saying, 'Be
quiet!' " He warned that without "con-
structive talk," there would be "a battle
at every station, every newspaper, every
advertising agency."

After some 10 minutes, the storm sub-
sided and Mr. McCuller resumed reading
his statement—which included praise of
Chairman Burch as well as of Commis-
sioners Nicholas Johnson and Benjamin
Hooks.

Chairman Burch, Mr. McCuller said,
"has been the finest manager in the his-
tory of the commission . . . the first com-
mission chairman with the guts and in-
tegrity to open the doors of this room to
the public . . . ." And referring to reports
about the chairman's expected departure,
Mr. McCuller said, "He will be missed
by all of us who know what it means to
see a man make a decision and then stick
by it."

Mr. McCuller drew applause from the
audience when, in speaking of Commis-
sioner Hooks, he said, "We have not
agreed with all of his decisions and opin-
ions, but we cannot help but respect a
man who has constantly gone to bat for
us, alone much of the time, and generally
without our open support." And he gave
much of the credit for the fact the meet-
ing was being held to Commissioner
Hooks, the first black commissioner, said
he has done "incredibly well," and ex-
pressed the view that if Mr. Hooks were
not a commissioner "he would probably
be standing where I am standing right
now."

The petition for rulemaking and in-
quiry covers eight major topics and in-
cludes dozens of proposed rule changes.
These would decentralize the commission
to make it easier for citizens to use its
processes and provide staff at the regional
and local levels to advise on the use of
those processes, promote diversity of own-
ership of broadcast stations (by, among
other things, breaking down all but three
of the remaining clear channels) and
standardize properties and cable agree-
ments policy designed to encourage mi-
nority group ownership of the media,
strengthening the commission's internal
and external equal employment oppor-
tunity policies and rules, and virtually
require minority-oriented programing in
prime time in areas with substantial
minority-group populations.

The group, like others that have met
with the commission, has the uneasy
feeling that its complaints are being
simply ignored. This is one reason
Mr. McCuller asked the commis-
sion to enter into a "working re-
sultship" with the coalition—a request that
drew no direct response. But the petition
for rulemaking and inquiry, the group feels, cannot be ignored.

One matter that particularly engaged
the commission's interest—and that led to
the revelation that the agency's proce-
dures are not in complete sync—was the
charge that some broadcasters are follow-
ing "fraudulent" practices in connection
with the equal-employment opportunity
programs they adopted in accordance
with commission rules. Marcus Garvey
Wilcher, of the Community Coalition
for Media Change, of the San Francisco
Bay area, said that, in preparation for the
employment reports they are required to
file with the commission annually, some
stations "are out grabbing niggers off
the street, and some white folks who claim
they're Indians," and then dropping them
later.

The director of the commission's EEO
office charged with overseeing the prac-
tices of the regulated industries, Lionel
Monagas, said he had received about 15
complaints of such practices. But he also
said he had no authority to police such
activity, so he passed the complaints
along to the complaints and compliance
division of the Broadcast Bureau.

This appeared to puzzle Chairman
Burch who said he wanted the complaints
"followed up" and the question of who
had responsibility for such follow-up
straightened out. He indicated he felt the
responsibility lay with the new EEO
office.

But if the chairman appeared sympa-
thetic on that score, he indicated he did
not favor one of the proposals the group
was advancing—one to give pri-


Coalition tells its story. Members of the new National Black Media Coalition presented their grievances about local television service, and proposed solutions, in a three-hour session with members of the FCC last week in Washington. Speakers were, first row (l-r): Al Chambless, Southern Media Coalition, New Orleans; Reno Robinson, Concerned Communications, Philadelphia; Harold Lee, Task Force for Community Broadcasting, Chicago; Kujateli Kweli, National Urban League, New York; Frank Washington, New Haven Minority Affairs Committee, New Haven, Conn.; Luther Mitchell, ACTION, St. Louis; James De Grafferty, New Haven Minority Affairs Committee; Emma Bowen, Black Citizens for Fair Media, New York; Arthur Eskew, Boston Community Media Committee, Boston, and James Alexander, New Haven (Conn.) Freedom Arts and Communications Team; Second row (l-r): Sonny Hopson, Concerned Communicators, Philadelphia; David Honig, Action for a Better Community, Rochester, N.Y. (member of ACTION staff); Edward Hayes, Citizens Communications Center, Washington (legal counsel); Kazu Obayashi, Asian Americans for Fair Media, New York; Marcus Garvey Wilcher, Community Coalition for Media Change, Berkeley, Calif.; Janet Whitaker, Philadelphia Communications Coalition, Phila-
delphia; and William Hatcher, Black Citizens for Fair Media, New York.
It may be mourning drive-time for 368 daytimers

Hill asks FCC help in lessening blow of year-round savings time on affected broadcasters, but the outlook isn't bright

The 368 daytime-only AM stations in the U.S. that are ineligible for presunrise operating authority may become bystanders trampled in a congressional stampede to place the nation on year-round daylight savings time. Though concern for the PSA ineligibles was apparent on Capitol Hill, the FCC and the parties involved could agree on just how to protect the stations from losing one hour of important morning drive-time should the country turn its clocks forward. However, there appeared to be some hope that some PSA ineligibles, those located on U.S. clear channels, might be given relief—though probably at the expense of some interference to the dominant stations on the channels.

The House and Senate Commerce Committees debated last week about how to remove the daytime-only broadcaster from the path of imminent legislation designed to cut between 1% and 2% off the nation's annual fuel consumption. The Senate committee does not want to attach what it considers a special-interest rider provision to its bill, which, hoping instead the FCC can handle the daylight problem administratively through a directive in the committee report. The House Commerce Committee is expected to attach some type of daytimer-protection provision to its bill, which, along with other discrepancies between the two bills, would have to be ironed out in a Senate-House conference.

But by midweek no plan had yet emerged for removing two stumbling blocks—clear channels which do not want to lose an hour of drive-time—and in the process see competitors with presunrise authority sign on up to two hours before them: international treaties that protect foreign clear-channel stations, and FCC rules that protect U.S. clearers.

Presently, according to FCC figures, there are approximately 2,270 daytime-only radio stations in the country. Almost 73%, or about 1,650 stations, have presunrise authority. Only 960 stations do not hold PSA's, although 257 of them are eligible.

The problems the FCC saw the daylight-savings bill creating for daytimers were outlined in a letter that FCC Chairman Dean Burch wrote Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, at the latter's request. He noted, first, that 243 PSA ineligibles operate on Canadian and Bahamian clear channels, which, under existing agreements, are not available for presunrise use in the United States. And, second, the chairman said that Section 316 of the Communications Act protects the coverage area of each licensee from any encroachment without a hearing. In this case, that would mean that the 125 stations without PSA's and now operating on American clear channels would, if allowed to operate on daylight savings time, interfere with those clear channels without appropriate authority. Mr. Burch said that both problems would be "difficult" to overcome. (He also said the extension of daylight savings time throughout the year would be "a problem" for Canada and Mexico, since the agreements with those countries permitting presunrise operations by American daytimers did not contemplate year-round daylight savings time.)

But, on Wednesday, the commission instructed its staff to "prepare on an expedited basis" a notice of inquiry and proposed rulemaking that would consider all the problems inherent in the time-saving bill. The staff will report back by this Wednesday (Nov. 21).

It was unclear last week whether or not the commission needed specific legislation to allow the FCC to permit the 125 stations not governed by international treaties to begin broadcasting one hour earlier. FCC officials huddled with House Commerce Committee staffers on language that would allow the FCC to waive Section 316 considerations in this instance.

Chairman Burch, in his letter to Senator Magnuson, said that "it is possible that the commission could initiate rulemaking proceedings to consider relief where none now exists" for the daytimers on the U.S. clears. But he said that such action would raise questions concerning interference, especially in light of the hearing rights conferred by Section 316 of the Communications Act.

However, even the commission authority to act by rulemaking in the absence of specific legislative authority, commission officials feel the outlook for the 125 stations is bleak for this winter. Even moving with unaccustomed speed, it would be difficult for the commission to conclude a rulemaking before spring.

Thus, officials said, the key question appears to be whether the commission could grant the daytimers temporary presunrise authority pending conclusion of the rulemaking proceeding.

In the Senate Commerce Committee report on the savings-time bill, which will accompany the proposed law to the floor, the Senate would direct the FCC to reopen international negotiations "wherever it is necessary," give Section 316 hearings "priority in view of the extraordinary situation" and to pass whatever rule changes it deems necessary to "assist those who are uniquely affected." However, commission officials do not regard with much optimism the prospect of renegotiating treaties with Canada and Mexico. Chairman Burch, in his letter, said that Canada attaches considerable importance to the role its seven class I-A clear-channel stations play in providing night-time service to remote areas of the country.

Both House and Senate bills would impose daylight savings time year-round, without state discretion as the present law allows, beginning on the first Sunday that falls three weeks after the President signs the measure into law. It would continue through the last Sunday of October 1975.

George Bartlett of the National Association of Broadcasters' engineering office felt that there was "no doubt that [the earlier start-up time] could disrupt" normal broadcast service. He typified the present policy as an "engineering poetic compromise. The point is that if anyone is on the air during those two critical hours before sunrise, it's going to create interference. The way it's set up now creates a system of only tolerable interference. Even a 250-watt class IV can cause havoc."

Recycling energy. Weeks before President Nixon announced emergency measures to reduce energy consumption, WUTR(TV) Utica, N.Y., was taking measures of its own. Chief Engineer Jerry Devine figured the station's 813-kw transmitter generates 300 kw of heat energy, normally wasted. Mr. Devine designed a duct and control system to distribute the heat throughout the station's building, allowing WUTR to operate with almost no oil heating system and use its oil heating system only as a back-up for the coldest days.
You thought you knew him all the time, but your media decision was saying something else. That's why you made him the bonus baby in your multimillion dollar media buy, never realizing that Black people aren't white people painted black. Not knowing more of them are younger, more of them are working, and their consumption patterns are different. And today they have more money to spend than ever before.

We knew. And from the minute the National Black Network went on the air we knew how to talk to the National Black Consumer. We knew that he listened to Black radio. We knew what kind of news he wanted to hear. So for his benefit, the National Black Network put together a professional Black news team. The product: The first line-connected, nationwide, Black-controlled and Black-oriented radio news service in the history of America.

That's saying something to the Black Consumer. It's also saying something to the advertiser.

If you're looking for the most effective way to reach the National Black Consumer, call the National Black Network. We can offer you the highest credibility, and lowest Black cost per thousand in America.

It's a beautiful way to keep your business in the black.

National Black Network
Division of Unity Broadcasting Network, Inc.
1350 Avenue of the Americas, New York, N.Y. 10019
No rejoicing in the streets for public TV in New Orleans

NAEB convention, spreading its net for all in telecommunications, hears from some odd bedfellows, but not from fairygodmother

"It is better to fail in a course that will ultimately succeed than to succeed in a course that will ultimately fail," the minister said in pronouncing an invocation. Over 4,000 delegates gathered in New Orleans last week for the 49th annual convention of the National Association of Educational Broadcasters. They hoped he was right.

NAEB itself, which has redefined its purpose to exclude the function of non-commercial station representation, now casts itself as a broad-ranging professional society, encompassing the total spectrum of telecommunications. That new direction was highlighted by President William Harley, who told the delegates that they were there not merely to "celebrate the survival" of the public-broadcasting industry but for the "opportunity to look beyond questions of institutional survival, to deal in depth and practical detail with our larger purposes; and to emerge with renewed dedication."

That attitude was reflected in the addresses delivered by the convention's four general speakers, none of them a public-broadcasting insider.

There was the keynote address, in which Roger W. Heyns, president of the American Council on Education, called for a reaffirmation of the principles of virtue and "moral fiber" in America. "We must acknowledge," Dr. Heyns said, "that no one these days is very seriously and effectively working at the task of helping people to be good, helping them to know what good is. And it is clear that in the neglect lies great peril in our republic." Improved education is the answer, he asserted, but if it is to meet the challenge it must "devise ways of reaching a wider variety of students where they are, physically as well as academically." The vehicle for such an accomplishment, he concluded, could be found in public telecommunications. Said one delegate of Dr. Heyns's remarks: "This is the type of rhetoric to which we will have to become self-acclimated." Said another: "I think it was something that needed to be said—but not here."

Then there were the remarks of syndicated columnist and broadcast commentator Carl Rowan, who alleged that television's isolation of the black population could not be called "exclusion among a significant portion of the population. The bulk of Mr. Rowan's address comprised a scathing criticism of the Nixon administration ("They said they were going to take crime off the streets, so they put it in the White House instead."). But he contended that radio's and television's failure to expose a pattern of exclusion of minorities is precipitating a crisis: "If we sit around sedately saying 'so what,' we may wake up one day and find out that they were really trying to do us in."

If broadcasters are going to be educators, said Mr. Rowan, himself a black, "they've got to speak out when this kind of non-sense is being fed to the American people."

And then there was Amos Hostetter, chairman of the National Cable Television Association, imploring the delegates to look toward pay cable as a possible means of delivering educational programming. "I, for one," he proclaimed, "would find it a major blow to enlightened public policy if a campaign waged by theater owners and commercial broadcasters intent on maintaining a monopoly over certain forms of entertainment, resulted in the scrapping of a technology that is eminently adaptable to meeting serious educational and social needs in this country."

Culminating the parade was FCC Commissioner H. Rex Lee, who reminded his audience that they were no longer educational broadcasters but members of the "new profession of public telecommunications." The time for urging the NAEB membership to recognize this change and to reflect it in their professional efforts, the commissioner cautioned, "has given way to warning."

But if the rhetoric was new, and perhaps even alien, to the public broadcasters in attendance, the convention was hardly a nonproductive event for them. There was time set aside for the various noncommercial constituencies to seek to persuade themselves in individual sessions to address the issues most influencing their business. The Public Broadcasting Service, moving ahead under a new structure in which it has assumed the dual role of program distribution and TV station representation, found more patience and enthusiasm in its membership than many had imagined possible when the "new PBS" took form only eight months ago.

The newly organized Association of Public Radio Stations first membership meeting last month was given a unanimous vote of confidence by its membership in its new role as a professional society; a proposed change in its by-laws effecting the transformation was approved without a single negative vote.

But hanging over the delegates like a forbidding cloud was a problem that has plagued public broadcasting since its inception—the current struggle to provide adequate federal funding. At one point, it appeared that a solution to that dilemma might not be as remote as the delegates had anticipated. The convention was buzzing on Monday morning (Nov. 12) with the news of a Wall Street Journal story reporting that Office of Telecommunications Policy Director Clay T. Whitehead was studying a five-year funding plan that seemingly would lift the Corporation for Public Broadcasting from its current austerity. But Mr. Whitehead had said later on that his mind was not changed (see page 23). Then the convention was informed that the Senate has approved an appropriation that would give CPB $50 million in fiscal 1974—$15 million more than it is currently receiving but $5 million less than an authorization approved earlier this year by President Nixon—and would also provide the stations with $16.5 million for facilities. But on Tuesday, the delegates groaned in unison at the news that Public Radio Stations learned it would have to send a supplement to the bill to the joint legislative conference from which it had come, thus killing any chance of congressional action on the funding issue for this calendar year.

With those developments, the long-range funding hope became an even more essential issue at the convention. That public broadcasting is united behind such a proposal was evidenced at a Monday session at which Joseph Hughes, head of the broadcasters' five-member funding task force, reported that "not a single discordant note" existed on his group (which includes representatives from all of the medium's primary associations) when it voted to adopt a concrete formula for relief last summer. Mr. Hughes said the formula, which would provide up to $1 billion in matching-fund grants from the federal government for operations and facilities over a five-year period (with the government providing $1 for every $2 raised from nonfederal sources), had a fair chance for success in the Congress. But he cautioned that the task is "not an easy assignment. Whether it can be done remains to be seen." He also noted that public broadcasting will have to become more effective in soliciting money from nonprivate sources to take advantage of the ceilings for federal funding provided in the proposal. Last year, he noted, only $180.4 million was raised, which would have provided only $90.2 million from the government under the fiscal 1974 ceiling embodied in the plan.
Rex Lee's word to the NAEB: less palaver, more programing

He says noncommercial system must quit internal bickering and get on with its assigned job

FCC Commissioner H. Rex Lee, a friend of public broadcasting, had some stiff advice for that medium last week. In an address to the NAEB convention he asserted that the noncommercial system ought to get down to business.

Never, said Mr. Lee, "have so many people spent so much time talking about what public broadcasting might become—and had so much trouble translating their words into action." If a commercial broadcaster "were to manage his business with the same indecision that plagues public broadcasting," the commissioner said, "he would possess not a license to print money but a one-way ticket to bankruptcy."

For the noncommercial system to realize its potential, the commissioner said, it must redefine its mission. It is necessary, he said that "you recognize that you are no longer educational broadcasters but public telecommunicators and rely not just on rhetoric but the many tools of communications to deliver information and programing."

Public broadcasting's problems, the commissioner said, have not been all of its own making. The system has become "tangled in the web of a fierce antimedia assault." The White House's demands that the Corporation for Public Broadcasting's authorization be limited to a one-year grant, he said, amounted to "a sure-fire guarantee for weak local stations." Its urgings that the medium refrain from presenting lively public-affairs programming were "a subtle form of censorship." If anything has been learned in the past two years, Commissioner Lee asserted, "it is that public broadcasting must be adequately financed on a permanent long-term basis and that it must be completely free from government interference."

Public broadcasting's unabridged coverage of the Senate Watergate hearings, Mr. Lee acknowledged, is worthy of congratulations. But that singular effort "does not excuse you from broadcasting more national and local public-affairs programs," he said. If anything, it "should be an incentive to carry more programs directed toward the needs of your community."

Service to the community, Mr. Lee emphasized, remains public broadcasting's primary obligation. On that note, he stressed that the commission's current community-needs ascertainment inquiry involves a "crucial question." Should noncommercial stations be charged with the responsibilities now expected of their commercial counterparts? The commissioner also expressed concern over minority needs. He noted that several noncommercial facilities have been cited by the commission for insufficient minority-employment programs. "More stations can expect to hear from us unless they improve their hiring efforts on all levels," he warned. In general, he added, the medium's accomplishments in this area have been "less than commendable."

The medium, he continued, might also take note of its potential to be a programming catalyst. Its presentation of such "outstanding" programs as Hollywood Christmas in the South Pacific" is our gift to your listeners.

An annual Christmas special is part of a much-praised tradition of The Lutheran Hour. Each year we go with Dr. Oswald Hoffmann to different parts of the world to capture the universal joy that is Christmas. This year's broadcast is "Christmas in the South Pacific." In it is a new song, "Pacific Christmas," composed by Ta Makirere of the Cook Islands, for the occasion.

In previous years, The Lutheran Hour has featured the Christmas customs of Hawaii, Ethiopia, Japan, Norway, and the Philippines. Last year's program, "Christmas in the Caribbean," was carried by more than 3,200 radio stations around the world. It made radio history by being the most widely aired of privately-produced programs.

Like previous Christmas programs, "Christmas in the South Pacific" is free, on disc, and is 29:30. It's filled with interviews by Dr. Hoffmann with His Majesty King Taufa'ahau Tupou IV (King of Tonga), The Honorable Tupua Tamasese Leolofi IV (former Prime Minister of Western Samoa), and delightful children from Tonga. Their eyes will become your eyes. Through them, you will see that though the traditions, music, and customs of Christmas in the South Pacific may be different, the basic feeling of Christmas is universal.

So, besides a traditional Christmas with evergreens and snow, give your listeners a traditional Christmas with palm trees and sunshine.

Write for your free disc to Tommy Thompson
Lutheran Laymen's League
2185 Hampton Avenue, St. Louis, Mo. 63139

"Christmas in the South Pacific" is our gift to your listeners.
PTV stations unite on one thing: There's not enough money

The good news at PBS meeting at NAEB is that network organization is functioning well as representative for stations; bad news continues to be the lack of federal funding.

There may indeed remain a few notes of discord in the ranks of the Public Broadcasting Service. But if such is the case, it was hardly visible last week in New Orleans, when the organization’s leaders met with their constituents for the first time since PBS was given a new definition eight months ago.

For some three hours at the National Association of Educational Broadcasters convention last Monday (Nov. 12) the PBS board of governors took pains to clarify the developments that have taken place since 24 public television stations voted last March to accept PBS as their representative body.

“We’ve been through the most turbulent period, perhaps, in the entire history of PBS,” said President Hartford Gunn. But the turbulence, Mr. Gunn maintained, has resulted in tangible progress. And he proceeded to recite points of achievement—11 in all—ranging from the execution of a “partnership” agreement with the Corporation for Public Broadcasting to a reorganization of PBS staff and objectives. Progress, Mr. Gunn acknowledged, “has its price” and in this case, the price was confusion. “It’s taken a toll on your staff and on your patience.” In fact, considering the numerous adversities PBS has run up against since assuming the dual role as a national program distributor and the spokesman for the PTV stations’ interests, Mr. Gunn continued, “it’s perhaps remarkable that the system held together at all.”

But hold together it did. And in the process PBS has, through its unabridged presentation of the Senate Watergate hearings, won recognition with the public at large that may at times seem a trifle scary to its leaders. One of the tough questions facing the organization now, Mr. Gunn said last week, is whether it can sustain the degree of control it has attained in the news-dissemination process. “And more important,” he asked, “can we exercise it in the best interest of the American people?” It can, he answered, if as within the past year, it sets out to clarify that.

While PBS has yet to achieve unquestionable internal stability, the board members expressed astonishment that the reorganization process has progressed to its present level without a major complication. “On a whole, it has worked amazingly well,” said Chairman Ralph Rogers. As evidence, Mr. Rogers noted that despite the multitude of safety-value procedures written into the CPB-PBS partnership agreement, “there hasn’t been one single case where any of these mechanisms has been called upon.” The transition, Mr. Rogers acknowledged, has also placed a substantial degree of responsibility directly on the stations. Prior to the partnership, he said, “public television had always been a welfare state. It had always looked for someone to assume the accountability. Under the agreement, the stations ceased to accept those services and started directing them—indeed, they suddenly found themselves obligated to pay for them.”

How did the stations respond? Since PBS solicited membership dues two months ago, as reported, 131 out of the 149 PTV facilities have either paid up or have agreed to do so as soon as they receive their community-service grants (the general grant from which PBS had requested that the dues be extracted) from CPB. All the grants for the first quarter of fiscal 1974 have now been sent out, Mr. Rogers added.

Will there ultimately be a group of dissident stations willing to buck the status quo? “Frankly,” Mr. Rogers said, “I don’t think that there are going to be any. I don’t believe that there is any community television whose citizens are second-class citizens.” But if a significant amount of dissatisfaction does arise from the stations, Mr. Rogers promised, “my resignation is on the table today and every day.”

If any dissent is to be forthcoming, it will most likely hit the surface in Washington, January 20-24, when the full PBS membership is scheduled to meet for a series of working sessions that Robert Schenkan, chairman of PBS’s station-managers board, promised will go on “as long as it takes. All the questions will be answered.”

Indications last week were that there will be no shortage of inquiries at that gathering. Issues such as future PBS dues structure, distribution of community-service grants and the decline of funding have yet to be resolved. The extent to which the last problem has affected PBS’s financial bottom line, according to Henry Cauthen, president of the South Carolina Educational Television Commission and a member of the PBS station-managers board. “The amount of funds that are being spent on programing have been steadily shrinking as costs go on.” Mr. Cauthen said. The over-all support for national programing has been less than half what it was in 1971. And even if the level of federal funding to CPB is increased this fiscal year, Mr. Cauthen noted, most of the increase will be in the form of community-service grants—and that money would be theirs to do with as they please. “It puts the stations in a formidable position,” Mr. Cauthen said. Whether any of the additional funds would be filtered to PBS for national program development, he noted, is a matter for their discretion.

According to PBS Senior Vice President Ward Chamberlain, who has been charged with developing new sources of funding for the national schedule, $35 million went into national program production this year. Of that figure, he said, $7 million came from corporate underwriting. And this, Mr. Chamberlain told the PBS assembly last week, is an area in which the organization would like to see further progress. Toward that end, Mr. Chamberlain reported that PBS intends to assist both those stations that produce national programing in being more effective in their dealing with corporate entities and to help those facilities not contributing to the national schedule to open “proper channels with the same sources.”

Public radio’s new rep gets into the act in New Orleans

APRS president offers suggestions on re-regulation and ascertainment of organization’s new leaders and priorities begin to take shape

Public radio’s new representative entity appears to have weathered the problems of infancy with a minimal amount of confusion. At its first meeting last week the National Association of Community Broadcasters, the Association of Public Radio Stations was given a clean bill of health by its interim leaders, and immediately began addressing itself to the issues confronting its membership old and new.

According to APRS President Matthew Coffey, public radio managers would be well advised to take their feelings known at the FCC on two particular matters—those of community needs ascertainment and radio re-regulation. On the latter, Mr. Coffey encouraged the APRS membership to take an active part in promoting a concept of regulation that does not immerse the regulated in bureaucratic red tape. He cited as an encouraging sign Office of Telecommunications Policy Director Clay T. White’s presentation of a radio medium that is unencumbered by such obligations. However, Mr. Coffey warned that another Whitehead endorsement— the OTP director’s indication last week
that the administration supports a long-range funding concept for public broadcasting (see page 23)—should not be taken as seriously. He noted recent speculation that Mr. Whitehead would leave his post in the near future and added that the long-term funding concept does not enjoy a universal popularity at the White House.

Mr. Coffey also cautioned the APRS membership to proceed on the ascertainment issue with a degree of restraint. Addressing the membership of his association's finance committee, that 102 stations have joined the organization since it was conceived last March. Mr. Bornstein projected that the total would jump to 150 by the end of 1974.

The APRS membership also approved a list of directors that will serve on its board of directors. They are: Mr. Bornstein; Hugh V. Cordier, director of broadcasting, University of Iowa; Bill Giordia, manager of WBAI (AM) Madison, Wis.; chairman of the association's finance committee, that 102 stations have joined the organization since it was conceived last March. Mr. Bornstein projected that the total would jump to 150 by the end of 1974.

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Blacks organize to push for bigger slice of CPB pie

New umbrella group is announced with its sights set on up to 15% of corporation funds for black shows

Tony Brown is fed up with the public broadcasting system—so much so that he journeyed from his Washington base of operations to New Orleans last week for the exclusive purpose of advising newsmen covering the National Association of Educational Broadcasters convention that he and a group of his black associates have severe chats with the system's establishment and are now prepared to wage war with the status quo.

Mr. Brown, executive producer of the Public Broadcasting System's Black Journal and dean of the Howard University School of Communications, said at a Nov. 13 press conference that a large number of "prominent" black organizations, spearheaded by himself, are in the process of forming a national task force to force the noncommercial system to make significant and substantial changes in its policies. Specifically, he said, his group, working under the title of the National Friends of Black Journal, is demanding that blacks be given between 11% and 15% of the total Corporation for Public Broadcasting budget for their use in formulating black-oriented programming.

The group is also mounting a campaign to have all seven of the vacancies that will exist on the CPB board by March filled with minority representatives, with five petitions to go to blacks and the other two to "other nonwhite groups."

Mr. Brown said public television is programming virtually nothing for minorities. He noted that Black Journal, which has been the only partially funded by CPB with a total grant of $350,000 for the current season, is the only presently scheduled PBS program catering exclusively to blacks. Soviet, a black-variety series produced by WNET-TV New York, has been canceled. Funds that had been expected to come from the Ford Foundation to complete the Black Journal underwriting, Mr. Brown said, have not materialized. And in the process of going after those funds, Mr. Brown complained, he and his associates were given a "runaround" by Ford people but from CPB and PBS as well.

Mr. Brown told newsmen that he has not held any discussions on his charges with any public broadcasting leaders. He said he had come to the convention only to alert the group's plans to the publicizing the case. "I don't have any problem with the NAEB," he said. "But it's a white meeting. I haven't seen any blacks at NAEB. I don't see anything on the schedule of the slightest interest to blacks. Maybe we're not welcome?"

Responding to Mr. Brown's charge that the convention made no provisions for black participation, NAEB President William Harley noted that the association, in planning the event, found it more desirable to include minority representatives in a wide variety of the sessions, rather than "isolating" blacks in meetings directed to their particular interests. (Contrary to Mr. Brown's suggestion, however, there was one minority-oriented session—a production workshop examining possibilities in programing for blacks and other ethnic groups. The session, which was moderated by Regina O'Neil of Wayne State University's Center for Instructional Technology—a black—was described as "positive" by several in the predominantly white audience.)

FCC will return court's ball in Orlando case

Three-judge panel's holding that minority ownership is itself a preference will be termed rewriting of commission rules

The FCC will contest a U.S. Court of Appeals decision which held that minority-group ownership, in and of itself, warrants a preference by the FCC when it is considering competing applications for a broadcast facility (Broadcasting, Nov. 12).

The decision, by a three-judge panel of appeals in Washington, reversed a commission order granting the application of Mid-Florida Television Corp. for channel 9 in Orlando. (Mid-Florida originally won the grant in 1957, but, since that action was tainted by ex parte activity, it has been forced to continue its fight for the channel through a series of court and commission proceedings.)

But the commission will ask the full nine-judge bench to rehear the case. Commission attorneys say the panel's decision amounts to a rewrite of commission policy.

The court said the commission had erred in not giving credit to the application of Comint Corp., one of four companies competing with Mid-Florida, because of the presence among the stockholders of two blacks, each of whom owns about 7%.

One commission lawyer said it appeared that the panel had "misapplied and blurred" two separate elements of the commission's 1965 policy statement on criteria for judging comparative hearings. One involves integration of ownership with management, the other, diversification of ownership of mass media. Only one of the black owners intended to participate in management, and he only two days a week.

The court said that minority-group ownership in Orlando, where other media do not have such ownership, is relevant for the commission to consider and "is consistent with the objective of the best practicable broadcast service to the community." It also said it is "consistent with the primary objective of maximum diversification of ownership of mass communications media for the commission in a comparative license proceeding to afford favorable consideration to an applicant who...gives a local minority group entrepreneurship.

The commission also will ask that the full court reconsider the panel's disposition of an aspect of the case involving a former Mid-Florida officer, director and 1.5% stockholder, Martin Segal. The court said the commission should inquire into Mid-Florida's character qualifications in view of the federal indictment
Commission's power

The commission had permitted Mid-Florida to amend its application to sever Mr. Segal from the company.

But, the court rejected the commission's view that that act justified a refusal to reopen the record to examine Mid-Florida's character qualifications. And in overruling the commission on this point, commission attorneys contend, the court went counter to established precedent.

Commission attorneys are also troubled by language in the decision dealing with the fact that, because of his health—he had been shot and seriously wounded by his wife—Mr. Segal had never been brought to trial: "Furthermore, the presumption of innocence which accompanied one charged but not convicted of crime is not a bar to consideration of the charges in this civil proceeding under the standards of the public interest."

Regulators are freed of OMB controls on data collection

Riders on that pipeline bill let FCC issue any forms it wants to, give FTC power to sue on deceptions

The Senate last week approved the Alaska pipeline bill (S. 1081), including amendments that strengthen the Federal Trade Commission's power to police the marketplace and allow federal regulatory agencies—including the FTC and FCC—to seek data from businesses without prior approval of the Office of Management and Budget.

Among the nonpipeline provisions attached to the bill is one allowing the FTC to issue preliminary injunctions halting deceptive and unfair business practices and to represent itself in court if the Justice Department fails to act on FTC requests. Another provision would remove independent regulatory agencies such as the FCC and FTC from threat of OMB veto of forms designed to obtain business information.

Oversight of proposed forms would be transferred to the comptroller general of the General Accounting Office who is to review requests for information to prevent duplications but to have no power to determine whether the information sought is necessary to the regulatory function of the agency. That provision would expedite the information-gathering process of the FCC and other affected agencies. The FCC currently must await OMB approval of license-renewal forms, employment-reporting forms and the like—any form that is sent to more than 10 recipients.

The FTC is currently seeking to obtain line-of-business information from the national's 2,000 largest companies, data that would include breakdowns of sales, profit, advertising expenditures and the like. That proposal, currently pending before OMB, includes the type of information gathering the bill would authorize agencies to conduct unilaterally.

The Senate approved the bill by a vote of 80 to 5 following House approval by 361 to 14. A move in the House last Monday by Representative Sam Steiger (R-Ariz.) to recommit the Senate-House compromise bill to conference and then delete the provisions dealing with the FTC powers was defeated.

Senate spokesman said the President is expected to sign the bill in view of his calls for action on energy measures. OMB Director Roy Ash has said the White House would recommend a veto, citing objections to the nonpipeline provisions of the bill. In a White House briefing last week, Gerald R. Warren, deputy press secretary, said the President was "concerned" about "extraneous" portions of the bill. While those items were not spelled out, it was assumed he was referring to the FTC provisions, a Senate spokesman said. Interior Secretary Rogers C. B. Morton has recommended that the White House approve the legislation.

McIntire makes another move

Attorneys for Dr. Carl McIntire, who are trying to free his pirate radio ship of the court order now banning its broadcasts (BROADCASTING, Sept. 24), are seeking to link the White House to the FCC's denial of renewal of the Media, Pa., radio stations that were owned by the seminary Dr. McIntire heads.

The attorneys have filed notice with the U.S. District Court in Camden, N.J., that they will take depositions today (Monday) from The FCC's Chairman Dean Burch and former White House chief of staff, H. R. Haldeman.

However, the commission was expected to oppose the move for depositions.

The reply that Dr. McIntire's lawyers filed against the government's action in obtaining a restraining order from the court makes a number of legal arguments. But it also alleges that the hands of the government "are unclean" since the White House attempted to influence the FCC against broadcasters critical to the President. And it notes that Dr. McIntire, whose seminary was seeking commission renewal of WXR-AM-FM from 1965 to 1970, when the death sentence was issued, was known to be critical of actions of the executive branch.

The charge is based on White House memoranda which came to light two weeks ago and which recounted suggestions by aides for dealing with what they considered unfriendly media (BROADCASTING, Nov. 5). Most were written early in the Nixon administration.

Chairman Burch has denied ever being approached by the White House on such matters.

Commission attorneys last week said the charge regarding alleged influence is "beside the point." The WXR case has been resolved by the courts, including the Supreme Court, which refused to review it, the attorneys note. The question at issue is the allegedly illegal broadcasts from the ship which are now banned by court order.
Changing Hands

Announced
Following sales of broadcast stations were reported last week, subject to FCC approval:

* WBNW(FM) Briarcliff Manor, N.Y.: Sold by Lake Champlain Broadcasting Corp. to Sonderling Broadcasting Corp. for $325,000. Joseph Newman is president of Lake Champlain. Sonderling, publicly traded and headed by Egmont Sonderling, is group owner with broadcast properties in New York, California, Illinois, Kentucky, Tennessee and Washington. WBNW(FM) is on 107.1 mhz with 3 kw and antenna height 290 feet above average terrain.

* WAKC(AM) Normal, Ill.: Sold by WACK Inc. to Great Oaks Broadcasting Inc. for $400,000. S. Carl Mark is president of WACK Inc. Allan Jackson, CBS news correspondent, is chairman of Great Oaks. WAKC operates full time on 1440 khz with 1 kw day and 500 w night. Broker: Hamilton-Landsis & Associates.


Approved
The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 56):

* KERV(AM)-KPFM(FM) Kerrville, Tex.: Sold by Kerrville Broadcasting Co. to KGKL Inc. for $410,000. Raymond O. Johnson is president of Kerrville Broadcasting. Owner of KGKL Inc., licensee of KGKL(AM) San Angelo, Tex., is Leroy J. Gloger. Mr. Gloger formerly owned KEKE-AM-FM Houston-Pasadena, Tex. He sold those stations last year to Sonderling Broadcasting in deal which involved his acquisition and subsequent spin-off of Sonderling's KFOX-AM-FM Long Beach, Calif. KERV operates full time on 1230 khz with 1 kw day and 250 w night. KPFM(FM) is on 94.3 mhz with 3 kw and antenna 55 feet below average terrain.

* KTIB-AM-FM Thibodaux, La.: Sold by Delta Broadcasters Inc. to La-Terr Broadcasting Corp. for $300,000. KTIB-AM-FM is to be spun off to other buyer (see below). Fred H. Block is president of Delta Broadcasters. James J. Buquet, Raymond Saadi and Thomas K. Watkins are principals of La-Terr. Group also has interest in KHOME(FM) Houma, La. KTIB is daytimer on 630 khz with 500 w. KTIB-FM is on 106.3 mhz with 3 kw and antenna height 285 feet above average terrain.

* KTIB-FM Thibodaux, La.: Sold by La-Terr Broadcasting Co. (see above) to Joseph Costello for $60,000. Mr. Costello owns WRNO(FM) New Orleans and has interest in KSMI(FM) Donaldville, La.

Media Briefs

Go-ahead in Columbus. FCC last week refused to hold up renewal of licenses for WBSN-AM-FM-TV Columbus, Ohio, until U.S. Court of Appeals in Washington had acted on appeal of commission's earlier action granting stations' renewals for 1970-73 period. Request for deferral had been made by Columbus Broadcasting Coalition, which opposed 1970 renewals and appealed commission action granting them. Commission said BBC's interests were protected by fact that court reversal of 1970 grants would require commission to put that decision into effect.

Reprieve. FCC has extended deadlines for filing comments on possible revisions of comparative hearing policies for renewal applicants. Deadlines were Nov. 12 for filing comments and Nov. 28 for replies. New deadlines are Dec. 19 and Jan. 7, 1974.

On his own. Edward H. Wetter, formerly vice president of Edwin Tornberg & Co., New York, has established his own brokerage organization. He will specialize in appraisals for radio and television stations as well as CATV systems. Edward Wetter & Co., 1000 Chesapeake Drive, Havre de Grace, Md.; telephone (301) 939-5555.

EXCLUSIVE PACIFIC NORTHWEST

Ideal owner-operator daytimer in single station market. Undeveloped potential.

Real Estate included in price of $130,000 with $10,000 down and favorable terms to qualified buyer.

Contact John H. Bone, San Francisco office.

Exclusive Listing

Within 40 Miles of New York City

Non-directional daytimer with 6 A.M. sign-on. Good opportunity for owner-operator.

Priced at $500,000 with terms available.

More smoke on information disclosure

Head of Consumer Protection Bureau says it's within present FTC powers; the question is how to go about it

J. Thomas Rosch, the new director of the Federal Trade Commission's Bureau of Consumer Protection, last week added his voice in support of product-information disclosure. In doing so, he indicated some directions the FTC's rulemaking powers may take.

Claims that "omit mention of material facts...facts which, if disclosed, would probably have an impact on buying decisions," come under the FTC Act's definition of unfair business practices, Mr. Rosch told a meeting of the Grocery Manufacturers of America. He went on to suggest that the rulemaking process "may be appropriate" to assist the commission in determining what undisclosed facts should be considered "material." The rulemaking, as he sees it, would be involved more in definitional areas than in finding application to specific ad themes or product categories.

In those situations where there is little doubt that an undisclosed fact is material, the commission should proceed "with all deliberate speed" in issuing a cease-and-desist order or other relief that may be warranted, he said. He said the commission has not decided on any one form of information disclosure and called on advertisers and their agencies to advise the commission in that regard.

(To be continued)

Action on 'Action'

WNBC-TV New York has been sued for $1.5 million by National General Pictures for refusing to air two commercials for "Executive Action," the company's new theatrical movie dealing with an alleged right-wing plot against President Kennedy's assassination. National General's ad manager in Hollywood, John Butkovitch, said a number of stations have already accepted advertising including six Los Angeles outlets: ABC-owned KABC-TV, CBS-owned KNXT-TV, KCOP-TV, KHJ-TV, KTLA-TV and KTTV-TV. Others playing it, he said, are WOR-TV and WPIX-TV, two independent New York stations and stations elsewhere. WNBC-TV New York's general manager, Arthur Watson, said the dots didn't meet WNBC-TV standards.

4A conference hears plugs for television

Commercial-production costs said to be declining, success story comes from American Express, need seen for comparative standards

A meeting of advertising-agency officials was told last week that some television costs are going down, that an easing of restrictions on comparative claims is needed and that television advertising can double the impact of a direct-mail campaign.

Those were among the subjects discussed in New York at the eastern annual conference of the American Association of Advertising Agencies.

Gordon Webber, manager of creative services for Benton & Bowles, New York, had heartening news for 4A delegates. He said the production costs of television commercials are declining in a downward trend that began in 1971. He described the trend in part to sharper competition in the film industry.

"But the biggest factor, I believe, is the shift in the psychological stance of the industry—advertisers, agencies and film suppliers—on the subject of costs," he said. "Everybody has gotten a lot smarter. A lot more knowledgeable. They care more about costs. The advertisers, because it's their money. Suppliers, because they've learned they have to be more efficient, more competitive, to survive. And the agencies, certainly, because they have primary responsibility as managers of their clients' business to apply just as efficient and professional management to the production area as to any other part of the business."

Jack Roberts, director of special creative projects for Ogilvy & Mather, Los Angeles, urged a new course of action designed to clear the air on comparative advertising. In his speech, he called for the National Association of Broadcasters to establish positive standards on comparative advertising in its television code.

He also proposed that the National Advertising Review Board assist the media by providing a definition of comparative advertising, specifying the requirements of substantiation standards and defining the AAAA's "disparagement" approach to comparative advertising by specific example.

Mr. Roberts said the broadcasters' present code provision "deals only with the negative aspects of comparative advertising, i.e., deception and disparagement. A positive category would assure a more meaningful examination, and, of equal importance, the creation of a comparative category by the NAB would serve as an early-warning signal to our creative crew that to depart from the area of..."
FDA clears Alka-Seltzer

Food and Drug Administration Commissioner Alexander Schmidt has cleared Alka-Seltzer marketing in a tentative final order published in The Federal Register last week.

The Ralph Nader-backed Health Research Group had called for the removal of the product from the market, citing an Australian study that linked Alka-Seltzer with gastrointestinal bleeding. (Broadcasting, Aug. 6). A preamble accompanying the FDA order said the findings in the Australian study were "not consistent with blood-loss patterns normally observed following the ingestion of aspirin" and that the blood loss reported in that study was not clinically significant.

The FDA statement also listed acceptable and unacceptable antacid proprietary drug claims—many of which figure heavily in broadcast advertising. Permissible claims include relief of heartburn, sour stomach or acid-indigestion symptoms; those banned after two years unless sufficient documentation is provided include claims for relief of indigestion and upset stomach, and attribution of stomach-coating properties to the products.

For Lionel trains the time is NOW

Toy commercial for little girls seeks to put Cassie Jones at throttle

For the first time in 73 years, the makers of Lionel toy trains will issue a sales pitch to girls, with a spot-TV commercial during the holiday shopping season. Ted Betker, president of Fundimensions Inc., last week in New York called the famous trains' liberated image "a great breakthrough" and said "serious testing showed that the realism of toy trains was really interesting to little girls." Fundimensions, of Mount Clemens, Mich., a division of General Mills Fun Group, in 1969 received exclusive license to manufacture and sell Lionel trains.

The 30-second commercial, prepared by Humphrey Browning MacDougall, Boston, will make its debut during CBS's Thanksgiving Day broadcast of "20,000 Leagues Under the Sea" and will be aired during General Mills animated specials and National Football League telecasts. It features a young mother gift-wrapping a Lionel train set for her daughter. "The very worst Christmas I had when I was little was the year my brother got a Lionel train set and I got another doll," the mother says. "I wanted a Lionel, but I was a girl," she says with a trace of sarcasm, adding her brother wouldn't even let her play with the train. "Well, that's not going to happen to my little girl," the mother declares, and a male voice proclaims: "Lionel trains. We never said they were only for boys."

The detailing of Lionel's sexist image could conceivably double its market. Mr. Betker indicated, "if little girls are as into trains as little boys." With Lionel's current market "in the vicinity of half-a-million train sets per year" the new female market is hailed as part of a "comeback" for toy trains, which, like real trains, declined in popularity during the fifties and sixties. "I think the new market will open up for cars and trucks as well as trains," Mr. Betker said.

Business Briefs

How Sunsweet it is. Sunland Marketing Inc., Menlo Park, Calif., is making its first, full entry into radio for its Sunsweet prunes. Previously, Sunsweet had been advertised in TV or print, although it had been in radio as participating sponsor on few sports events in years past. Sunsweet radio campaign, with estimated $800,000 billing, is on 59 radio stations in New York, San Francisco, Los Angeles, Chicago, Philadelphia, Detroit, Cleveland and Boston. Sunsweet move comes on top of regular "eat-more-prunes" campaign by Prune Advisory Board that has been running in those same cities for last several years at about same billing. Sunsweet company cost may be as high as $1 million.

Call for specific. American Association of Advertising Agencies and its "Recommended Breakdowns for Consumer Media Data" booklet, suggesting that media include additional information in various income and age categories. AAAA, noting there have been demographic, economic and sociological changes in population, suggests that media supply more specific and more detailed data on ages and income. Similarly, 1973 booklet seeks expanded information on employment, pinpointing number of hours worked per week, full time or part time. Booklet was first issued in 1963 and revised in 1965 and 1970 by association's research committee.

AAF protests. American Advertising Federation, Washington, has urged Office of Management and Budget to disapprove Federal Trade Commission's request to collect product-line financial data from nation's 2,000 largest companies. Commission now has budget of $1 million, AAAF said. It expressed concern that "splitting out of advertising and sales costs is prelude to the FTC's converting unproven economic assumptions about the relationship of advertising and concentration into a full-scale attack on advertising."

More jingles. TM Productions Inc., Dallas, has released new commercial-production service, "The Producer," which contains jingles, sound effects and production music for all basic advertiser categories. Package, available one to market, includes 32 disks initially with bimonthly supplements of four disks. TM reports sale of new service in over 50 markets.


Atlanta branch. Gert Bunche & Associates, St. Louis-based national representative firm, has opened sales office in Atlanta. 2687 Fairlane Drive, Atlanta 30340; (404) 456-4603.
At Thanksgiving we’re giving thanks for make The New Jerry Lewis Telethon 20 hours in TV history!*

“It’s obvious that the audience was intrigued enough to tune in, fascinated enough to watch the show and the average audience was 60% above last year’s record level...” — George Simko, Senior V.P., Benton & *$12,395,983—PLEDGED.
$12,569,601 (or 101%) IN THE BANK AS OF 11/5/73!**

**MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA INC., 810 SEVENTH AVE., NEW YORK, N.Y. 10019**
**Radio Helped Too...**

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**Programming**

**NLRB judge says AFTRA blacklists are illegal**

**Decision upholds appeal by Larry Kane Productions, which had been declared 'unfair'**

What may be a landmark decision in labor law, and a blow to entertainment unions, has been handed down by the National Labor Relations Board in Washington. In a decision by Administrative Law Judge Lloyd Buchanan, NLRB prohibited the American Federation of Television and Radio Artists from implementing any of its programs that AFTRA's so-called "unfair list."

Involving in the case was a Houston TV production firm, LK Productions and its owner, Larry Kane. In October 1972, Mr. Kane discontinued production of the syndicated 'Larry Kane Show,' a program featuring recording artists, because of its inability to obtain guest performers who were AFTRA members. Mr. Kane and LK Productions had refused to sign a contract with AFTRA. The union then put Mr. Kane and his company on its "unfair list" and ordered all members to cease doing business with them.

Mr. Kane filed complaints with the NLRB, alleging that AFTRA had violated the National Labor Relations Act by "threatening, restraining and coercing recording companies and recording artists engaged in commerce as independent contractors."

According to Mr. Kane, the case turns on the type of program involved—one in which performers make brief, unrehearsed appearances. In such a case, he told Broadcasting, the performer is not an employee but an independent contractor and hence the production firm cannot be forced to abide by union rules. AFTRA declined to comment on the ruling last week.

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**CTW's newest project**

**Entertainment series for fall of 1974 will instruct on family-health matters**

The Children's Television Workshop's future works division is wrapping up two years of research which it hopes will leave everyone healthier. The creators of Sesame Street and the Electric Company are in the final testing stages of an untitled series of 26 hour-long programs for adults which will provide practical health information in an entertaining and instructional form on 240 public TV stations in the fall of 1974.

Budgeted through its first season at $7 million, the series has received underwriting from 10 major sources. The target audience for the project will be young parents who play major roles in the general-health and nutritional well-being of their immediate families.

Although plans for the exact format have not crystallized, the programs will include drama, comedy, music and documentary by leading talent in those fields.

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**Respectable rock TV**

At first relegated to fringe time, it is now moving into prime time with syndicated Kirshner shows and ABC's Dick Clark mini-series.

Rock TV, a late-night success, is beginning to reach out for prime time. ABC-TV's seven-week half-hour series, Dick Clark Presents the Rock and Roll Years is set to premiere Wednesday, Nov. 28, at 8:30 p.m. Viacom's syndicated entry, Don Kirshner's Rock Concert is simultaneously getting the prime-time test.

In Los Angeles, KTLV-TV, an independent, is moving the Viacom biweekly series permanently into the 10 p.m. Saturday spot as of Nov. 30, after slating it at 11:30 on Fridays. The station aired the premiere program in Sep-
tember at a special 8:30 p.m. Friday slot, and groundwork for prime-time airing of the show in the second largest market was thus established.

In New York, WNEW-TV, also an independent, is giving the Kirshner series the 8:30 time slot for Saturday, Nov. 24. Vice President and General Manager Larry Fraiberg said, "We're going to test whether it will play in prime time, as we're contemplating a permanent schedule change as of the first of the year." Viacom plans to go weekly with the series sometime in January.

Program-log access project

The FCC will hear oral argument tomorrow (Nov. 20) on a rulemaking proposal, advanced by the National Citizens Committee for Broadcasting, that would require licensees to make program logs available for public inspection. Scheduled to appear: United Church of Christ, ABC, Communications Law Program (UCLA), Fly, Shuebruk, Blume & Guguine (for various licensees), Dr. Thomas Baldwin (Michigan State University), Haley, Bader & Potts (various licensees), Action for Children's Television, Dow, Flowers & Alberson (various licensees), Media Access Project, Robert Chooate & Associates, National Citizens Committee for Broadcasting, Fletcher, Heald, Rowell, Kenenah & Hillreth (various licensees), Action for a Better Community, McKenna, Wilkinson & Kittner (various licensees), Committee for Open Media, NBC, Inter-Faith Centers for Social Justice, Community Coalition For Media Change, National Association of Broadcasters.

Program Briefs

Shot down. FCC has denied Accuracy in Media request for Bureau ruling last August that Alger Hias interview on WNBC-TV New York in December 1972 did not violate fairness doctrine. AIM contended interview "dealt with controversial issues of public importance in a balanced, non-partisan manner." But Broadcast Bureau held only issue was reasonableness of licensee's judgment that interview did not raise controversial issue.


Lombardo goes on. CBS-TV has extended two-year agreement with Worldvision Enterprises, New York, to three additional years for its annual 90-minute special, New Year's Eve with Guy Lombardo. Program celebrates its 45th consecutive broadcast Dec. 31 will be telecast by CBS through Dec. 31, 1975. CBS-TV has extended its Canadian pact for special as well.

Meet Liberace. Worldvision Enterprises, New York, has acquired domestic and foreign distribution rights to one-hour TV special, The World of Liberace, and has made pre-sales to five NBC-owned stations. Program, produced by Holbrooke Productions, is behind-scenes look at pianist-showman.

Flexible scheduling. MCA-TV reports that half-hour Rod Serling's Night Gallery series has been bought by more than 40 stations and they are carrying programs in time slots from half-hour to 90 minutes, using Mr. Serling to bridge back-to-back episodes. Among buyers: WNEW (New York), NTA handling hockey. National Telefilm Associates, Los Angeles, announces worldwide (except Canada) distribution rights for NHL Action, weekly half-hour series of highlights of two most exciting National Hockey League games of previous week that have not appeared on national TV. Tim Ryan, national announcer for NBC weekly NHL games, is host of Action. Sixteen programs, each 23 minutes in length, will become available for airplay on Feb. 2, 1974.

A six-ply plan to loosen rules on nonduplication

The National Cable Television Association has fixed the first shot in what will be a new battle with broadcasters over an old issue—the nonduplication rule the FCC has adopted to protect stations against the competition of distant CATV-imported signals.

It petitioned the commission to loosen the rule—but only as an interim measure. Ultimately, it said, the rule should be abandoned entirely. It urged the commission to undertake a thorough study of the need for retaining the rule, and suggested that this might involve the suspension of the rule in one or more markets.

NCTA said information and experience developed since the first nonduplication rule was adopted, in 1965, "demonstrate a lack of need for protection on the part of broadcasters and a tremendous burden imposed on many CATV systems."

The NCTA action came as the FCC itself was preparing to take another look at the nonduplication-rule issue. Commissioner Richard E. Wiley said in a speech last month that the commission staff had been instructed to draft a final order exminating from the rule systems of fewer than 500 subscribers—such systems now get waivers of the rule routinely—as well as a notice of proposed rulemaking requesting comment on a number of options as to how the rule should be applied progressively to larger systems (BROADCASTING, Nov. 5).

The drafts are expected to be ready for commission consideration next month.

Since 1965, the nonduplication protection afforded broadcasters against competing cable-TV systems has shrunk drastically. Originally, the protection was 15 days before and after the program; a year later, the protection was same day. Finally, in the new rules the commission adopted in March 1972, only simultaneous protection was provided.

However, on reconsideration, this was modified for Rocky Mountain stations; for them, the nonduplication period was stretched back to same day. That is one of the changes NCTA is asking: a return to simultaneous protection; it says there is no reason to treat that area of the country differently, though Rocky Mountain stations dispute that.

NCTA noted that the commission adopted the rule, which is triggered on the request of a station requesting such protection, for two reasons—it felt that a cable system duplicating a station's
programing was engaging in unfair competition and that the duplicated programing would have an adverse economic impact on the station.

But, it added, those reasons are "improper, since they are without factual basis or legal foundation." The unfair competition argument, it says, "has been nothing more than an argument used to justify economic protection of television stations." And "there is no evidence whatsoever to support a finding of substantial economic impact," NCTA said.

The effect has been "to relegate CATV systems to a supplementary role and to make CATV subscribers second-class citizens."

NCTA backs up its 73-page petition with three studies by its director of planning and statistical services, Donald Anderson, conducted under the auspices of the NCTA nonduplication committee.

Pending repeal of the rule—its principal objective—NCTA urged six proposals on the commission:

* Revamp the system of priorities to make it consistent with the carriage and syndicated-program exclusivity rules by requiring cable systems to afford nonduplication protection only to stations within a 35-mile radius. The protected stations would be equal to one another and have priority against distant stations. The rules now require systems to protect the network programing of higher-priority stations as against lower-priority stations. (Highest to lowest priority stations, in terms of signal strength, are principal community, grade A, and grade B. Lowest priority is given 100-w or higher-powered translators. Thus, some systems that can be protected are as much as 70 miles from the CATV system, NCTA notes.)

* Permit cable-TV systems to carry the signal of a protected station on the blacked-out channel to spare the subscriber sporadically empty channels. NCTA contends that channel-number identification is diminished on cable systems in any case, and that "dual carriage actually increases viewing of the local station."

* Free cable systems in communities served by translators from the necessity of blacking out programs the translators carry. NCTA believes it is past time for the commission to "end [the] inequity" existing between translators, which operate without nonduplication obligations, and cable systems.

* Do not impose nonduplication requirements on a cable system when they would otherwise be required as the result of a change in a television station's facilities. "Subscriber-viewing preference becomes established, and it is unfair to suddenly begin blacking out one station because another station increases power or moves its transmitter site," NCTA says.

* Excuse cable systems with 1,500 or fewer subscribers from the nonduplication rules. NCTA says 1,500 are the subscriber level "at which the economic and practical burdens of nonduplication become intolerably oppressive to the small-system operator." Furthermore, the impact on broadcasters of an exemption at this low level is demonstrably minimal."

* Reduce the protection given the programing of Rocky Mountain stations to simultaneous-only, as is true of stations everywhere else. NCTA submits two studies in support of its claim that the arguments made in support of same-day nonduplication protection in the Rocky Mountain time zone—"network stations located within the mountain standard time zone do not even have uniform or near uniform schedules" and "simultaneous-only protection will force these stations into identical programing schedules contrary to the public interest"—are baseless.

### N.Y. cable systems ask for rate hikes, go-ahead for pay

**Requests to be taken up Dec. 6 at Board of Estimate meeting**

Teleprompter Manhattan CATV Corp. and Sterling Manhattan CATV are seeking authorization from New York City to raise their monthly subscription fees and to begin pay-cable operations.

Both franchised cable systems have made separate applications to the Bureau of Franchises, operating on behalf of the Board of Estimate, for permission to raise their basic service fee to $8 monthly from the current $5 and the rental fee for converters from $1 to $2 per month. The requests are expected to be considered at the Board's next meeting Dec. 6.

The moves by the two New York City cable-TV systems are part of efforts to gain additional revenues to offset losses both have sustained since 1965 when operations started (Broadcasting, Oct. 29).

In communications to Morris Tarshis, director of the Bureau of Franchises, both Sterling and Teleprompter suggested that in the event pay cable is authorized, the Board of Estimate set payment to the city at 10% of the price the system charges a company that leases specific time. Mr. Tarshis said, for example, if the system charges an outside program source $200 per hour, the city would receive $20. If a system were to provide its own programing, it would pay the city 10% of the amount it would charge an outside company leasing the time.

Richard Galkin, president of Sterling Manhattan, said his company could begin a pay channel shortly after the first of the year. Mr. Tarshis said this is a possibility since there will be meetings of the Board of Estimate on Dec. 6 and on Dec. 21. A spokesman for Teleprompter said the company has no immediate plans for starting pay cable in New York City. It now operates pay channels in Babylon, Long Island, and Mount Vernon, N.Y.

Sterling and Teleprompter have 20-year contracts with New York City that extend through 1990 but have provisions for modifications, including the right of petition for higher monthly fees.
News help to cable. Amendment of cable-TV rules to allow cable system to carry network-news program from any station unless it is simultaneously duplicating network signal normally carried, has been proposed by FCC. Exclusivity rules would normally prevent this, but commission felt that "small but significant" difference in individual network news feeds should be available to cable customers and that new proposal would be in step with commission policy of diversity in news programming.

Take it. Service Electric Cable TV Inc., operator system in Allentown-Bethlehem area of Pennsylvania, has been directed to carry the signal of WREB-TV Wilkes-Barre, Pa., in initial decision issued by FCC Administrative Law Judge Ernest Nash. Allentown lies within grade A contours and Bethlehem lies within grade B contours of WREB-TV. According to FCC rules, this would require any system in either Allentown or Bethlehem to carry WREB-TV's signal. WREB-TV, however, requested program exclusivity and a dispute arose regarding field-intensity measurements of WREB-TV's signal made by Service Electric. WREB-TV later withdrew its request for exclusivity and asked only that its signal be carried. Judge Nash noted that this "greatly narrowed the scope of the proceeding" and concluded that WREB-TV was entitled to carriage.

Protection ordered. Southwest Pennsylvania Cable TV Inc., California, Pa., has been ordered by FCC review board to provide program exclusivity protection for WJIC-TV Pittsburgh on its system against other NBC-affiliated stations in Wheeling, W. Va. (WREB-TV) and Johnstown, Pa. (WJAC-TV). Southwestern had contended that commission could not regulate means of reception of signals that could normally be picked up on the air in California. Review board rejected this as "inadequate grounds" for not complying with nonduplication rules.

For the folks back home. Senator Hugh Scott (R-Pa.) intends to introduce "some time after Thanksgiving" bill that will amend current non-duplication rules to allow cable systems "greater freedom in selecting which network stations, within range, they wish to carry," spokesman for Senate minority leader said last week. Bill, now being drafted, will be proposed as result of complaints by Northeastern Pennsylvania group of cable subscribers called "FIGHT"—Freedom in Good Home Television. The group was disturbed that present non-duplication rules preclude that area of the state from picking up signals from Philadelphia which carry Philadelphia Eagle football games, according to Scott aide.

Tighter state control. State legislature has proposed that independent panel be created in Maine to oversee franchising and administration of CATV operations. Representative Gerald P. Conley (D-Portland) told state assembly's public utilities committee that existing agencies in Maine and FCC cannot adequately regulate growth of cable and claimed state control of medium is necessary. He cited incidents of municipalities awarding franchises based on "inadequate technical competence and general understanding." Mr. Conley has submitted bill for state regulation of cable.

Croce's legacy: a public's feeling that death has cheated it

Awareness of late artist's talent continues to grow with his third LP likely to climb onto top-40 charts alongside his earlier successes.

Two months after his fatal airplane crash, Jim Croce has broken radio's policy of airing only one hit per artist at a time. Top-40 station playlists now show two Croce hits in ascent: "I Got A Name" and "Time in a Bottle." Progressive rockers are playing tracks from his two ABC albums which are both in the top 10 on national sales charts: "You Don't Mess Around With Jim" and "Life And Times." And Jim Croce seems to be at home on the MOR outlets as well. His producers, Terry Cashman and Tommy West are readying yet another LP, his third and last; but they make it clear that they are not catering to a death cult. It appears they are right.

The rock scene has certainly known its share of tragic and mysterious deaths, from Buddy Holly to Duane Allman. And following each, a sudden upheaval in public acceptance of the musical legacy has certainly been documented, in increased airplay and record sales. But the current Jim Croce phenomenon seems to lack the more sensational elements usually accompanying the sudden departure of a prime pop music figure, most obvious in the aftermath of the deaths of Janis Joplin and Jimi Hendrix. Jim Croce's appeal seems to have spread to more people in a shorter span of time and in a more revered manner. The reasons why are summed up well by Mr. Cashman: "The public feels cheated." They were just getting to know there was a Jim Croce alive when he was killed in a freak plane crash.

As soon as the news of Jim Croce's death became known, Tommy West found himself before a telephone, all the buttons lit up by radio stations wanting to get at the personal elements in the story. In just over a year, Jim Croce had visited almost as many radio stations as most national record promotion executives did to see in a career. "Jim became known as a perfect interview, a utopian artist," Mr. West observed, and the radio personalities he came to meet did not forget him easily.

Jim Croce finished his work on his third LP, "I Got A Name," just one week before the accident. But rather than respond to the immediate radio demand for the last songs from the singer-songwriter with a rush job, producers Terry Cashman and Tommy West have spent these two months working on the project at more or less the same methodi-
cal pace they have always employed. Official release of the album is expected in about a week, but the media will not be getting advance copies for the simple reason that there will be none ready for distribution before then.

The appeal of Jim Croce has been likened to that of a musical Will Rogers. Before his death, he was best known for his character songs, sagas of pool-hall hustlers and general tough guys. But now with two ballads on the airwaves simultaneously, he has the rounded musical picture of one in the public eye for longer than his short stay there to date appears to measure. And his "I Got a Name" album seems destined to prove he was more than a storyteller.

His story songs on the new album are more personalized and somewhat less dependent on a plot. Jim is the prime character in "Workin' at the Car Wash Blues," a song bound to strike a familiar chord with that portion of the college-educated population that has found itself working blue-collar jobs in the degree-glutted labor market. Together with "Five Short Minutes" and "Top Hat Bar and Grille," they force acceptance of the gift rather than the gimmick aspects of his storytelling through music.

But chiefly, the album is laden with ballads, including the title song, which should alter the public image of Jim Croce's demeanor, one that his manager, Elliott Abbott, has characterized as "studied awkwardness." The artist emerges on songs like "I'll Have to Say I Love You in a Song" and "Lover's Cross" as a true interpreter of his own material, following many subtle vocal paths he never cared to pursue before. Storytellers seem to tell a tale the same way every time, but Jim Croce was beginning to feel the benefits of extemporaneous sensivity.

Terry Cashman noted that Jim Croce was "afraid of becoming a parody of himself" when he began work on his last album. The upcoming "I Got a Name" LP falls easily into the tribute category. It offers something more than a glimpse into the life of another musician; and although it wasn't planned as the final statement of a total personality, it serves that purpose perfectly. Death cult aside, the last of the music of Jim Croce seems very much alive. Radio does not mourn when it continues his career in his absence—it celebrates.

Jim Croce is an example of a career built by both public and media reaction to the person behind the music. Radio, not death, created the current feeling that his music deserves the special, long-term treatment it has been enjoying.

**Breaking In**

"Sister Mary Elephant"—Cheech & Chong (Ode) * Following the comedy duo's first hit single, "Basketball Jones," Ode Records decided to take the advice of many radio pundits and turn to an 18-month-old LP for Cheech & Chong's latest attempt to hold on to their newly found top 40 audience.

"Sister Mary Elephant" is about a substitute teacher at a Catholic school, but the appeal is universal, starting with grade schoolers to whom the situation is most immediate but quickly spreading out demographically to include everyone with memories of the strange day when the regular teacher didn't show up and the class ran amuck.

Much of Cheech & Chong's material is drug-oriented, but programers are feeling very safe with this particular bit in which the most obnoxious expression is "Shut up!"


"Living for You"—Al Green (Hi) * Al Green, a premiere male vocalist of black music, hit his sophomore slump this year. In 1972, Mr. Green and his producer, Willie Mitchell, barnstormed out of Memphis with five hit records in a row, breaking the Rolling Stones' record sales mark for "Satisfaction" at London Records. Hi's parent company, with "You Oughta Be With Me," was the successor to the late Otis Redding that black audiences had been waiting for for five years.

But by the spring of 1973, Al Green's breakneck momentum had been slowed. His last record, "Here I Am," was uncharacteristically slow in crossing over to top 40. "Call Me (Come Back Home)" almost didn't cross. But "Living for You" was, as of last week, formulating the pattern of air play that marked his "monster" year on pop radio. Stations on "Living for You" last week were mostly black-oriented operations with a smattering of pop stations. Some of those were WVON (AM) Chicago, WWRL (AM) and WBLM (FM) both New York, WQAM (AM) and WMC-FM both Memphis, WOKK (AM) Washington, WWEN (AM) Baltimore, KYAC (AM) Kirkland (Seattle), WASH., WPOP (FM) Marietta, Ga., WLAG (AM) Nashville and KRLA (AM) Los Angeles.

"Rock On"—David Essex (Columbia) * "This is the kind of record that keeps top-40 radio fresh," remarked Steve West,
These are the top songs in all-play popularity on U.S. radio, as reported by Broadcasting to 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. Bullet (*) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

| Track | Artist | Label | Over-all rank
|-------|--------|-------|----------------|
| 1 | Photograph | Ringo Starr | 35
| 2 | Midnight Train To Georgia | Gladys Knight & The Pips | 32
| 3 | Angie | Rolling Stones | 33
| 4 | Whole World Of You | Carole King | 37
| 5 | Just You 'n Me | Chicago | 38
| 6 | Heartbeat | The Staple Singers | 39
| 7 | Keep On Truckin' | Eddie Kendricks | 36
| 8 | Space Race | Billy Preston | 31
| 9 | Paper Roses | Marie Osmond | 30
| 10 | Goodbye Yellow Brick Road | Elton John | 32
| 11 | I Got A Name | Jim Croce | 31
| 12 | Half Bread | Chery | 34
| 13 | Let Me Be There | The 5th Ave. Sax | 37
| 14 | Leave Me Alone | Helen Reddy | 36
| 15 | Here It Comes Again | Todd Rundgren | 38
| 16 | That Lady | Art Garfunkel | 41
| 17 | Knockin' On Heaven's Door | Bob Dylan | 35
| 18 | We May Never Pass This Way Again | Seals & Crofts | 36
| 19 | Doh Bah | Gilbert O'Sullivan | 37
| 20 | The Most Beautiful Girl | Charlie Rich | 38
| 21 | We Can | POINTER SISTERS | 40
| 22 | Show And Tell | Al Wilson | 41
| 23 | Smokin' In The Boys Room | Smokey | 42
| 24 | You're A Special Part Of Me | Diana Ross | 43
| 25 | Time In A Bottle (3:24) | Jim Croce | 44
| 26 | My Music (3:04) | Loggins & Messina | 45
| 27 | Mind Games | John Lennon | 46
| 28 | Who's In The Strawberry Patch With Sally (2:23) | Del Shannon | 47
| 29 | Free Ride (3:50) | Edgar Winter Group | 48
| 30 | Be (3:52) | Neil Diamond | 49
| 31 | Summer (The First Time) | BOBBY GOLDHOORN | 50
| 32 | Dyer Maker (3:51) | Led Zeppelin | 51
| 33 | Higher Ground | Stevie Wonder | 52
| 34 | Let's Get It On (3:58) | Marvin Gaye | 53
| 35 | Loves Me Like A Rock (3:22) | Paul Simon | 54
| 36 | Painted Ladies (3:30) | Ian Thomas | 55
| 37 | If You're Ready (Come Go With Me) (3:19) | Staple Singers | 56

The Broadcasting
Nov 19 1973
Dottie West's new RCA single of "Country Sunshine" is the hit version of the award-winning commercial for Coca-Cola. Now, to celebrate the release of the Dottie West "Country Sunshine" album, Dottie, RCA Records and the Coca-Cola Company are joining forces in the most unique national promotion contest of the year.

**FIRST PRIZE:** The winning radio station that holds the most imaginative "Country Sunshine" promotion featuring the current RCA Record smash will be awarded an actual antique Henry's Taxi like the one seen in the TV spot for Coca-Cola. In addition, four vintage Coca-Cola vending machines with 25 cases of Coca-Cola will be awarded to stations in four regions of the country. All radio stations are eligible. The contest will be judged by Dottie West and representatives of the Coca-Cola Company.

**DEALER WINDOW CONTEST—**
17 special prizes will also be awarded to dealers making the most imaginative use of the "Country Sunshine" album and Coca-Cola in their store windows. These contests will be judged upon submission of photographs to RCA representatives in various parts of the country.

**ENTER TODAY...AND CALL YOUR LOCAL RCA OFFICE**
**WITH QUESTIONS YOU MIGHT HAVE. CONTEST ENDS DECEMBER 8, 1973.**
(Continued from page 41) program director of KJRR (AM) Spokane, Wash., concerning a British hit by David Essex that’s beginning to attract American listeners. 

Lyrically, David Essex speaks a musical question that has long been plaguing minds since the Beatles broke up: “Where do we go from here?” But rather than being a nostalgic record per se, “Rock On” alludes to the past without musically repressing any of it. Its own sound is raw, but to West’s ear, “very commercial because it so different.”

Taking a cue from sister station KSWS (FM) Seattle, KJRR (AM) began to program the David Essex record and saw “immediate response from males, 18-24.” Mr. West feels that the same national mood that made “American Graffiti!” a hit movie will make this a hit record, “but this looks like a record whose momentum will build a bit more slowly.”

Other stations playing “Rock On” last week include KKLQ (AM) Los Angeles and KKUP (AM) Phoenix.

Tell Her She’s Lovely” — El Chicano (MCA) * This record, now breaking on West Coast top-40 stations, was the surprise of last week’s air play activity. Although Latin rock supplied radio programmers with some bona fide hits in the past year—Stu Dan’s “Do It Again” and the last two War singles—the chart showed no Latin-flavored music now.

Tell Her She’s Lovely” was being played last week on KFRO (AM) San Francisco, KKD (FM) Los Angeles, KJJO (AM) Stockton and KLIV (AM) San Jose, Calif.; KJRR (AM) Seattle, KLMT (AM) Houston, KKLQ (AM) Dallas and WCFL (AM) Chicago.

“Walk Like a Man” — Grand Funk (Capitol) * Once relegated to a strange success level at FM rock stations (being a favorite with listeners and LP buyers, but not with programmers or the rock press), Grand Funk has seemingly arrived to claim its share of the mass-appeal pie at the top-40 table. "I still can’t figure out why ‘We’re an American Band’ was so big with male teens,” observes Harv Moore, program director at WPCC (AM-FM) Seattle, Washington, speaking of Grand Funk’s last single. “I don’t know what it was telling them, other than what the title says, but it’s still a big request record here.”

Mr. Moore found the same, somewhat unexplainable appeal in the group’s follow-up, “Walk Like a Man.” And he credits Grand Funk’s new producer with finding the top-40 niche for his hard-driving rock band: “Todd Rundgren has really brought this group together; the guy’s a magician.” WPCC is programming the record because “it’s in keeping with the sound they’ve established, very strong with male teens, but not a tune-out for anyone.”

Other stations playing “Walk Like a Man” as of last week include WHB (AM) Kansas City, Mo., KJRR (AM) Seattle and KDAY (AM) Los Angeles.

“River of Love” — B. W. Stevenson (RCA) * Texan B. W. Stevenson lives in a house without a telephone or TV set. Maybe now he can afford one. “River of Love,” another Daniel Moore (“Shambala” and “My Marla”) song, is off and running. It promises to cement Mr. Stevenson among America’s best contemporary love-song composers.

“River of Love,” a pushing, electric, gospel-type song, is moving onto station playlists with speed. Among stations playing it last week were KGW (AM) Portland, Ore., WNF (FM) Atlanta, KJHS (AM) Los Angeles and WAMS (AM) Wilmington, Del.

Music Briefs

Increases okayed. CBS/Records Group has been granted average 8% hike in price it charges for its records and tapes. Price of single-disk album now is $3.61 to dealers and $3.36 to rack jobbers, as opposed to $3.05 and $2.68, respectively. Price of tape now set at $4.40 to dealer and $3.96 to rack jobber, over former prices of $3.90 and $3.65, respectively. Suggested retail prices of single-disk LP’s of selected group of label’s major artists rises from $5.98 to $6.98, tapes from $6.98 to $7.98. Other record manufacturers are expected to apply for price hikes in near future, but must do so on an individual basis, according to price-freeze guidelines.

Phillip’s specials. Phillip Productions, New York, is producing two country-music specials set for NBC-TV, first to air Sat. Nov. 24, 11:30 p.m. - 1 a.m. Mac Davis is host and line-up includes Anne Murray, Kris Kristofferson, Rita Coolidge, The Earl Scruggs Review, Danny Davis and The Nashville Brass, Doug Kershaw, Charlie Rich and Patti Page. Producer Joe Cates, president of Phillip, is at work on second special, hosted by Johnny Cash, to be aired Feb. 23.

Tracking the ‘Playlist.’ This week’s chart is characterized by a number of new records coming into the top-40 positions for the first time. Among the fast risers are First Choices’ “Smartly Pants” (which came from nowhere to 26, mostly on the strength of WABC (AM) New York play), John Lennon’s “Mind Games” (31) ("Breaking In," Nov. 12), Jim Croce’s “Time in a Bottle” (29 and finally released as a single last week), Dawn’s "Who’s In the Strawberry Patch" (32) and fan Thomas’s “Painted Ladies” (40) (“Breaking In,” Oct. 15). Two new records go top-10 this week, Jim Croce’s "I Got a Name" (seven) and Billy Preston’s "Space Race" (10). Songs new to the chart this week included Paul McCartney’s and Wings’ "Helen Wheel" (47), Kris Kristofferson’s and Rita Coolidge’s “A Song I’d Like To Sing” (70) (Mr. Kristofferson’s tenacious "Why Me" pops back on this week again at 50). "River of Love" by B. W. Stevenson (72) (see “Breaking In” p. 00), “The Day Curly Billy Shot Crazy Sam McGee” by the Hollies (73), “Half a Million Miles” by Albert Hammond (74) and Urlah Hepp, on its new label, Warner Brothers, comes on the chart with "Stealin'" at 75.

Extras. The following new releases, listed alphabetically by title, are making a mark in Broadcasting’s “Playlist” reporting below the first 75; 

ARE YOU LONESOME TONIGHT, Donny Osmond (MGM). 

BIG TIME OPERATOR, Keith Hampshire (A&M). 

BLUE COLLAR, Bachman-Turner Overdrive (Mercury). 

CHEAPER TO KEEP HER, Johnnie Taylor (Stax). 

FUNKY STUFF, Kool & the Gang (De-Lite). 

LET ME TRY AGAIN, Frank Sinatra (Reprise). 

LITTLE GIRL GONE, Donna Fargo (Dot). 

LOUIE, LOU Zerato (Atlantic). 

LOVE HAS NO PRIDE, Linda Ronstadt (Capitol). 

LOVE REIGN O’ER ME, Who (MCA). 

ME AND BABY BROTHER, War (United Artists). 

MY OLD SCHOOL, Steely Dan (ABC/Dunhill). 

REASON TO FEEL, Scuffy Schew (Metromedia). 

ROCK ON, David Essex (Columbia). 

SALLY FROM SYRACUSE, Stu Nunnery (Evolution). 

TAKE ME TO YOUR HEART, Monkey Meeks (Roxbury). 

THEME FROM "ENTER THE DRAGON," Lalo Schifrin (Warner Brothers). 

WALK LIKE A MAN, Grand Funk (Capitol). 

WHEREFORE AND WHY, Glen Campbell (Capitol). 

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Broadcasting Nov 10, 1973 44
CBS reinstates instant analyses

Paley cites need for evaluation that occurred with major news breaks during five months of network’s ban

CBS reversed itself last week, abandoning its five-month policy of forbidding its news commentators from making analyses of presidential addresses immediately after they are given.

William S. Paley, board chairman of CBS, issued a statement last week saying this practice had been given “a fair trial.” He observed that since the earlier policy was adopted last June 6, “the nation and the world have witnessed a rapid series of exceptionally newsworthy events,” and added:

“This has made it clear that postponing news analysis under all circumstances may impair a journalistic service of far greater value than we had realized.”

“Accordingly, hereafter CBS News will provide analyses immediately following appearances of the President and others of public importance, when in its news judgment such service seems desirable and adequate preparation is feasible.”

Mr. Paley, who also had announced the earlier approach of banning “instant analysis,” said last week the decision had been made in the belief that additional time was needed for “reflection and research” to enhance the analyses.

The new directive, Mr. Paley said, “is in accord with CBS’s long-standing practice of giving new approaches a fair trial, maintaining those that work best in the public interest, and modifying or rejecting those that do not.”

Mr. Paley also pointed out that last June 6 CBS committed itself to provide time for opposing views by qualified spokesmen as soon after the President’s broadcasts as practicable. This policy will be continued.

In a memorandum issued by CBS News President Richard Salant to staffers, emphasis was placed on the need to have “the will and intent to avoid editorializing, and, at the same time, to make our analyses as meaningful as humanly possible.” The role of analysis, he said, quoting from a 1941 Paley statement, is to “point out the facts on both sides, show contradictions with the known record. . . . Fairness and temperateness are of its essence.”

Too little, too late

There was at least one newsmen in the East Room of the White House on the evening of Oct. 26 who professed not to have been surprised at the critical blast President Nixon leveled at the news media, particularly television, during his news conference that night.

Sid Feders, a CBS News producer, says he was alerted to what was coming by what, under the circumstances, was an unimpeachable source—President Nixon.

Mr. Feders, who was television pool producer for the conference, laid it all out for William Small, CBS News Washington bureau chief, in a memorandum dated Oct. 31, but the notes for which, he says, were made immediately after the news conference.

Mr. Feders was standing outside the East Room before the scheduled start of the news conference when the President approached him, and asked him what his outfit was. The approach was “friendly,” but when he identified himself as being with CBS, his impression was that the conversation “took a decidedly less friendly tone.”

The conversation centered on the time remaining, and the President asked how much remained. He glanced down at the stopwatch Mr. Feders was holding, and Mr. Feders read off that he had 15 seconds to go.

“The President made some facetious comment about how precise, exact or accurate we are,” Mr. Feders said. And he recalls answering with, “We try to be, thank you.”

But the President, apparently, had his mind on the job at hand. As he started to walk into the East Room, he said, Mr. Feders reported, “Cronkite’s not going to like this, tonight, I hope.” Mr. Feders added parenthetically that the last words were almost inaudible.

“As I reviewed the conversation in my mind during the early moments of the news conference, it was clear to me that the President fully intended some critical words aimed, I thought, at the time, at Cronkite and/or CBS,” Mr. Feders said. “His attack, therefore, came as no surprise.”

And although the President did not identify by name the individuals or networks he had in mind, in his criticism of the media, his deputy news secretary made it clear several days later that at least one of the commentators the President was thinking about in discussing allegedly distorted reports was Mr. Cronkite (Broadcasting, Nov. 5).

FBI probing agency reports

The Federal Bureau of Investigation has begun an investigation into allegations that governmental agencies were issuing “news reports which amounted to publicly supported propaganda” in violation of federal law. The charges were brought by Representative Torbert Macdonald (D-Mass.) last month in a request to the General Accounting Office to investigate the practice of agencies issuing news releases slanted to gain favorable treatment from Congress via taped lines. After the GAO probe, Mr. Macdonald, chairman of the House Communications Subcommittee, requested the Justice Department look into the practices. In a letter to the subcommittee, Assistant Attorney General Henry Petersen said that he has requested the FBI look into the matter.

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**Broadcasting** Nov 19 1973
Broadcast, print media will share, share alike in news council’s access study

Ex-judge Traynor, playing devil’s advocate, leaves little room for optimism that either medium can deny voice to outsiders

The National News Council’s recently announced study on access to the media versus freedom of the press may well link the broadcast and print media in a case of dual—if not double—jeopardy, says the man who’s responsible. Although the study was inspired by a July 1973 Florida Supreme Court decision (Tornillo v. the Miami Herald) that newspapers must publish a political candidate’s reply to editorials allegedly attacking his character, it will deal with candidates’ access to broadcasting as well as to newspapers for redress, the council has disclosed.

“The Florida court desegregated the broadcasters,” said Roger Traynor, president of the council, and himself a former judge, in a Nov. 9 address to the New England Society of Newspaper Editors in Worcester, Mass. “The Florida court is beaming a twofold message,” Mr. Traynor said. “First, those who rule the airwaves, have a constitutional obligation to fulfill the public’s need to know. Second, they are accordingly obliged to give reply space to whomever they have attacked.”

Calling the access issue “the liveliest subject in the country today,” the former California Supreme Court chief justice pointed out the council had commissioned Benno Schmidt, Columbia University professor of constitutional law, to put the access question into a perspective paper for the council’s freedom of the press committee early next year. Dr. Schmidt presented his prospectus to the council last Monday. “He said the study will include a discussion of the electronic media in relation to the issues surrounding access to the media in general,” said William Arthur, council executive vice president. “This won’t be just a ‘back-of-the-hand’ study,” he added.

Mr. Arthur said the study received added steam from the Florida court’s denial of a rehearing petition to the Miami Herald, which announced it will take the case to the U.S. Supreme Court.

Mr. Traynor, playing the “devil’s advocate” against the Miami Herald case, chided the printed media’s outcry at the court decision, which was viewed by some as an attempt to dictate newspaper content. “Suddenly the scribblers, far from being the untouchable loners of the communications industry, find themselves charged with social obligations like any ordinary licensee of broadcasting,” Mr. Traynor said. “It has come as a jolt to proud earthlings that their freedom may not be much loftier than the pedestrian freedom of those who tiptoe on air.”

In his discussion of the “sobering im-

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Broadcasting
The newsweekly of broadcasting and allied arts

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Broadcasting Nov ’73 48
plications" of more media access, Mr. Traynor cited landmark cases in new interpretations. The New York Times v. Sullivan (1964) restricted the definition of libelous journalism to statements published from "proved malice." In the later Rosenbloom v. Metromedia (1971) decision, broadcasters were given similar protection from libel charges. In Red Lion Broadcasting Co. v. FCC (1969), however, the court had upheld the authority of the FCC to implement the established fairness doctrine on coverage of public issues by spelling out mandatory procedures in the event of a broadcasting of a personal attack or political editorial. Mr. Traynor explained, The Miami Herald case this summer simply put the same onus on the newspapers, he said. And the need for access to both media is accented by the Times decision's denial of recourse to libel victims, Mr. Traynor said. The fairness doctrine that has been applicable to broadcasting is now equally applicable to the print media, in this view.

The nugget of the council's access study supposedly concerns the public's right to know all sides of a controversy. Although access to both sides of the issue in the Worcester speech, Mr. Traynor appeared to side with the Florida court in his emphasis on "right of access as an alternative to an action for libel, as a vindication of public opinion, and even as a new First Amendment right." He urged the media to "understand the grievance upon grievance that drives complainants to demand a right to reply." If a politician "cannot shout back to the same audience the newspaper reached, has he encountered an insurmountable obstacle to speech more serious than the restraining threat of official sanctions would be?" Mr. Traynor asked.

The demand has a chilling effect on broadcasters as well as newspaper writers. With the launching of broadcast media toward more frequencies and more news outlets, "the fewer may be the problems of short supply, or of oft-mentioned chaos and cacophony still invoked as a basis for regulating broadcasters," Mr. Traynor said. "...it is a good deal more plausible in 1973 than it would have been earlier for the public to view broadcasters and print publishers as Tweedledee and Tweedledum rather than as Red Lion and Tom Paine."

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Journalism Briefs

Right man, right place. KPFA AM-TV Houston has laid claim to scoop in President's appointment of new special prosecutor. Its ex-newscaster president, Jack Harris, said station had "inside" information on appointment of Leon Jaworski as new Watergate prosecutor. How did it get drop? Bill Worrell, 26-year-old KPFA-TV station manager of Mr. Jaworski, Houston attorney, and brought word into station before it was announced in Washington.

All were welcome. One CBS response to presidential attack on media appears in inter-office memo of CBS News President Richard Salant. Mr. Salant's answer to White House complaint that anchorperson Walter Cronkite held only three major interviews, all with "anti-Nixon" subjects, is that Mr. Cronkite held 11 major interviews since 1970: with three alleged "anti-Nixon" subjects Daniel Ellsberg, John Dean III, and Archibald Cox; with National Aeronautics and Space Administration's Chris Kraft, former New York Corrections Commissioner Russell G. Oswald; and with seven foreign heads of state. Mr. Cronkite interviewed Watergate prosecutor nominee Leon Jaworski and President Nixon and top aides were repeatedly invited for CBS interviews. Special... approaches were made to have President Nixon appear on our [Cronkite] 10th anniversary broadcast on Sept. 2, 1973, to match the President Kennedy interview on the first broadcast of Sept. 2, 1963," Mr. Salant wrote.

The other LBJ. Lady Bird Johnson gave retrospective look at years she spent in White House, and commented on present political situation, in TV interview with Sid Davis, chief of Westchester Broadcasting's Washington bureau—her first visit since her death. Among observations: Watergate could not have happened under President Johnson because he "minded every detail as best he could," and "a politician ought to be born a foundling and remain a "bachelor." Program was taped at LBJ ranch for telecast during Nov. 12-22 period.

Rip-offs in repairs. WMAL-TV Washington current investigative series "The Auto Repair Go-Round" has documented cases of unnecessary repair bills totaling $700, incompetent workmanship, and phony repairs done at 10 D.C. area service centers. Reporter Jim Clarke, armed with mechanically sound 1970 Ford Maverick dubbed "Blue Goose," pulled no punches in reporting names of major repair shops where needless repairs were said to have been suggested or actually performed.

Ms. giving of Patriots. Try as she may, WNAV-TV Boston sportscaster Barbara Borin keeps getting negative responses to her repeated requests for admission to New England Patriots' locker room. Team officials, citing obvious difficulties of such arrangement, say they'll continue to keep door closed. Ms. Borin thinks team policy puts her at competitive disadvantage in getting interviews with players. WNAV-TV says it isn't interested in women's lib aspect, just wants coverage, and has asked team if interviews couldn't be arranged in separate room. But Patriots say such facility exists.

Fund at Penn State. Scripps-Howard Foundation has given Pennsylvania State University, University Park, with $1,000 to establish scholarship fund for journalism students preparing for careers in publishing, business or broadcasting. Lawrence J. Fagan fund, in honor of city editor of Pittsburgh Press, will be awarded to students who demonstrate promise and need.
Burnup & Sims to sell shares

Debt reduction, equipment expansion are planned, according to prospectus; company also details effects of Teleprompter cutback on its CATV equipment installation

Burnup & Sims Inc., West Palm Beach, Fla.-based installer of CATV and other communications equipment, has filed a registration statement with the Securities and Exchange Commission to sell 1,008,000 shares—300,000 by the company and 708,000 by certain stockholders.

According to the preliminary prospectus made available last week, the company will apply $6.1 million of the proceeds from its share of the sale to reduce long-term debt; the remainder will be used primarily for the purchase of additional equipment.

The company’s CATV activities are conducted through two wholly owned subsidiaries (in West Palm Beach and Tampa, Fla.), according to the prospectus, and for the three months ended July 31, CATV installation accounted for 7.3% of the company’s revenues and 6% of its pretax income (the majority of revenues and income are derived from telephone and underground utility services).

However, the prospectus noted, subsequent to last July 31, group CATV system owner Teleprompter Corp. “terminated all work being performed for it by the company and, the company understands, other systems installers.” Teleprompter has announced sharp cutbacks in system construction (Broadcasting, Sept. 10, et seq.). According to the prospectus, Teleprompter’s business amounted to 25% of Burnup & Sims’s cable installations for the year ended April 30 and 37% for the quarter ended July 31.

As of July 31, the company had a backlog for CATV services of $6,740,000, and expects to complete it by April 30, 1974.

Underwriters handling the offering are White, Weld & Co.; Merrill Lynch, Pierce, Fenner & Smith; Smith, Barney & Co., and Robinson-Humphrey Co.

Financial Briefs

Engagement. Two communications common carriers, MCI Communications Corp. and N-Triple-C Inc., have agreed in principle to merge. Under transaction one share of MCI class I convertible preferred stock would be exchanged for each two and one-half shares of outstanding N-Triple-C common, with MCI preferred convertible into MCI common at 1-to-2 ratio. Each $1,000 of N-Triple-C $8.5 convertible debenture due in 1984 would be convertible into 66.5 MCI preferred shares if tendered within 30 days after consummation of transaction (61.6 preferred shares thereafter). Agreement is subject to signing of definitive contract and approval by FCC, boards of both companies and shareholders of N-Triple-C.

One more step. Shareholders of Combined Communications Corp. and Pacific and Southern Broadcasting Co. have approved proposed merger of P&S into CCC through exchange of stock (Broadcasting, April 23, et seq.). Merger is still subject to FCC approval.

International investment. Board of directors of Gannett Co., Rochester, N.Y.-based group owner of newspapers, has approved plan for Gannett to invest $250,000 in Communicana-Europa, Dutch corporation representing international group of firms for acquisition of European communications companies. Communicana-Europa’s interest is in magazine and book publishing, television programming and related businesses, according to Gannett executives.

Outlook from Black Rock: ’74 good, but not better

CBS President Arthur R. Taylor has forecast a generally bright picture for television business in 1974 although he acknowledged that the industry will not equal this year’s “considerable growth.”

Mr. Taylor’s assessment was given during a talk last Monday (Nov. 12) before CBS’s institutional shareholders in New York. He projected that television in 1974 would grow by approximately 5% to 6% and national spot and local television by 6% to 7% over 1973.

Mr. Taylor was confident that the four operating groups of CBS—CBS/Broadcast Group, CBS/Records Group, CBS/Columbia Group and CBS/Education & Publishing—would realize gains in 1974, particularly broadcasting and records.

Mr. Taylor predicted that 1974 would be an “in-between” year. He said CBS in that year would intensify its cost-control effort which “has been under way for some time.”

In reply to a question from the audience, Mr. Taylor said that although there is a shortage of vinyl, he believes CBS’s access to the product is “manageable” and there will be no adverse effect on the company’s record business.

LIN makes its peace on stockholder claims, issues new warrant series

LIN Broadcasting Corp., New York, said last week that it has accepted 1,942 claims in several 1969 stockholder suits and will issue to the claimants three-year warrants to purchase a total of 250,415 common shares at $9.20 a share. The warrants are expected to be issued Dec. 5. The settlement was approved by a federal court last March.

The 1969 suits alleged that in 1968 Frederick Gregg Jr., former board chairman and president of LIN, had made misstatements about LIN’s financial prospects just prior to selling his own shares at a premium. (LIN registered a $2.4-milion loss in 1968.) According to a LIN spokesman, claimants eligible for the warrants are those who purchased LIN stock between July 28, 1969, the day before LIN was first in a series of alleged misstatements by Mr. Gregg, and April 9, 1969, when the company’s 1968 report was made public.

In its 1972 annual report the company estimated the total cost of settling the suits could be $3.2 million, as the estimated value of the warrants and $1.4 million in legal and professional fees connected with the suits. It stated in the report that the total cost of the settlement “has been treated as a 1969 prior period adjustment but will be a tax benefit for the company in 1972 and 1973,” in addition to providing the company with $2.3 million, assuming full exercise of the warrants.

Broadcasting’s index of 139 stocks allied with electronic media

Stock symbol

\[ \text{Closing Wed., Nov. 14} \]

\[ \text{Closing Wed., Nov. 7} \]

\[ \text{Net change in week} \]

\[ \text{% change in week} \]

\[ \text{High} \]

\[ \text{Low} \]

\[ \text{P/E ratio} \]

\[ \text{Approx. shares outstanding (000)} \]

\[ \text{Total market capitalization (000)} \]

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<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed., Nov. 14</th>
<th>Closing Wed., Nov. 7</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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<td>N</td>
<td>22 7/8</td>
<td>25 1/4</td>
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<td>9.40</td>
<td>44 1/2</td>
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<td>N</td>
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<td>31 7/8</td>
<td>-1 5/8</td>
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<td>52</td>
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<td>9</td>
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Broadcasting Nov 19 1973
A-Standard & Poor's Industrial Average

B-Wall Street Week's, Hempfild-Jones Inc., Washington.

A. Over-the-counter bids supplied by Blank in closing-price columns indicates no trading in stock.

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

P/E ratio computed earnings-per-share of company's last published fiscal year.

No annual earnings figures are available.

No P/E ratio is computed; company registered net losses.

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

**CURRENT AND CHANGE**

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<tr>
<th>Company</th>
<th>Period</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
<th>Net Income</th>
<th>Per Share</th>
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<tr>
<td>Creative Management Associates Inc.</td>
<td>9 mo. 9/30</td>
<td>7,296,733</td>
<td>+ 4.1%</td>
<td>575,482</td>
<td>+ 15.3%</td>
<td>.56</td>
<td>7,008,877</td>
<td>.47</td>
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<td>Columbia Pictures Industries Inc.</td>
<td>3 mo. 9/29</td>
<td>62,264,000</td>
<td>+ 20.2%</td>
<td>261,000</td>
<td>+ .03</td>
<td>(51,814,000)</td>
<td>5,179,000</td>
<td>.79</td>
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<td>Walt Disney Productions Inc.</td>
<td>year 9/30</td>
<td>385,100,000</td>
<td>+ 16.9%</td>
<td>47,800,000</td>
<td>+ 18.6%</td>
<td>1.87</td>
<td>329,400,000</td>
<td>40,300,000</td>
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<td>Atkins Institute Inc.</td>
<td>9 mo. 9/30</td>
<td>3,114,200</td>
<td>- 7.9%</td>
<td>(32,100)</td>
<td>* (0.02)</td>
<td>*</td>
<td>3,280,900</td>
<td>(228,300)</td>
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<td>Clinton E. Frank Inc., Advertising</td>
<td>9 mo. 9/30</td>
<td>56,334,000</td>
<td>- 13.9%</td>
<td>770,000</td>
<td>- 20.0%</td>
<td>1.13</td>
<td>65,447,000</td>
<td>960,000</td>
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<td>Grey Advertising Inc.</td>
<td>year 9/30</td>
<td>214,067,000</td>
<td>+ 19.3%</td>
<td>1,485,000</td>
<td>+ 12.9%</td>
<td>1.18</td>
<td>179,456,000</td>
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<td>Gross Telecasting Inc.</td>
<td>9 mo. 9/30</td>
<td>4,419,842</td>
<td>+ 6.0%</td>
<td>815,466</td>
<td>+ 3.7%</td>
<td>1.02</td>
<td>4,168,566</td>
<td>766,225</td>
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<td>Gulf &amp; Western Industries Inc.</td>
<td>year 7/31</td>
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<td>+ 15.4%</td>
<td>89,216,000</td>
<td>+ 26.8%</td>
<td>4.80</td>
<td>1,869,671,000</td>
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<td>Jefferson-Pilot Corp.</td>
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<td>53,501,892</td>
<td>+ 18.7%</td>
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<td>+ 19.0%</td>
<td>1.86</td>
<td>45,055,489</td>
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<td>Lee Enterprises Inc.</td>
<td>year 9/30</td>
<td>44,978,877</td>
<td>+ 8.6%</td>
<td>7,448,204</td>
<td>+ 13.1%</td>
<td>1.42</td>
<td>41,407,454</td>
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<td>Movielab Inc.</td>
<td>39 wks 9/29</td>
<td>14,703,284</td>
<td>+ 5.6%</td>
<td>289,140</td>
<td>+ .21</td>
<td>.21</td>
<td>13,934,178</td>
<td>(489,613)</td>
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<td>News,ham, Harper &amp; Steers Inc.</td>
<td>9 mo. 9/30</td>
<td>153,583,000</td>
<td>+ 16.5%</td>
<td>1,182,000</td>
<td>+ 0.7%</td>
<td>.27</td>
<td>131,806,000</td>
<td>1,154,000</td>
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<td>Reeves Telecor Corp.</td>
<td>9 mo. 9/30</td>
<td>6,074,567</td>
<td>+ 3.7%</td>
<td>582,972</td>
<td>- 49.7%</td>
<td>.24</td>
<td>5,855,444</td>
<td>1,156,391</td>
</tr>
<tr>
<td>RSC Industries Inc.</td>
<td>9 mo. 9/30</td>
<td>8,039,000</td>
<td>+ 24.9%</td>
<td>904,000</td>
<td>+ 502.2%</td>
<td>.26</td>
<td>6,437,000</td>
<td>180,000</td>
</tr>
<tr>
<td>Times Mirror Co.</td>
<td>40 wks 10/7</td>
<td>524,742,729</td>
<td>+ 17.5%</td>
<td>41,225,454</td>
<td>+ 4.2%</td>
<td>1.22</td>
<td>446,503,975</td>
<td>28,464,178</td>
</tr>
</tbody>
</table>

* Percentage change is too great to provide a meaningful figure.

1 Revenues from TV, radio, and publishing operations were $21,771,484 in 1973 period; $19,427,566 in 1972 period; net income from those operations was $1,554,068 in 1973 period; $1,128,713 in 1972 period.

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50
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A few bright spots in an otherwise slow showing of equipment at NAEB

The standouts: Magnavox's portable TV camera, Sony's helical VTR and Datatron's video-tape editor

The young salesman appeared disappointed when a visiting reporter informed him that members of the press are generally not in the market for video-tape equipment. "We're trying to drum up some action here," he lamented. "Things have been kind of slow." While that lonely soul might not have reflected an overpowering pessimism among equipment exhibitors at last week's National Association of Educational Broadcasters convention, his was evidently a feeling shared at one time or another by many of the firms that filled the south hall of New Orleans' Rivergate Center with hardware that, for the most part, was lacking in surprises.

The general lack of innovative technology at this year's show was characterized by F. Lee Morris, director of engineering of the Mississippi Authority for Educational Television, as a reflection of a dwindling PTV market-place forced by an over-all shortage of funds. "When the federal money [on which many stations depend for facilities expenditures] went down," Mr. Morris told a Monday (Nov. 12) briefing session, "some of the bigger broadcast types started slowing down as well."

Nevertheless, there were exceptions to the generally lackluster nature of the show. A notable one was the model 5050 video-tape editing system displayed by Datatron Corp. The technology involved in the system is at least four years old, explained Datatron's Dennis Christenson, but the three firms marketing competitive units have only started exploiting the achievement recently. The reason for that, Mr. Christenson said, is simple: "People just weren't that interested in sophisticated editing techniques before."

The model 5050, which comes completely installed at around $20,000, can be used with either helical or quadraplex VTR units. Capable of being used with two machines at the same time, the unit features a keyboard-entry system which makes editing to a single frame possible within one-tenth the time involved in conventional processes, according to the company. A jam-sync feature eliminates the need to pre-record time code on the tape. This is done with a built-in time coder which synchronizes the master reel with the player in precisely the same frame where the editing process began.

The Datatron unit was being displayed with a new helical recorder (model MV 10,000) introduced at the convention by Sony Corp. The unit reportedly can deliver a broadcast-quality picture without benefit of a time-base corrector—a development which, if proved in the marketplace, would make it competitive with the domestic helical models now being marketed by Ampex and International Video Corp. However, certain legal questions are prohibiting Sony from making the machine available to American broadcasters at present. In the meantime, the product is being shown primarily to production centers. It sells for about $35,000.

The Magnavox exhibit was also attracting interest by virtue of its new portable television camera, the Chromavue 440. The battery-operated, hand-held mechanism, which sells at $2,750, was shown at the NAEB meeting for the first time. That choice reflected the company's belief that it will be particularly useful to small public stations and cable systems; the company does not envision the unit being used by commercial broadcast stations at this time, a spokesman said. The 440, which is compatible with all reel and cassette recorders, weighs less than 23 pounds—nearly 16 pounds for the processor and battery pack and about seven pounds for the camera head (including viewfinder and 4:1 zoom lens). It will operate for an hour's time on a single battery charge. Recharging takes about 12 hours. Magnavox estimates that the camera will be available in the first quarter of 194.

Magnavox was also displaying two color studio monitors that can show video signal as it appears prior to and after transmission—a capability the firm claims is unduplicated.

Also making their debut at the convention were 3M Co.'s new Scotch brand U-Matic videocassettes and accompanying C115 shipper/storage case.

The new cassette, 3M said, is made of a new high-impact type of plastic, making it virtually unbreakable. It is available in six lengths, from 10 to 60 minutes. The C115 protective case, the company added, guards against environmental contamination as well as physical abuse. And interlocking grooves make stacking of cassettes a less hazardous undertaking.

AT&T and customers said to be near resolution on rates

AT&T and representatives of customers for its television transmission service were said last week to be on track in their efforts to reach a compromise settlement of the rate-case controversy involving occasional users of the service. A "full" meeting of the various parties involved—although not the first to be dubbed that—is scheduled for Nov. 27. Commission officials last week said the remaining obstacle to a settlement is a continuing disagreement between AT&T and UPITN over the resolution of the news-transmission service's problem.

What had been regarded as a serious obstacle earlier—AT&T's proposal that the settlement contain "escape clauses" it could utilize—has been removed. AT&T has withdrawn its request for one provision that particularly troubled commission officials: It would have enabled the company to raise rates in the event of what AT&T considered serious inflationary problems.

Under the proposal as now drafted, AT&T would file new tariffs providing for an hourly rate of 65 cents per mile for the first year of a two-year trial period and 75 cents the second. In addition, occasional users who choose to do so could use 10 hours of service each day at a cost of $40 per mile each month, with customers allowed to share service.

The tariff which AT&T has already filed for occasional users and which is now scheduled to become effective on Dec. 13—barring settlement of the controversy—provides for an hourly charge of $1 per mile, up from the present rate of 55 cents.

The problem involving UPITN stems from its need for a one-hour monthly contract rate, as AT&T had provided in the previous average of two-year trial period, when it filed new, lower contract rates for full-time users—that is, the networks. The networks now pay a $55 per month per mile charge, down from $82.50 for the previous average of 17 hours daily.

The AT&T-UPITN negotiations reportedly center on an effort to reach a middle-ground rate that would fall between the occasional-user rate of 65 cents per mile per hour and the monthly contract rate of $55 per month per mile. Commission officials hope that the problem can be ironed out in time for the agreement to be worked into the over-all draft settlement and distributed to the parties this week for review. At that rate, final ratification could occur at the meeting on Nov. 27; otherwise ratification might be delayed a few days.

In either case, though, ratification would eliminate the need for the commission resolution of the dispute. And that would involve a decision not only on the occasional-user rate, now designed to boost AT&T income by some $10

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million, but on the monthly contract rate, which is expected to save networks some $18 million annually.

Meanwhile, the commission's Common Carrier Bureau has announced an action that serves as a reminder of the reason AT&T has dropped its rates for the networks—competition from miscellaneous common carriers. The announcement was of the selection of United Video Inc. of Tulsa, Okla., over two other competing applicants, for authorization to deliver the three networks' signals to affiliates in Florida. The service is now being provided by AT&T.

Technical Briefs

Into service. Laser Color Film Recorder developed by CBS Laboratories will be commercially available early next year, company has announced. CBS Labs has contracts for LCFR with Rank Film Laboratory, London; Consolidated Films Industries, Hollywood, and Byron Motion Pictures Inc., Washington. LCFR is said to provide high-quality and low-cost video tape-to-film transfers. It produces full-color imagery in single exposure and can record directly onto reversal film for small number of prints or onto negative film for large number. 227 High Ridge Road, Stamford, Conn. 06905. (203) 327-2000.

New camera. Eastman Kodak Co. has announced new Supermatic 200 single-system sound camera that accepts 50-foot or 200-foot silent and soundfilm cartridges. Cartridges can then be developed in new automatic Kodak Supermatic 8 processor, which operates at 10 feet per minute, with process time of eight-and-a-half minutes. Camera's list price: $425. List price of processor: $12,500. Both will be mass-marketed around the middle of 1974, according to company.

New multiplexer. Cohn Inc., San Diego, announces new model M-3 optical multiplexer that provides for selection of any three projector inputs for single TV-film camera output. Device provides true and undistorted image, company says, as well as containing neutral-density-filter wheel with response time of 200 milliseconds.

Four to Cosmos. Ampex Corp., Redwood City, Calif., announces award of $800,000 contract by Cosmos Broadcasting Corp., Columbia, S.C., for four Ampex ACR-25 video-tape cassette recorders/players. Two already have been delivered to Cosmos' W5W-5 TV Columbus and WOSU-TV New Orleans. Other two, to be delivered early next year, will go to Cosmos' WOTL-TV Toledo, Ohio, and WSPA-TV Montgomery, Ala. Ampex introduced ACR-25 in 1970; to date 60 are in use in U.S. and six foreign countries.

For captions. Datavision Inc. is marketing new video-message generator, Model MG-1, for repetitive or nonchanging one-line captions. Each unit offers one row of 16 alpha/numeric characters with six screen heights from 18 to 144 scan lines. 15932 Shady Grove Road, Gaithersburg, Md. 20760.

Doubling up. $1.1 million pact to supply new TV transmitters to five Capital Cities stations has been announced by Gates division of Harris Intertype Corp. Involved: 36 kw transmitter to WTOM-TV New Haven, Conn.; dual 18 kw plant to WBW-TX Buffalo, N.Y.; 36 kw plant to WPMI-TV Philadelphia; 50 kw plants to KTRK-TV Houston and WTVD(TV) Raleigh.

by Woods Communications Corp., elected VP of Woods, which also owns WSSB(AM) Durham, N.C., and WRUN-AM-FM Utica, N.Y.

Robert E. Richer, formerly assistant to president, Greater Media Inc., joins Able Communications Inc. as executive VP. Able owns KQO(FM) Los Angeles, KAXX(FM) Dallas and has minority interest in WPCH(FM) and WAVO(AM) Atlanta and is awaiting FCC approval to acquire KEBZ(FM) Seattle.

Marianne Faulkner, business manager, Metromedia Inc.'s WXIX-TV Cincinnati, named first woman VP, Metromedia Televisio (correct Nos. 12 item).

Jim Ford, formerly national sales manager, WMAL-TV Washington, named general manager of WDMV(AM) Pocomoke City, Md., under new ownership (Broadcasting, Oct. 29).

William Wood Jr., with KRLA(AM) Los Angeles, joins Burbank Broadcasting's KRGB(AM) Los Angeles and newly acquired KPFC-FM Pasadena, Calif., as station manager.

Bill Garcia, operations manager, WRVO(FM) Richmond, Va., joins WZZX(FM) Tampa, Fla., in same capacity. He is succeeded by Bob McNeil, music director, WRVO.

James Bennett, planning analyst, CBS-TV, New York, named director of administration, CBS-owned KCBS(AM) San Francisco.

Gary Warnecke, with noncommercial KETC(TV) St. Louis, appointed director of business affairs.

Joseph A. Mansi, with UMC Industries Inc., joins Metromedia Inc., New York, station group owner, as director of public relations.

Jean Young, community relations director, noncommercial WKNV-TV Memphis, named director of public relations, Public Broadcasting Service, Washington. She
succeeds George Page, who has not announced future plans.

Stanley Page Cramer, with news department, KCMO-TV Kansas City, Mo., appointed director of community affairs.


Janet Fede, director of promotion and creative services, KTVV (TV) Los Angeles, elected VP, marking first time woman has been named VP at station.

Jerry Marsh, formerly producer/director, WTHI-TV New Haven, Conn., appointed director of promotion.

Arthur F. Dees, director of development, noncommercial KETC-TV St. Louis, joins noncommercial WNVT (TV) Goldvein, Va., in same capacity.

Victor DiGenti, director of special projects, noncommercial WJCT (TV) Jacksonville, Fla., appointed director of information services.

Arch L. Madsen, president, Bonneville International Corp., Salt Lake City-based station group owner, named "man of the year" by Utah Manufacturers Association.

Vann M. Kennedy, president and general manager, KSIX-AM-FM and KZTV (TV) Corpus Christi and KVT (TV) Laredo, both Texas, awarded pioneer award of Texas Association of Broadcasters.

Roland B. Potter, with WKB -AM-FM North Wilkesboro, elected president-elect, North Carolina Association of Broadcasters Inc. James Babb, with WTV (TV) Charlotte, and Robert Smith, with WNOE (AM) High Point, elected VPs for television and radio, respectively.

Bob Brown, WOAY-TV Oak Hill, elected president, West Virginia Broadcasters Association; Frank Lee, WMNN (AM)

Fairmont, elected VP, and George Andrick, WSAZ-TV Huntington, elected secretary-treasurer.

Allan McIntyre, KCND (AM) Hettenger, N.D., elected president, North Dakota Broadcasters Association; Gary Pione, KTHI-TV Fargo-Grand Forks, elected VP, and C. H. Logan, noncommercial KDSU (FM) Fargo, elected secretary/treasurer.

John D. Summerfield, general manager, noncommercial KPBS-FM-TV San Diego resigns as of Dec. 15 to join family Latin American commercial business.

Leslie H. Peard Jr., formerly VP-general manager, WBAL-AM-TV Baltimore, and recently general manager of television station in Sydney, Australia, returns to Fresno, Calif.

**Broadcast Advertising**

Frank Potts, acting general sales manager, WSFA-TV Montgomery, Ala., named general sales manager.

Larry Vanderveen, sales manager, KOIL-AM San Fernando, Calif., and formerly sales manager, KFI-AM Los Angeles, rejoins KFI as general sales manager. Lee Larsen, with KROQ (AM) Los Angeles, joins KFI as sales manager.

Scott O'Malley, with sales staff, WDOY (AM) Minneapolis-St. Paul, joins WCCO-FM there as general sales manager.

Robert Poller, sales manager, WAIL-AM Miami, appointed general sales manager. Jim Tandy, formerly with KOA-AM Denver, joins WSMX-TV Nashville as sales manager.

Albert Heck, formerly new York advertising sales manager, Look magazine, joins Radio Advertising Bureau, New York, as manager, food products advertising.


Edward T. Bird, VP-account manager; James Brown, in sales promotion, and Chris McErlane all with Ketchum, MacLeod & Grove, Pittsburgh, assigned to KM&G's new Memphis office. Director's Plaza, 30-35 Directors Row, Memphis. (901) 332-4030.

David Manber, creative director, N.W. Ayer, New York, elected VP.

Mort Weinsten, VP-media director, Shaller Rubin, New York, joins ACR Advertising there in same capacity.

Jack O'Sullivan, manager, nighttime sales analysis, CBS-TV, named assistant director, sales development. Michael A. Guariglia, senior financial analyst, appointed manager, prime-time sales analysis. Kathy McGrath and Karl Kuechenmeister, with CBS-TV, named daytime sales analyst and manager, daytimes sales analysis, respectively.

Jack Mogulescu, formerly senior VP-marketing, Consolidated Cigar Corp., joins General Cigar Co., New York, as senior VP and executive VP-marketing of cigar division.

William Wiehe, with sales staff, WXIX-TV Newport, Ky., named national sales manager.

Joe Weidensall, with sales staff, Spanish International Broadcasting's KMEX-TV Los Angeles, named national sales manager for West Coast, Spanish International Network.

Alain Guilloton, previously with Syntex International, Mexico City, joins Sudler & Hennessey, New York, as group supervisor, international services. Albert Nickel, account supervisor, J. Walter Thompson, and Peter Uddo, with Wesson & Warhaftig agency, both New York, join S&H as account supervisors.

Beryl Mills, media buyer, BBDO, joins Clinton E. Frank, San Francisco, in same capacity.

Wayne Childers, art supervisor, Grey Advertising, Detroit, joins Tracy-Locke Advertising, Dallas, as creative supervisor.

Jack Ward, with Goodwin, Dannenbaum, Littman, & Wingfield, Houston, named VP and director of agency services.


Ralph B. Patterson, with Cranford/Johnson/Hunt & Associates, Little Rock, Ark., agency, appointed associate creative director.

Programing

William N. Kelly, supervisor, news unit managers, ABC broadcast operations and engineering, appointed director, production administration and operations, East Coast, ABC Entertainment.

Chester R. Simmons, general manager, sports, NBC-TV, New York, appointed to newly created position of VP-sports.

Clare Simpson, formerly VP-East Coast programing, NBC Inc., joins Tomorrow Entertainment Inc., New York, as executive in charge of television sales, Alan Landsburg Productions.

Jerry Kaufner, director of advertising and sales promotion, Screen Gems, named to similar post, Paramount Television's syndication department, New York.

Thomas E. Sibert, VP-foreign sales, Independent Television Corp., New York, appointed executive VP. Armando Nunez, assistant to VP-foreign sales, ITC, named manager, foreign sales department.

Hank Profenius, with National Telefilm Associates, joins Allied Artists Television, New York, as Southern division sales manager.


Paul Stagg, program director, WWT(AM) Minneapolis-St. Paul, joins WCCO-FM there in same capacity.

Rob Snowden, assistant program director, WDAA-FM Tampa, Fla., appointed program director.

Earnest L. James, formerly program director, WBAA(AM) Cleveland, joins WDDO(AM) Dayton, Ohio, in same capacity.

Bill Franks, producer/director, WTVY-TV Milwaukee, appointed production manager.

C. Norman Reeves, senior producer/director, WEYK-TV Cleveland, joins WCPO-TV Cincinnati as production manager.

James M. Powell Jr., formerly television producer/director, University of Alabama, joins KDKA-TV Pittsburgh as producer/director.

Don Jeffries, director of special projects, noncommercial KETC(TV) St. Louis, appointed executive producer. Gary Twitchell, with KETC, named producer/director.


Charlene M. Mitchell, with WFTL-TV Orlando, Fla., joins WBAL-TV Baltimore as on-air reporter.

Eleanor Green, newscaster, WBAZ-AM-FM Boston, and Paulette Lee, news writer and producer, KFI(AM) Los Angeles, appointed on-air newscasters, KFI.


Gentry Trotter, with St. Louis Argus Publishing Co., joins news staff, KMOS-TV St. Louis, as drama and film critic.

Bill Taylor, of WREX-TV Rockford, III., elected president, Illinois News Broadcasters Association. Jack Margraves, with WCIA(TV) Champaign, and Bill Rawson, with WMAY(AM) Springfield, elected VP and treasurer, respectively.

Cablecasting

John R. Dillon, marketing director, cable communications division, Scientific-Atlanta, Atlanta, appointed division manager. He is succeeded by Jay Levergood, account manager, Mid-Atlantic region.

William H. Schaeider, with Cable Communications Corp., Jackson, Tenn., appointed director of operations. CCC operates systems in Kentucky, Illinois and Indiana.

John Humphries, with General Electric Cablevision Inc., Biloxi, elected president, Mississippi Cable Television Association. Ira Crosby Sr., Crosby Cable Co., Indianapolis, and Tracy Merrell, Laurel Community Antenna System, Laurel, elected VP and secretary/treasurer, respectively.

Howard G. Mullinack, engineer with WBN(AM-FM) Boston, assumes additional duties as chief engineer, WWEL-AM-FM Medford, Mass., succeeding Kenneth Atkins, who resigns to join Polaroid Corp.


William J. Smith Jr., formerly with Anaconda Wire and Cable Co., joins Anixter-Pruzan as sales representative based in Vandergrift, Pa.

David A. Aptaker, formerly with Hitachi TV Corp. of America, named regional manager, Marco Video Systems Inc., Philadelphia-based manufacturer of line of television origination and transmission equipment.

Allied Fields


Norman Grusby, with McCollum/Spielman & Co., Great Neck, N.Y., marketing research firm, appointed VP.

Russ Barnett, Los Angeles broadcasting consultant and former program director, KFM(AM) Los Angeles, joins Don Martin School of Communication, Hollywood.

Deaths

David Akeman, 57, television comedian known as Stringbean, and his wife, Estelle, 60, were found shot to death at their home in Nashville Nov. 11, apparent victims of murder. Mr. Akeman joined Grand Ole Opry in 1942. He later appeared on Hee Haw.

Judith Waller, 84, early director of public affairs and education at NBC's then central division, died Oct. 28 at Evanston (Ill.) hospital. Miss Waller served as first station manager of NBC's WMAB(AM) Chicago in 1922. She is survived by two sisters.

Gilbert E. Kriegel, 57, with English-language service of Voice of America, died Nov. 11 at Greater Baltimore medical center after long illness. Mr. Kriegel joined VOA in 1961 and most recently served as broadcast production supervisor. He is survived by wife, Mildred, and daughter Nancy.

William Liegel, 61, with German service of Voice of America, died Nov. 10 in his home in Alexandria, Va., of apparent heart attack. He had been with VOA since 1946. Survivors include his wife, Lucie, mother and brother.

Elsie Marie Troja, host of WVOW(AM-FM) New Rochelle, N.Y.'s Continental Show, died Nov. 1 after long illness in Greenwich (Conn.) hospital. She was in broadcasting for over 35 years and spent last seven years with WVOW.

Broadcasting Nov 19 1973
As compiled by Broadcasting Nov 6 through Nov 12 and based on filings, authorizations and other FCC actions.


New TV stations

Applications

**Salinas, Calif.—** Monterey County Superintendent of Schools seeks UHF ch. 67 (718.7 MHz); ERP 23.48 kw vs. 6.7 kw surf. HAAT 2,145 ft.; ant. height above ground 29 ft. P.O. address 132 West Market Street, Salinas 93901. Estimated construction cost $18,000; revenue none. Geographic coordinates 36° 32' 08'' north lat.; 121° 37' 18'' west long. Type trans. RCA TV-13LA. Type ant. BOC No. BUAA. Legal counsel Monterey (Calif.) county counsel; consulting engineer Ken Warren, Monterey. Principal: Ray Charbon is superintendent of Monterey County Schools. Ann. Oct. 12.

**Swisle Mills, Md.—** Maryland Public Broadcasting Commission. Seeks UHF ch. 23 (318.5 MHz); ERP 5,000 kw vs. 500 kw surf. HAAT 874 ft.; proposed satellite of WWPB (TV) Baltimore. P.O. address Bonita Avenue, Owings Mills 21117. Estimated construction cost $1.1 million; fixed operating cost $256,206; revenue none. Geographic coordinates 39° 00' 36'' north lat.; 79° 30' 33'' west long. Type trans. Gates BT220U. Type ant. RCA TVF-25B. Legal counsel Schwartz and Woods, Washington; consulting engineer R. S. Duncan, Rectorstown, Md. Principal: Frederick Breitenfeld is executive director of Maryland Public Broadcasting Commission. Ann. Oct. 25.

**Sault Ste. Marie, Mich.—** Northern Entertainment Inc. Seeks VHF ch. 8 (180-186 MHz); ERP 224 kw vs. 44.8 kw surf. HAAT 959 ft.; ant. height above ground 873 ft.; proposed satellite of WGPU-TV (TV) Traverse City, Mich. P.O. address 201 East Front Street, Traverse City 49684. Equipment to be leased for $60,000 per year; first year operating cost (not including leased equipment) $56,800; revenue none. Geographic coordinates 45° 06' 06'' north lat.; 84° 06' 18'' west long. Type trans. RCA TT-25SH. Type ant. RCA TF-2A-A. Legal counsel Booth and Freret, Washington; consulting engineer Smith and Prowen, Washington. Principal: Thomas W. Kiple is president of Northern Entertainment, licensee of WTCU-TV Traverse City. Ann. Oct. 19.

Action on motion

**By Administrative Law Judge Forrest L. McClennen in Red Lion, Pa. (Red Lion Broadcasting Co.), TV proceeding, granted petition by Red Lion to amend specific minor engineering changes (Doc. 18136). Action Nov. 1.**

Existing TV stations

Final actions


Actions on motions


**WORA-TV Mayaguez, Puerto Rico—** FCC granted permission to Terry Corp., licensee, to enter into arrangement whereby WORA-TV rebroadcasts some programming of another Puerto Rican station for period not to exceed five years, subject to conditions that any such agreement be filed with commission and all other provisions of affiliation agreement and network program practice rules are complied with. Action Nov. 1.

**WNET-TV New York—** Chief, complaints and compliance division, denied John Cervase review of Aug. 24 ruling by Broadcast Bureau that no further action was warranted on his complaint that WNET-TV had broadcast personal attack on him and declined to afford reasonable opportunity to respond. Mr. Cervase made charge in connection with April 17 Black Journal broadcast on WNET-TV, Ann. Oct. 18 (Broadcasting on Oct. 29 erroneously reported that the FCC had denied Mr. Cervase's petition for review.)

**Better than Civic plans and complaints Division informed John O'Connor, Republican candidate for mayor of Syracuse in Nov. 6 election that no further action was warranted on his complaint that certain political advertisements broadcast by candidate's. New York, 24 Citadel St., 1st floor, Rochester, N.Y.—Chief, complaints and compliance division informed John O'Connor, Republican candidate for mayor of Syracuse in Nov. 6 election that no further action was warranted on his complaint that certain political advertisements broadcast by candidate's.
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy., Edsall Rd.
Alexandria, Va. 22314
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Gautney & Jones
CONSULTING RADIO ENGINEERS
2922 Telesar Ct. (703) 560-8800
Falls Church, Va. 22042
Member AFCCE

Edward F. Lorentz & Associates
Consulting Engineers
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

ROBERT E. L. KENNEDY
1302 18th St., N.W., 20036
WASHINGTON, D.C.
Member AFCCE

A. Earl Cullum, Jr.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

Silliman, Moffet & Kowalski
711 14th St., N.W.
Republic 7-6446
Washington, D.C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 222-4664
(301) 837-8725
Member AFCCE

Hammett & Edison
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
Member AFCCE

John B. Heffelfinger
9208 Wyoming Pl
Hiland 47010
KANSAS CITY, MISSOURI 64114

Carol E. Smith
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

Vir N. James
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Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd., Suite 200
DENVER, COLORADO
Member AFCCE

E. Harold Munz, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 230
Coldwater, Michigan 49036
Phone: 517-278-7359

Rosner Television Systems, Inc.
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

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CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
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Terrell W. Kirksey
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Austin, Texas 78751
(512) 454-7014

DAWKINS ESPY
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Law's Bldg., No. 6066
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1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member AFCCE
### Summary of broadcasting

According to the FCC, as of Oct. 31, 1973

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air STA</th>
<th>Total on air</th>
<th>Not on air</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,372</td>
<td>2,488</td>
<td>12</td>
<td>4,439</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,990</td>
<td>1,567</td>
<td>1</td>
<td>2,668</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>505</td>
<td>517</td>
<td>0</td>
<td>520</td>
</tr>
<tr>
<td>Total Commercial TV</td>
<td>189</td>
<td>192</td>
<td>0</td>
<td>194</td>
</tr>
<tr>
<td>Educational TV</td>
<td>656</td>
<td>634</td>
<td>0</td>
<td>634</td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>83</td>
<td>91</td>
<td>0</td>
<td>91</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>123</td>
<td>134</td>
<td>0</td>
<td>134</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>212</td>
<td>225</td>
<td>0</td>
<td>225</td>
</tr>
</tbody>
</table>

* Special temporary authorization.

- WKQF, Pittsburgh—Broadcast Bureau granted CP to install new antenna, main trans., and operate by remote control (Ch. 11, Oct. 1973).
- KDLV, Dodgeville, Wis.—Broadcast Bureau granted CP to change frequency to 1470 kHz, change hours of operation, and operate with new antenna (BML-2487, BMLH-1539). Action Oct. 31.

### Actions on motions


### FM stations

### Applications

- **Modesto, Calif.** La Vor de Valla, seeks 102.3 mHz, 3 kw, HAAT 300 feet, address: Bodo, Lompardo Avenue, Modesto 95351. Estimated construction cost $18,760; first-year operating cost $70,700; revenue $28,000. Principals: Laperle L. Hernandez (50%), Louis Duran (40%) and Adelita R. Montelongo (10%).

- **Chicago—Northeastern Illinois University.** Seeks 89.5 mHz, 10 kw, HAAT 100 feet, HAAT 550.6, North St. Louis Avenue, Chicago 60625. Estimated construction cost $5,300; revenue none. Principals: James H. Mullin, president of Northeastern Illinois University, et al. (Ann. Nov. 30).

- **Philadelphia—Philadelphia-Philadelphia Broadcast Co.** Seeks 102.3 mHz, 10 kw, HAAT 100 feet, HAAT 550.6, North St. Louis Avenue, Chicago 60625. Estimated construction cost $5,300; revenue none. Principals: Laperle L. Hernandez (50%), Louis Duran (40%) and Adelita R. Montelongo (10%).

- **Minneapolis—Fresh Air Inc.** Seeks 90.3 mHz, 10 kw, HAAT 100 feet, HAAT 550.6, Minneapolis 55407. Estimated construction cost $2,228; first-year operating cost $8,300; revenue $1,000. Principals: Randy L. McLaughlin, President of Fresh Air (nonprofit corp.), et al. (Ann. Oct. 29).

- **Birmingham, Ala.** (Prince of Peace Christian Church Inc. and Radio Church Co.) Seeks 93.7 mHz, 10 kw, HAAT 100 feet, HAAT 550.6, Stonewall, Miss. 38936. Estimated construction cost $3,850; revenue $1,000. Principals: William A. Pinkley (50%), president, and manager and 50% owner of KDNJ(AM) South St. Paul, Minn. (Ann. Oct. 24).

### Rulemaking petitions

- Fayetteville, Ark.—Vernon B. Fitzhugh seeks amendment of FM table of assignments to assign ch. 30 to Fayetteville and ch. 25A to Natchez, Miss. (RM-2264-11). Action Nov. 7.

- Satellite Beach, Fla.—Beach Broadcasting seeks amendment of FM table of assignments by assigning ch. 29A to Satellite Beach. Ann. Nov. 9.


### Rulemaking actions

- **Chief, Broadcast Bureau, in Melbourne, Fla., on request of Radio Melbourne Inc., from Oct. 5 to Nov. 30, for filing reply comments on notice of proposed rulemaking adopted Sept. 20, 1973 (Doc. 1972-7). Action Nov. 2.

- **Broadcast Bureau, in Lake City, Mollins, Kingstree, all South Carolina, on request of Earl Bradsher, extended through Nov. 16 for filing and reply comments on notice of proposed rule making in amendment of FM table of assignments at Lake City, Mollins and Kingstree (Doc. 1972-7). Action Nov. 2.

- **Chief, Broadcast Bureau, in Knoxville, Tenn., on request of Morgan Broadcasting Co., extended through Nov. 19 for filing reply comments on notice of proposed rule making in amendment of FM table of assignments for Knoxville (Doc. 1972-8). Action Nov. 2.

### Call letter applications

- LA Junta Broadcasters Inc., La Junta, Colo.—Seeks KBLJ(FM). (Doc. 19841) Action Nov. 11.

- Louisiana State University of Louisiana, Shreveport, La.—Seeks KSCL(FM). (Doc. 19842) Action Nov. 11.


- WPFR Inc., Front Royal, Va.—Seeks WXVW(FM). (Doc. 19845) Action Nov. 11.

- La Crose Radio Inc., La Crosse, Wis.—Seeks WXEL(FM). (Doc. 19846) Action Nov. 11.

### Call letter actions

- **John E. Shipp, Brecon, Wash.** Granted WKNV(FM). (Doc. 19847) Action Nov. 11.

- **St. Mary’s College, Moraga, Calif.** Granted KSMC(FM). (Doc. 19848) Action Nov. 11.

- **Huston College, Bangor, Me.** Granted WHSN(FM). (Doc. 19849) Action Nov. 11.

- **P.M. Broadcasting Co., Princeton, Minn.** Granted WQFP(FM). (Doc. 19850) Action Nov. 11.

- **Mississippi State University, Mississippi State** Granted WSMF(BM). (Doc. 19851) Action Nov. 11.

- **Corning Community College, Corning, N.Y.** Granted WCEBF(FM). (Doc. 19852) Action Nov. 11.

### Existing FM stations

Final action

- **WWWM(FM) Cleveland—Broadcast Bureau granted LPFM station WWM(FM) Cleveland covering operation of trans. by remote control from 6600 Broadview Road, Parma, Ohio (BRCCH-1177). Action Oct. 31.**
New Year's Day in Broadcasting comes on December 31

That's the date for our annual double issue, devoted this year to a study of the broadcast advertising agency in today's economy.

It will profile the men and women who are now the dominant influences in broadcast media planning, creative direction, copy, art and—regardless of professional discipline—in impact.

It will dissect the best television and radio advertising campaigns—as judged by the broadcast advertiser.

It will report Broadcasting's exclusive ranking of the top 50 agencies in broadcast billing—and describe the accounts that put them there.

It will present a retrospective on high moments in broadcast commercials—from Coca-Cola's "Country Sunshine" to Sears's Die-Hard batteries to Sunbeam's Billie Jean King.

It will describe the impact of the independent buying service. And of barter. It will tell how it is to buy television in a seller's market, and how it is to sell radio in a buyer's market.

It will, in general and in particular, report the state of the broadcast-advertising art.

The editors intend it to be a first-of-the-year issue readers will still be consulting at year's end.

And the advertising it contains will still be delivering its message a year later.

Deadline: December 17.

You belong in Broadcasting Dec 31
Call letter applications

- WJL-FM (Birmingham, Ala. — Seeks WZZK-FM)
- WABP-FM (Fairhope, Ala. — Seeks WGOK-FM)
- KQ(QFM) Santa Paula, Calif. — Seeks KAAP-FM
- WKEI-FM (Kewanee, Ill. — Seeks WREO-FM)
- KL(K-FM) St. Louis, Mo. — Seeks KBFDY-FM
- KLJ(T-FM) Lake Jackson, Tex. — Seeks KGOU-FM
- WKUB-FM Manitowoc, Wis. — Seeks WKKB-FM

Call letter actions

- WHFL-FM Winter Haven, Fla. — Granted WPCV-FM
- WQUD(FM) Rossville, Ga. — Granted WOWE-FM
- KCFR-FM Willsboro, N.Y. — Granted WQRF-FM
- KLQI-FM Portland, Ore. — Granted KGGN(FM)

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses, co-pending aux. and SCA’s when appropriate, for following:
  - KCTB-AM (O Fallon, Mo. — Granted WXXM-FM (AM)-WXEN-FM Cleveland; WAMBR-AM) Donelson, Tenn.; WCID(AM) Junco, Puerto Rico; WCDR(AM) Seguin, Tex.; WCDM-AM Madison; and WCRT-FM) Baton Rouge, La.; WKGX-FM (KTB-FM to be spun off to other buyer, see below). Sellers: A. H. Baker, Phil., 27850 S. 8th St., Springfield, Ill. James L. Bugett Jr., president (33%), Raymond A. Saadi (35%), and Thomas K. Watkins (36%), et al. Mr. Bugett is attorney and stockholders of KKFOM(AM) Houma, La. Mr. Bugett is attorney to Bugett Realty Inc., both in Houma. Mr. Watkins is attorney to KKFOM(AM) Houma and Les Granger of KOMU(AM) Columbia, Mo.
- KTIB-FM Thibodaux, La. — FCC granted assignment of license from La-Terre Broadcasting Co. to Joseph M. Costello for $60,000 (see above). Buyer: Mr. Costello owns and has 24% interest in KSFM(AM) Downsville, La. (BALB-1811). Action Nov. 7.
- KERV(AM)-KPFM-FM Kervell, Tex. — Broadcast Bureau granted assignment of license (and CP) to Young & Kramer, R. Broadcasting New Bedford, Mass. to KGKL Inc. for $410,000. Buyer: Leroy J. Gloger (100%).

Cable

Applications

- WCOF-AM-AM (Bloomington, Ill.) — Seeks assignment of license from Carl Richard Buckner to Jerome Broadcasting Corp. for $117,000. Seller: Mr. Buckner (100%). Buyers: Conrad Jerome Jones Jr. (60%), Charles Weissinger and Christopher S. Sapp (each 20%). Mr. Jones owns lumber and hardware business in Immacoliate, Mr. Sapp is attorney at Immacoliate, and Mr. Weissinger is chairman of agricultural packing firm. Ann. Oct. 30.

Siegal, president, et al. (100%). Buyers: Donald G. Slepian, Seeks Slepian (51%), Mr. Slepian and Martin has consulting engineering and real estate interests in Arlington; Mr. Bull is president of a federal research firm in North Troy, Vt. Ann. Nov. 1.

Actions

- KTIB-AM-AM Thibodaux, La. — FCC granted assignment of license from Delta Broadcasters Inc. to St. Thomas Enterprises, Inc. for $10,000. Seller: Mr. Thomas Enterprises, Inc. (33%), Thomas J. Grigg (36%), and Thomas K. Watkins (36%), et al. Mr. Thomas is director of broadcasting and stockholders of KHOM(FM) Houma, La. Mr. Watkins is attorney to Mr. Grigg and Bugett Realty Inc., both in Houma. Mr. Watkins is attorney to KHOM(AM) Houma and Les Granger of KOMU(AM) Columbia, Mo.

Ownership changes

- Broadcast Bureau begins filing for Rulemaking to make and retain audio recordings on a voluntary basis for consideration: Mr. Buckner (100%).
- Buyer: Mr. Costello owns and has 24% interest in KSFM(AM) Downsville, La. (BALB-1811). Action Nov. 7.
- FCC invited proposals for rules governing use of television station facilities in conjunction with community humanitarian, education, and religious activities. All interested are invited to submit proposals for rules as soon as possible, and for replies to Jan. 7, 1974 (Doc. 19134). Action Oct. 31.
- American Video of Deerfield Beach Inc. filed application, for $2.2 million. Buyer: Mr. Romero (100%). Owns WPFE-FM and WSWB-TV, both Orlando, Florida.
- West Virginia Wireless System Corp. filed application, for $3 million. Buyers: Mr. Waddell (100%), Mr. Waddell owns WPEN-FM and WGRB-TV, both Huntington, W. Va.
- WFXL-FM (AM)-WXXO-FM (FM) Winter Haven, Fla. — Granted WOWE-FM
- Western Broadcasting Corp., Inc. filed application, for $2.6 million. Seller: Mr. Biddle (75%), none before. To Kenneth Johnson (none before, 75% after). Consideration: $10,000. Principal: Mr. Johnson owns accounting firm and other business interests in Evansville, Ind. Ann. Nov. 1.
Help Wanted Management

Group owner looking for manager. Sales and program background imperative. Top pay, profit percentage, and supervisory benefits available to right person. Send work resume and photograph. All replies confidential. Box M-7, BROADCASTING.

Wanted Manager to assume 100% management and sales responsibilities. Must be proficient FM/AM Stereos and station in southwest city. Formal training, a must. Responsibilities: developing a successful program and salesperson! Excellent commission and arrangements. Apply only if ambitious! Write to Box M-48, BROADCASTING.

If you're young, ambitious and believe in FM, if you can enjoy being the only person involved except a top flight engineer, here's an immediate opening. Town 30,000. Signel goes 5 miles, covers two mil lions. Fully automated, already programed. Can you sell $100,000? Big money if you can. Box M-129, BROADCASTING.

General Manager. Opportunity to grow with aggressive, financially capable corporation. Immediate objective: expand sales and profits of current station. billing approximately $400,000. Ultimate objective: acquire more properties under your leadership. Qualifications; include concern and track record with sales, people and profits. Salary structure is looking for results. Box M-142, BROADCASTING.

Management Trainee for midwest broadcasting group to replace upper level position joined our staff. College of hard work, we have the program to move you into management at a young age. Degree is necessary. Minimum degree and/or some sales experience helpful. Starting salary is $15,000 to $18,000. Send resume to Box M-160, BROADCASTING.


Manager for 10,000 watt station adjacent to the Alabama Gulf Coast. Call Bob Thorburn, 404-832-7041.

Help Wanted Sales

1974 can earn an aggressive, proven-track-record “closers” at $25,000 or more. Live in or near ideal Southern California resort community. Potential commission percentage unlimited. Send complete resumes to Box M-141, BROADCASTING.

This year our 50,000 watt stereo FM will bill over $100,000. What could you do with you selling it? Excellent draw against competition, plus normal fringes. No competition except our AM sister, in great college town in Virginia. Opening immediate. Reply Box M-157, BROADCASTING.

Florida major market group-owned MOR, 50,000 watt AM seeking aggressive experienced salesperson 25-35 for established account list. Good career opportunity for right person. Box M-164, BROADCASTING.

New Jersey’s most progressive station needs an aggressive salesperson. Good base and fringe benefits plus starting list and expanding market. Professional environment. To begin first of January. Must have experience and credentials. E.O.E. Box M-182, BROADCASTING.

Radio sales one needs in a medium size market (250,000) to sell the 21st facer. You have 1 1/2 year successful track record in a small New England market and are ready to move up and win the right rewards your ambition craves. If you fit, sell me in a well planned and attractive resume. Box M-205, BROADCASTING.

Salesperson/announcer . . . If you can sell, you'll make more money. Must have experience, and an irre sistable personality. Attractive university town close to larger cities. Send qualifications, requirements, and tape to D. B. Eriksen, KXVX/KXVF, Rt. 3, Box 79, Vermilion, SD 57069.

Help Wanted Sales Continued

Sales Manager for WSAR, Fall River, Career opportunity Knight quality station. Most successful groups. Must love, people, work, and radio. Experience helpful but not necessary. Send complete list of contacts. Box FBA, 918-765-3646. Send resume, picture, Box 756, Oklahoma, 17447.

Needed immediately. Two strong, experienced salesperson/announcers for established and well respected list for highly rated stereo station in a great radio market. Salary plus commission. A lifetime opportunity with an established and expanding group. Send resume to Jim McDonald WFXI, P.O. Box 9068 Richmond, VA 23228.


Los Angeles AM station specializing in R & B and Spanish has immediate openings for 1 Sales Manager and 1 salesperson. Previous successful experience a “must.” Manager will supervise General Manager inside of a year. Contact Cy Newman (702) 564-2501 or write KTVN, Box 400, Henderson, NE.

Lavatative position if you have good sales record. Opportunity to make top dollar at number one station, New England metro 250,000 two station market. Send complete resume, WCAP, Lowell, MA 01852.

Help Wanted Announcers

Conversational personality with something to say about music, news, feature news, sports, local news, current events, etc. You sell it well, like a more flexible format, and are strong on spots, send tape, photo, resume. Great Lakes areas, market employers.

M-61, BROADCASTING.

Radio Announcer, 1st phone, experienced, for W. Pa. station, (No maintenance.) Send resume to Box M-76, BROADCASTING.

Northern Indiana AM-FM-TV outlet looking for ex perience personality who can do it all. Basic is MOR-up radio but opportunity to do some TV. — EOE — send air-check, resume and pic to Box M-112, BROADCASTING.

Warm and versatile voice for major easy listening station in major Northeast market, if you can deliver “agency” quality commercials, believable news and light productions: send tape and resume at once. Box M-126, BROADCASTING.

Combination Jock (1st phone) and salesperson for Top 40 station on California central coast, Emphasis on sales, Send tape and resume to Box M-136, BROADCASTING.

Southern, medium-market, adult music AM-FM station has openings for an announcer and a newswoman. An equal opportunity employer. Send tape and resume to Box M-146, BROADCASTING.

Warm and versatile voice for major easy listening station in major Northeast market, if you can deliver “agency” quality commercials, believable news and light productions: send tape and resume at once. Box M-126, BROADCASTING.

North Carolina full time contemporary regional needs immediately experienced announcer, can earn extra money selling. Box M-166, BROADCASTING.

Good opportunity in major mid-western market for combi-announcer experienced in classical format, preferably classical. Opportunity Employer. Send tape and resume to Box M-171, BROADCASTING.

Major market rocker seeks one or two top notch en tertainers. Minority applicants are encouraged to apply. Experienced, all-around pros only. Send tape and resume to Box M-175, BROADCASTING.

Eastern large market contemporary MOR needs a top cal, quick-witted real personality. You need youth spirit. Send tape & resume to Box M-206, BROADCASTING.

Announcer, Alaska. Population, 150,000 . . . Leading adult “good music” station needs mature sounding announcer. No beginners. 5 day week. Excellent working conditions. Good salary, send tape and resume to Box M-179, KFMO, 3900 Seward Highway, Anchorage, AK 99503.

Radio Career? Wanting to learn? Contact Steve Campbell, KPOW Powell, P.O. Box 968 Powell, WY 82435.
Help Wanted Technical Continued

Engineer with administrative qualities . . . initiative . . . highly successful job needs experienced chief who can communicate with management. Knowledge of microwave. Box M-170, BROADCASTING.

Chief Engineer, Pennsylvania Metro Radio. Only third opening in 10-plus years for top technical position in well-established operation. Great opportunity to manage major radio station. Send full details and salary requirements to Chief Engineer, KUID, P.O. Box 292, Casper, WY 82601.

Help Wanted

Southern California Directional AM-Automated FM has opening for top-notch Chief Engineer. Excellent equipment—good working conditions—ideal place to live—salary and fringe benefits above average. Please—only first rate experienced engineers reply. Call or write Lyle Richardson, KUID, P.O. Box K-1320, Oceanside, CA 92054. 714-757-1330.


Immediate opening for assistant chief engineer. Challenge awaits at WTMJ-FM in Milwaukee, WIS. Excellent opportunity. Full salary. Send resume to Program Manager, 950 N. 3rd St., Milwaukee, WI 53202.

Chief Engineer for Automated Radio Station. Excellent opportunity. Resumes accepted. Send resume to Station Manager, WKIL, Kansas City, MO 64101.

Help Wanted, Programing, Production Others Continued

Program Director for 5000 watt community-oriented radio station. Must be experienced with good voice, program, production, sales. Full details, tape, and salary requirement: Call 301-939-0800 or write Manager, WASA, P.O. Box 97, Havre de Grace, MD 21078.

Chairman for communications department at California State University, Fullerton Department with 700 mel- etal employees seeks Ph.D. in mass communication area with teaching and administrative experience to begin July 1, 1974. Position is elective for 3- to 5-year term. Apply to: Dr. Roy Smythe, Chairman, Search Committee, Communications Dept., California State University, Fullerton, CA 92634.

Friend of staff person to assist in operation of Automated Radio Station. Prefer air personality, but experience as audio technician—tape operator—current knowledge of FM-Stereo operation welcome. Write: WOIJ, P.O. Box M-43, Havre de Grace, MD 21078.

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Situations Wanted Announcers

Continued


TELEVISION

Help Wanted Management

A TV news background, an MA, a creative imagination, ambition and management capability are required, on a small market, professional, progressive, and flexible. Write Box H-229, BROADCASTING.

Help Wanted Announcer

Entertaining Personality to co-host daily half-hour TV show with rural audience. Send VTR and resume to Al Sampson, WLUK-TV, Green Bay, WI.

Wanted, announcer, sports oriented, contact Paul Bäcker, WPTA, 2715 Highland St., Harrisburg, PA 17110. An Equal Opportunity Employer.

Help Wanted Technical

Wanted chief engineer AM-FM group owner—heavy on TV. Send resume to: Box K-219, BROADCASTING.

Expanding TV production company in the southeast, has a need for a fully qualified maintenance engineer, minimum 5 years experience. Top salary and growth potential, Equal opportunity employer. M/F. Reply to Box K-170, BROADCASTING.

New Project in Florida. Television Engineers needed, with experience in one or more of following areas: Installation, engineering, production and booth maintenance and quality control. Some supervisory levels also needed. Send resume and working conditions. Box M-102, BROADCASTING.

Consulting Engineer, Midwest firm seeks engineers with broadcast or communications system design/construction experience. Rate for professional services. Liberal benefits. State salary requirements with resume. Equal Opportunity Employer M/F. Box M-204, BROADCASTING.

1st Class Engineer-operators for small market, expanding station. WLUK-TV, Green Bay, WI. Chief Engineer, WCV-TV-Milwaukee, WI 53208. Equal Opportunity Employer.

TV Engineer wanted to work in all color, remote-controlled UHF public service station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bäcker, Chief Engineer, WPTA-TV, P.O. Box 1211, Jacksonville, FL 32204.


Help Wanted News

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Yest and talented College grad, seeks production position with TV network. Both VHF and UHF. Available in B.S. College of Broadcasting. RTVF. Extensive list of professional credits. Write, relocate. Available 1/74. Robert Klein, 3645 Forest Garden Avenue, Baltimore, MD 21207. 301-944-3062.

Help Wanted News Continued

Sports personality. Proficient on-air talent, photographer, film editor to do features on people involved in sports, fishing, hunting, eating. Must have live shows at least two nights a week. Contact Tom Torinus, WLUK-TV, P.O. Box 7711, Green Bay, WI 54303. Send VT if available.

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Continued

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Situations Wanted News


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Broadcasting Nov 19 1973

66
AMPTP's Billy Hunt: speaking for management

Everyone calls him "Billy," bringing to mind those men who carry into adulthood their childhood names. Billy H. Hunt does indeed have a peculiarly youthful appearance that is most apparent when his face creases into what can only be described as a boyish smile. And that seems slightly out of place for the man who is executive vice president of the Association of Motion Picture and Television Producers, and whose major activity is bargaining with labor unions.

Billy is no nickname either; it's the name on his birth certificate. The fact that his father was a Texas oil engineer may have something to do with this, since Billy is a solid Lone-Star name—for both males and females.

It was not long after Mr. Hunt took his job with the producers association, in April 1972, that his first big union negotiation was thrust upon him. It was with the biggest craft union in Hollywood, the International Alliance of Theatrical Stage Employes, and it went on and on—until it ended like a cliffhanger on Jan. 31, the day the contract between IATSE and the producers expired. (The IATSE stagehands' strike that has been going on against network studios and owned-and-operated stations in Hollywood for the past six weeks is not in Mr. Hunt's jurisdiction.) Mr. Hunt had barely settled the IATSE negotiation when he got into one with the Writers Guild of America. That led to a 16-week strike that began last March 6 and put a crimp in production for this television season.

Facing Mr. Hunt now are two union contracts that expire during the current year: the Screen Actors Guild and the American Federation of Musicians.

This field is not new to Mr. Hunt. He was, after all, a labor-relations lawyer in private practice before he was chosen for the AMPTP job to succeed Charles F. Boren, the long-time executive of the association, who retired.

If recent labor relations in Hollywood have been abrasive, they show no signs of easing any time soon. "The present period of labor unrest," said Mr. Hunt the other day, "is going to continue for several years. There has been more labor stress this year than in the previous 25."

Why this pessimism? "It's the economic situation," he explained, "plus decreased employment in Hollywood—and the casual and seasonal nature of employment here."

In the broader picture, he noted, there is a national and international antipathy to establishment forms. "Labor is no different," he noted, pointing to overt manifestations by West Coast locals to be independent of their headquarters councils, to push for more autonomy. "In years past," said he, "labor tended to be homogeneous; today, because of this push for independence, there is turmoil."

But, he added, this is not germane only to labor conditions. The motion picture and TV industries themselves are being fragmented. The line is blurring between the major studios and the independents, he says; movie production is being reduced each year; new technologies are springing up, and new markets are on the horizon—for example, video cassettes and pay TV, he adds.

"In years past," he observed, "AMPTP has provided a form of cohesion for the producers. It will strive to continue that unity for the industry, but it may become very difficult."

AMPTP, which celebrates its 50th birthday next year, has 75 members. Originally the organization was for motion picture producers, but in 1964, it added TV to its name. Technically speaking, AMPTP has no connection with the Motion Picture Association of America, which represents film distributors, but in fact, the kinship is close. Jack Valenti, for example, is president of both MPAA and of AMPTP.

Although labor relations is pre-eminent in Mr. Hunt's roster of responsibilities, there are other facets of the organization that also make it important to the Hollywood community: research, public relations, training programs for employes, safety standards, casting, minority affairs, and even casting.

For Mr. Hunt wears many hats in his present position. He is, for example, president of Central Casting Corp., which on some days hires as many as 1,300 performers. He also is a member of the board of directors of pension plans and in some instances health and welfare funds of such organizations as the Writers Guild of America, the Screen Actors Guild, the Directors Guild of America. He's chairman of the Contract Services Administration Trust Fund; a trustee and director of the Motion Picture and Television Fund and the Permanent Charities Committee of the Entertainment Industry. In fact, this year he is chairman of that group's fund-raising campaign and, as of mid-November, has helped collect almost $2 million.

The workload doesn't seem to unduly worry Mr. Hunt. One of his strengths is obviously the equanimity of his disposition. Those who know him and work with him use such terms as "pleasant," "affable," "kind," "amiable." Lew Wasserman, chairman of MCA Inc., who has been chairman of AMPTP since 1966, calls him "an outstanding executive with a great deal of patience and compassion."

Even labor leaders who have sat across negotiating tables from him use phrases like "impossible to dislike," "very personable," "always a gentleman." Of course, realistically, they are slightly wary of him; they claim he is very cautious, playing his cards close to his vest.

The plethora of activities in which Mr. Hunt is engaged is not new. While he was attending college, he clerked for a Los Angeles drug store chain. Summers, he worked as a structural steel worker on construction jobs in the area. Those jobs and his GI bill (he was a Navy petty officer in World War II, and a lieutenant in the Korean conflict) helped put him through college and law school.

Mr. Hunt's principal form of relaxation is boating; he owns a Grand Banks 42-footer, equipped with twin diesels. In order to get away from it all (and, for someone who faces the frustrating hours of labor relations, that's a requirement), he gathers his family, boards his boat and cruises either the Channel Islands off Santa Barbara, or the Channel Islands off Channel Islands oil platforms, or jaunts to Catalina Island. When he really has time available, he strikes out for more distant shores, to Mexico for example. And he also works off some of his tensions by playing handball—but only occasionally these days.
Emancipation proclamation

William S. Paley, the board chairman of CBS, has untied that hand he bound behind his newsman's backs last June when he ruled they could not offer analysis of presidential statements or those of other public figures hard on the heels of their happening. It was an unfortunate idea in the first place, and one for which Mr. Paley has been criticized widely within his own company and the industry. He is to be commended for recognizing the error, for restoring to CBS its full arsenal of journalistic options, and — in an oblique way — for conferring on that technique a legitimacy it had not known before. For the want of analysis on CBS placed an even greater burden on that being presented by ABC and NBC; in a sense, they became the testing grounds for this hardest of broadcast-journalism exercises. Their able performance under that gun has enabled all in the news corps to work with renewed confidence.

In the final analysis, it is clear that CBS was mouse-trapped by a semantic. It is to Spiro Agnew that is owed the debt for dubbing what broadcasters do — as opposed to what their print counterparts are doing — precisely the same moment — "instant analysis." In truth, of course, such immediate response is no more instant than the years of training, experience and backgrounding that go into making the broadcast journalist a skilled observer of the public scene. "Instant analysis," like "elitist gossip," "ideological plugola" and other slogans that are long on imagery but short on substance should be accorded the same interim as their perpetrators.

No rules at all?
The U. S. Court of Appeals for the District of Columbia has laid further claim to its reputation as the super-FCC by issuing a new policy on diversified ownership. It has also given broadcasters new reasons to seek legislative relief.

As reported here a week ago, the court remanded the Orlando, Fla., channel-9 decision on, among other grounds, a finding that a losing applicant had been wrongly denied a comparative merit for the presence of two blacks among its stockholders. This opinion extended a principle that the appellate court originally advanced in June 1971 when it overturned an FCC policy statement.

The FCC had issued its statement in January 1970 to undo a freak WHDH-TV Boston decision that had made most licensees fair game for competing applicants. To restore conditions that prevailed before WHDH, the commission proposed to give incumbents an advantage over untried rivals if the incumbents showed a record of "substantial service." It also said it would eliminate diversification of ownership as an issue if incumbents were in compliance with existing rules.

In rejecting that policy, the court asserted that a "superior" record ought to be demanded and that diversified ownership ought to be the FCC's constant goal, "including plans for integration of minority groups into station operation." This, of course, exposed all licensees with multimedia holdings to the very real danger of losing their properties to any applicant of reputable character, reasonable financial backing, fewer multimedia ties and more minority stockholders. The formula had been perfected for the case-by-case restructuring of the industry into an ultimate condition of single-station ownership.

If the formula were perfected in the appellate court's rejection of the FCC policy, it has been polished in the court's reversal of the Orlando case. Diversification of ownership must be a "primary objective" in comparative proceedings, whether for occupied or unoccupied facilities, the court has now ruled.

There is, of course, a fundamental conflict between the court's assertion of the primacy of diversification and existing FCC rules under which present holdings have been obtained. In effect, the court has nullified the rules by instructing the FCC to break up multiple holdings, however legal, as they are challenged.

The remedy lies only in legislation. More and more it becomes imperative that a bill forbidding ad hoc dismemberment of broadcasting get through the Congress. As reported here a week ago, Congressman Lionel Van Deerlin (D-Calif.) has professed a willingness to vote for reasonable relief, thus withdrawing his amendment that would put all licenses up for grabs by the fanciest promisers. With that example, other congressmen ought to be willing to listen to the broadcasters' case.

Broadcasters aren't asking for the moon, or for permanent title to any piece of the spectrum. They are merely asking not to be punished for abiding by the FCC's rules.

Just for the hell of it

Senators Lowell P. Weicker (R-Conn.) and Abraham Ribicoff (D-Conn.) have introduced a bill to abolish the Office of Telecommunications Policy, largely out of concern over executive-branch influence in broadcast programing. There may be an even better reason to think of cutting OTP back to size: the elimination of waste.

Last week, as described elsewhere in this issue, it was discovered that OTP has just commissioned Stanford Research Institute to do a study on movies and pay cable. Nothing could be less timely than this exercise, which got under way at about the same time the FCC was holding its final and presumably definitive argument on pay-cable policy. To what end has OTP committed funds to Stanford Research for a project that is unlikely to be completed before national policy is set?

By the way, whatever happened to that high-level administration policy statement on cable television? OTP has been working on that for two and a half years.
“WGN?
Well, I'm 28 years old, and I'd say I've been watching and listening to WGN for about 25 of those years... I guess if you live in Chicago, you grow up with WGN.”
Whatever you might call her, Marcia Brandwynne is an important member of the Action News Crew on KTVU. Along with Anchorman George Reading, Weatherman Bob Wilkins and Sports Director Gary Park, Marcia is another reason more San Francisco Bay Area viewers aren’t waiting till 11 O’Clock to get the news.