


Public opinion: Press beats Nixon on credibility  
Cable's high-rollers convene in Las Vegas

# Broadcasting Nov 26

The newswweekly of broadcasting and allied arts

Our 43d Year 1973



The Beverly Hillbillies

The Andy Griffith Show

The Dick Van Dyke Show

I Love Lucy

Hogan's Heroes

Gomer Pyle

Petticoat Junction

**Women's home companions**

By late afternoon the lady of the house is ready for a good laugh. That's why smart stations give her 3 good sitcoms back-to-back in fringe time. The payoff: an average 84% buildup in women 18-49 over the 90-minute span. Viacom can cite 22 happy stations doing it right now.

**Viacom**

Source: NSI, Feb.-Mar. 1973. Audience estimates are subject to qualifications available on request.

36112LIRRAAB5184MCK<DEC/76  
A U L I B R A R Y  
U S A I R F O R C E  
S E R I A L A C Q U I S I T I O N

# The No. 1 Country Music Stations\* for the Nation's Capital are wearing New Hats



AM-730



FM-105.9 Stereo

The No. 1 Country Music Stations in the Metropolitan Washington, D.C. Area are now affiliated with the World's Largest Radio Network.



## mutual broadcasting system, inc.

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135 West 50th Street  
New York, N.Y. 10020  
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**WASHINGTON**  
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918 16th St., Washington, D.C. 20006  
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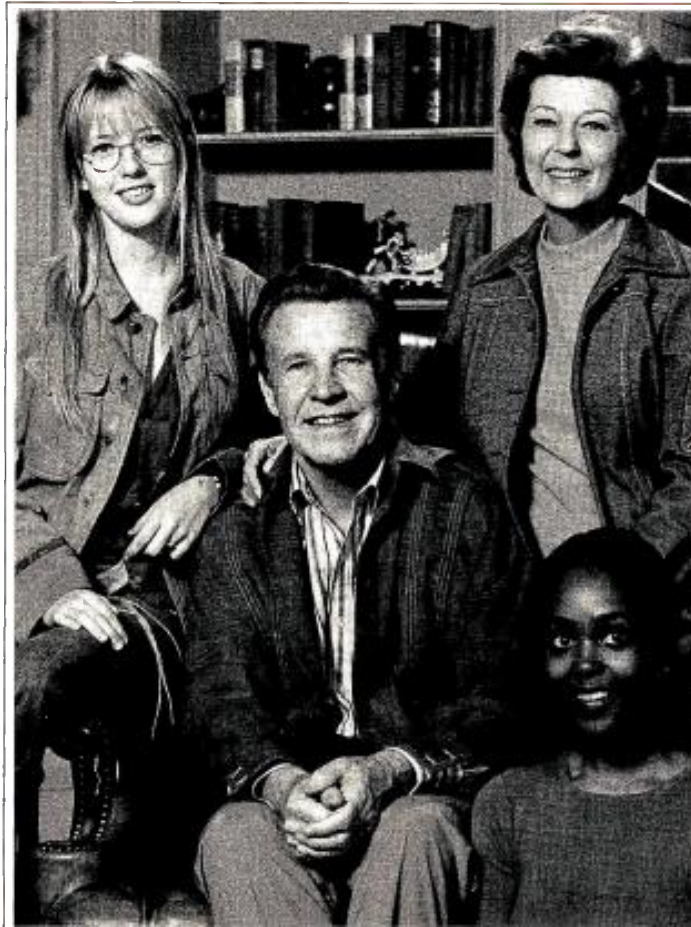
**DETROIT**  
28333 Telegraph Rd.  
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(313) 354-4270

**LOS ANGELES**  
Sports Media Sales  
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*For information on how your station can become affiliated with the World's largest radio network, write:  
Gary Worth, V. Pres. Mutual Broadcasting System, Inc., 918 16th St., N.W., Washington, D.C. 20006*

\*Source: ARB July-Aug. 1973

# Thanksgiving.



When the creators of "Ozzie's Girls" give America sparkling new family entertainment with good taste and moral values week after week, someone should thank Filmways.

Viewers in 83 markets are voicing their appreciation in bountiful numbers. By making "Ozzie's Girls" all America's family!

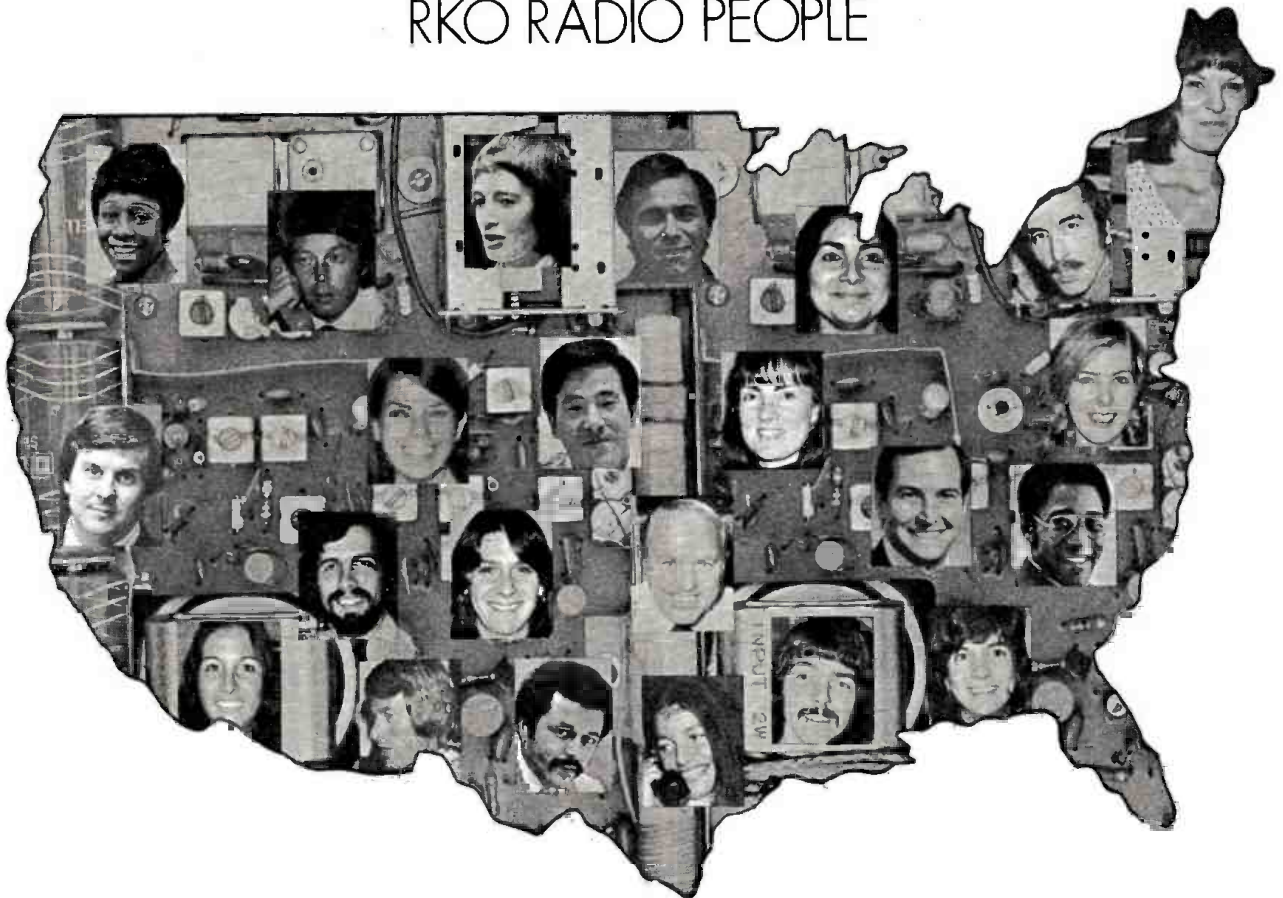
Viacom, too, says thanks to Filmways.  
Because we distribute

## Ozzie's Girls



# it's about people

RKO RADIO PEOPLE



The major, often overlooked, elements which are an integral operating part of this country's radios — are radio's *people*.

Without the *people* who make radio work as the most powerful medium of *communication* in the United States the jumble of electronic components called a radio would be nothing but a collection of terribly complicated, ultra-sophisticated, non-functioning blips.

RKO Radio People, individually and collectively, throughout the United States, take pride in their personal contributions to the overwhelming success of RKO Radio Stations. From New York to Los Angeles; from San Francisco to Fort Lauderdale; from Memphis

to Boston, and Chicago to Washington, RKO Radio Stations *communicate* with millions of RKO Radio listeners every day. And RKO Radio People, professionals all, are constantly aware of their responsibilities as communicators with America. It is this feeling of dedication to communications, of daily awareness to the wants and needs of their listening communities that makes RKO Radio People — and through them RKO Radio Stations — the finest in the land.

What is the essence of radio? Not electronic components, not transmitters or computers. It's people! And RKO Radio knows it — which is why the finest people in radio in the United States are RKO Radio People.

## RKORADIO



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WOR New York • WXLO New York • WRKO Boston • WROR Boston • WFYR Chicago • WHBQ Memphis • KHJ Los Angeles  
KRTH Los Angeles • KFRC San Francisco • KFRC FM San Francisco • WAXY Ft. Lauderdale • WGMS AM & FM Washington, D.C.

## Closed Circuit

**Editorial judgments.** Three networks' news operations are due to receive some unpleasant news if FCC, in special meeting today (Nov. 26), accepts recommendations staff has made in several controversial matters. As result of its investigation of House Investigations Subcommittee's report on alleged news staging by ABC and CBS (*Broadcasting*, May 22, 29, 1972), staff has drafted letters that would, as characterized by one official, "censure" CBS and "admonish" ABC.

NBC News's problem involves fairness-doctrine complaint that Accuracy in Media filed against *Pensions: the Broken Promise*. NBC had appealed staff's ruling in May (*Broadcasting*, May 7) that violation is involved. And before commission is draft letter — prepared generally by same staffers who worked on original ruling — that would affirm staff's position. Commission would assert that opportunity must be given to those who take position contrary to that in program.

**Staffing up.** National Association of Broadcasters' Special Committee on Pay TV will announce new staff director this week. He's Robert Resor, long-time executive with Bozell & Jacobs advertising and PR firm and recently VP of Washington-based Creative Systems Inc., supplier of computer-information services. Appointment is slated to be confirmed at committee meeting Thursday (Nov. 29) in Washington. At same meeting number of public-relations firms have been invited to make presentations for pay-TV account. NAB officials are still talking about spending more than half a million on campaign.

**Honing the knives.** National Cable Television Association's defense of pay cablecasting, which up to now has not advanced very far beyond rhetoric stage, is about to be given stiff shot in arm. Expedited activity should come after California cable convention in Las Vegas this week (see page 33), during which NCTA board will hold regular meeting. Board is expected to approve expenditure it has authorized in principle to promote pay cable. Word now is that allocation could exceed \$250,000 initially cited. Board will also pave way for implementation of PR program which, while not following National Association of Broadcasters' precedent of purchasing newspaper space, may make provision for ad expenditures in special-interest publications. NCTA has already hired its staff expert on pay cable, Donald E. Witheridge, ex-Teleprompter (*Broadcasting*, Nov. 5).

**Headed for action.** FCC's renewal-and-transfer division may clear decks of at least one major station sale before year's end — assignment of WTIC-TV Hartford, Conn., from Travelers Corp. to Washington Post Co., for \$34.9 million. Involved also is collateral sale of WTIC-AM-FM to new company headed by WTIC president, Leonard Patricelli, for \$6-million. Applications were filed in June, so action before year's end would be relatively fast.

But there seems little likelihood that biggest other sales now awaiting action — Carter Publications Inc.'s WBAP-AM-TV and KCSC-FM Fort Worth — will be approved before new year. Properties are hung up in antitrust suit that has been brought against Carter and other Fort Worth li-

censes. However, question of renewals of those stations may be settled in next few weeks, helping to pave way for approval of transfers by February or March. Television station is to go to LIN Broadcasting Co. for \$35 million, radio stations to Capital Cities for \$10 million.

**Some other time.** Liveliest internal news expected out of Television Bureau of Advertising's annual meeting this week in Houston will be appointment of committee to study long-term goals, probably in process keeping eye out for man to ultimately succeed Norman E. (Pete) Cash as president. This course would follow TVB board of directors' executive committee's abortive attempt — shot down by full board — to ease President Cash into retirement in favor of ex-NBC Vice President John Otter (*Broadcasting*, Nov. 12).

It's learned now that one factor stirring up executive committee was discontent within TVB staff. Main complaints were said to be contradictory: Some alleged lack of leadership, others that Mr. Cash doesn't delegate enough authority. For Mr. Cash's part, it's understood he advised board some time ago in writing that he had no intention of quitting before age 60. He's 55.

**Self support.** Directors of Radio Television News Directors Association at next board meeting (Jan. 26 in Cincinnati) will be asked to vote for policy excluding outside organizations from picking up tabs for entertainment at RTNDA conventions. For some time there's been feeling among members that accepting PR-type entertainment (such as salmon bake given by Chrysler Corp. during latest convention in Seattle [*Broadcasting*, Oct. 15]) was unseemly for professional association of journalists. Tom Frawley of Cox Broadcasting, RTNDA president-elect and program chairman of next convention, will argue strongly for new policy at board meeting.

**Busy, busy.** FCC seems to be gearing up for burst of activity during first part of December. Not only are officials promising that long-pending children's television programming will be on agenda ("Closed Circuit," Nov. 19), but there is talk of several cable TV matters as well. One involves question of what to do about rule requiring systems with more than 3,500 subscribers to originate programming. That has been dangling since June 1972, when Supreme Court, in 5-to-4 squeaker, upheld rule's legality (*Broadcasting*, June 12, 1972). Staff is to present various options for commission's consideration. But at moment, apparently there is little enthusiasm for simply putting rule into effect. (It had been stayed since May 1971 as result of lower court's decision that went against rule.) Proposals for easing nonduplication rules are also due to be considered. And officials say commission should be ready to begin working over pay-cable rules.

Little farther down road, but reportedly well within sight, is resolution of commission's fairness-doctrine inquiry. Project, near completion, has been hung up in office of Chairman Dean Burch's assistant, Charles Lichenstein, who is said to have been prevented by press of other duties from writing portions of draft assigned to him. Commissioner Richard E. Wiley, who heads unit staffing inquiry, informed colleagues last week he is determined to get project moving, and hopes to have document ready for commission consideration in January.

## Top of the Week

The people respond. President Nixon's proclamations that TV networks have given his administration unfair shake have been unconvincing to public. That's conclusion of Opinion Research poll, commissioned by CBS News, that found fewer citizens believing President than believe TV journalists. Report also asserts most people have rejected Mr. Nixon's claim of "outrageous, vicious, distorted reporting." Page 21. While President might have reservations about TV's credibility, he remains aware of its public-exposure benefits. Finding last week's Q & A with AP editors going his way, Nixon declines to return airwaves to networks at end of allotted time. Page 22.

Vote for reversal. Complaints that government's hold on broadcast media is too heavy may be old hat, but that didn't stop prominent group of newsmen and educators from advocating dramatic regulatory retreat for FCC. Their report, distributed by trial-lawyers association, claims commission should get out of program-regulation. Page 23.

Fairness doctrine has come under attack from man who made Watergate a daytime TV staple. In address to Congress, Senator Sam Ervin suggests look at constitutionality. Page 24.

### Help's in the wings for (some) daytimers threatened with daylight-savings curtailment

Plan to ease impact of pending year-round daylight-savings bill on some 100 daytime-only radio stations is ready for adoption at FCC. But commission will not act until legislation, designed to help ease energy crisis, is enacted. Plan depends on kind of authorization contained in legislation ultimately passed.

Commission, in public notice issued on Wednesday, said that, "consistent with congressional action," it is prepared to grant "appropriate temporary relief," and to institute rulemaking to afford relief for duration of national daylight-savings time to daytimers who are not now eligible for presunrise authorizations, "where such action is consistent with treaty commitments." This would rule out 243 stations ineligible for presunrise authorization because of their location on Canadian or Bahamian clear channels.

Type of relief granted other ineligibles — approximately 100 who are on U. S. clears — would be restricted. Commission did not provide details in its notice, other than to say relief would be given "with due regard to the protection of nighttime services rendered by U. S. clear-channel stations during presunrise hours." However, it is understood that commission's plan contemplates permitting stations to begin operating one hour earlier than usual, but with sharply reduced presunrise power — 100 w is said to be maximum under consideration.

Opening door even that much, however, raises question — at least in staff's mind — about some 430 daytimers who are eligible for PSA but do not operate before dawn. Some either have not applied for PSA because of severe technical restraints they would be required to accept; others have PSA but do not use it because of such restraints. Staff is suggesting that commission, in notice of rulemaking to grant relief to daytimers on U. S. clears, ask for comment on how it should deal with stations that cannot now make use of their eligibility for PSA. Staff is said to feel there is no point in imposing restrictions that in effect keep eligibles off air presunrise while permitting daytimers who are on U. S. clear channels to begin operating one hour early.

Spotlight at BFA's Cleveland seminar is shared by men who provide diverse input in promotion process — one who regulates it, two who prepare it and one who advises how to do it best. Page 30.

FCC hears citizen groups maintain that program logs should be available for public scrutiny; broadcasters question wisdom of that proposition. Page 31.

Is cable able? With adversities infiltrating cable industry from all directions, delegates at this week's California Community Television Association convention — being billed as second only to NCTA gathering in importance — will have plenty to talk about. Foster sets scene in wide-ranging Broadcasting interview, claims industry's biggest problem is to restore its credibility. Page 33.

American broadcasters' competitive ways are infuriating their foreign counterparts, says BBC's Charles Curran. He tells NATAS session called to honor him that ABC's superbid for Montreal Olympics coverage could put price tag beyond reach of poorer systems, warns of resistance. Page 40.

While nobody seems sure of how it got there, there's provision in Senate-passed energy-conservation bill giving Nixon sweeping powers to ban energy-related advertising. House, however, could go other way, as Staggers readies bill that would prohibit federal conservation moves. Industry waits it out. Page 42.

AMST takes critical look at Whitehead's VHF drop-in plan. Only eight new channels — not 62, as OTP asserts — could be accommodated, it contends, and ultimate effect could be to leave lasting scars on UHF. Page 46.

Senator Buckley's probe of record industry results in conclusion that some firms — and notably CBS — suffer from "corporate schizophrenia" on drug-lyrics policy. Meanwhile, copyright subcommittee staff begins new query where Mr. Buckley left off. Page 48.

### ABC's turn at the second season

ABC-TV has announced major overhaul for second season beginning Jan. 14: five shows canceled, four shows added, two now once-monthly programs joining weekly line-up, three timeslot shifts.

Cancelled: *The New Temperatures Rising* (Tuesday 8-8:30), *Room 222* (Friday 9-9:30), *Adam's Rib* (Friday 9:30-10), *Love American Style* (Friday 10-11) and *Griff* (Saturday 10-11). *Dick Clark Presents the Rock & Roll Years* (Wednesday 8-8:30), which replaced *Bob & Carol & Ted & Alice* this month, will not go beyond its scheduled five-week run.

New shows: *Happy Days*, Paramount situation comedy, with Tom Miller and Ed Milkes as executive producers (Tuesday 8-8:30); *The Cowboys*, Warner Bros. family western, with Burt Kennedy as executive producer (Wednesday 8-8:30); *Chopper One*, Aaron Spelling/Leonard Goldberg-produced police adventure (Thursday 8-8:30); and *Firehouse*, Metromedia-produced (Dick Berg, executive producer) action series about big-city firemen (Thursday 8:30-9).

Once-monthlies going weekly are *Doc Elliott*, contemporary drama out of Lee Rich's Lorimar shop (Wednesday 10-11), and *The Six-Million-Dollar Man*, Universal-TV's adventure series (Friday 8:30-9:30). Time slot shifts: *Odd Couple* (Friday 8:30-9 to Friday 9:30-10), *Toma* (Thursday 8-9 to Friday 10-11) and *Owen Marshall* (Wednesday 10-11 to Saturday 10-11).



## Cable copyright briefs to Supreme Court

If Supreme Court lets stand lower-court ruling that cable systems have copyright liability for carriage of "distant" TV signals, result could be ultimate bankruptcy of CATV industry. That is argument of cable interests in urging court to reverse March 1973 judgment of New York appellate body in favor of CBS and several program producers. Ruling went against three Teleprompter-owned cable systems and established interim precedent that cable operators are obligated to pay for broadcast material if they employ "transmittal device" — such as cable or microwave — to bring signals from headend to system itself. Supreme Court agreed to hear case last month (*Broadcasting*, Oct. 15).

Briefs on matter were submitted to court last week by Teleprompter, CBS, National Cable Television Association and Consumers Union — last in support of cable interests. Cable argument centered on three basic claims: that New York decision contradicts Supreme Court's 1968 Fortnightly ruling, in which it found that cable use of TV signals comprises "carriage" and not "performance" (thus making cable exempt from copyright liability); that ruling would negate FCC's distant-signal rules because it would make distant-TV carriage economically undesirable, and that ruling would spawn multitude of copyright-infringement suits that cable industry is financially incapable of fighting.

Lower-court decision, Teleprompter argued, gives copyright owner power to use liability "to deprive large segments of the public of minimum television service" whenever it suits its own financial interest. NCTA asserted that financial magnitude of ruling is "painfully evident." Since average cable system has yearly revenue of \$150,000 — and minimum damage under Copyright Act is \$250 per infringement — systems would have to pay as much \$2 million per distant-signal channel each year to settle. What's more, NCTA said, ruling would require each cable operator to enter separate agreements with each copyright owner — no small task when numerical abundance of latter and limited resources of former are considered — since no central bargaining agent exists for TV program producers. And such entity, NCTA stipulated, would raise "gravest antitrust problems." Consumers Union, while maintaining that cable should not be judged liable for broadcast material that it merely carries (as is case, it said, with distant signals), claimed that public would be ultimate loser if New York ruling stands. Effect, it said, would be to place emphasis on TV carriage over diverse program origination. It called for court to establish public-interest criterion for development of new cable services, which it said could serve as guideline to which federal and local cable regulators could "respond constructively to novel opportunities."

CBS and co-plaintiff copyright owners (Calvada Productions, Jack Chertok Television Inc. and Dena Pictures Inc.) jointly argued that, while Fortnightly ruling provided limited exemption from copyright liability, it did not cover cable industry as it appears today. That opinion, they argued, concerned two West Virginia cable systems that did nothing more than retransmit broadcast signals. It did not cover cable functions in present state of art (program origination, advertising, interconnection, importation of TV signals far beyond normal reception area). What's more, they asserted, record in Fortnightly was based on data established more than decade ago, and cable "is not the same industry" now as it was then. In fact, it was argued, cable "is rapidly becoming indistinguishable from the broadcasting industry." Unless relief is granted, they said, cable would be allowed to "borrow and use at will" broadcast product. But "nobody has suggested that competition be equalized by extending to television stations the privilege of free borrowing and usage of cable programs." Such development, they claimed, would cause cable industry to "protest loudly."

Date 1-25-73

Dear Chairman Burch:

Watergate should be tried in the courts -- not on TV. Television commentators who distort and prejudge Watergate are doing our country a disservice. Please act now to curb TV distortion of Watergate.

Sincerely,

Walter R. Wach  
(from Omaha)  
Rt. 4, Box 325  
Omaha, NE 68121

Keeping cards and letters coming in. FCC is being deluged with these preprinted postcards from all parts of country. Although no exact count is available, commission officials on Friday said that 2,569 complaints were received in October that could be categorized under heading of "general news" — and that most were identical cards on Watergate. Random check of 15 signers of cards failed to turn up source of campaign; most of those contacted said they did not remember, while others refused to discuss matter.

Two other organized campaigns, both aimed at alleged obscenity or indecency on television, also helped swell number of complaints commission received last month to total of 4,860, increase of 1,006 over September. One campaign is being directed by Society for the Christian Commonwealth, of Warrenton, Va. (*Broadcasting*, Dec. 18, 1972; April 30, 1973). Other is new one, work of *Christian Herald Magazine* of New York, whose president and director, Fenwick Loomer, in letter to FCC Chairman Dean Burch, says 25,000 petition forms with 174,000 signatures have already been accumulated.

Success in radio comes in diverse ways for songwriters, as evidenced by Don McLean, who'd rather have his own way, and Levine-Brown team, which goes route of status quo. Page 48.

## In Brief

**Before the fact.** Another series to be pre-sold to stations while still on network is MGM TV's hour-long *Medical Center*, now in fifth year on CBS-TV (Monday 10-11 p.m.). Blueprint calls for fall 1976 syndication start. It's first of MGM's series to go pre-sales route. About 125 episodes will be available by end of this season.

**No-shows.** Leading program suppliers are planning to forgo National Association of Broadcasters convention in Houston next March. Syndicators have held formal and informal meetings but stress this is not organized boycott. They voice annoyance NAB has allocated space to distributors in Shamrock hotel, 25-minute ride from convention site, and noted there has been reevaluation of whether NAB is proper exhibition forum for program syndicators.

Among those who plan to shun conclave are Worldvision Enterprises, MGM Television, Paramount Television, Metro-media Producers Corp. and MCA TV. Some program suppliers said they are considering resigning from association, saying NAB invariably has treated them as "second-class citizens." Many pointed to emergence of National Association of Television Program Executives meeting as more significant forum for program sellers.

**Still 'no' on combination rates.** FCC has affirmed rulings that combination-rate agreements by five AM stations —

KFJZ Fort Worth, KLIF Dallas, WNHC New Haven, Conn., WGST Atlanta and KMEN San Bernardino, Calif. — conflicted with commission policy. Last July commission issued notice of proposed rulemaking, soliciting comments on combination advertising rates and other joint sales practices. At same time it informed number of licensees that their use of combination rates was in violation of FCC policy and denied requests by others to use such rates. It asked KFJZ and KLIF, which serve same area and use combination rates, to discontinue practice. Although stations objected, FCC said it resulted in combination against which other stations in area must compete and asked stations to file proposal for discontinuance of practice. WNHC, which used combo rates with WPLR (FM) New Haven, said it had discontinued practice but requested hearing to air issues involved. WGST also told commission it discontinued use of combo rates but requested reconsideration since it offered combo rate without discount. KMEN also requested reconsideration of FCC denial to use combo rates. However FCC informed stations that whether or not discount was involved combo rates were still in violation of its policy and said rulemaking inquiry would allow licensees to present information on other aspects of combination-rate policies.

**Togetherness.** Officials of six states have formed committee aimed at fostering interests in Washington of state governments involved in regulation of cable TV. Unit, named Conference of State Cable Agencies, was created at meeting in Albany, N. Y., last week. Robert S. Kelly, head of New York State Commission on Cable Television, was elected chairman. Committee's initial membership comprises New York, Connecticut, Massachusetts, Minnesota, Vermont and New Jersey. All have embarked on program of state-level cable regulation in some form. Four other states that did not send representatives — Rhode Island, Alaska, Nevada and Hawaii — have expressed interest in joining.

**Tendering.** Gulf & Western Industries Inc. parent company of Paramount Pictures, has made cash tender offer to buy up to one million shares of common stock of Madison Square Garden Corp. at \$7 net per share, with expiration date set Dec. 14. Gulf & Western already holds about 927,000 shares or 20% of Madison Square Garden common; if additional million are purchased, its interest would increase to approximately 41%. Madison Square shares were trading at about 5 on New York Stock Exchange early last week but closed Friday (Nov. 23) at 8.

**Case of the burning crib.** Dispute over ABC-TV documentary to be shown tonight (Nov. 26) was raging late last week in Jackson county, Ind., circuit court. Smith Cabinet Manufacturing Co., Salem, Ind., was trying to bar broadcast of *Close-up on Fire* and seeking \$5.5 million in damages, alleging program includes one of its baby cribs in discussion of dangerously flammable furniture, implies it is unsafe and condenses" burning of crib into 34 seconds. Judge Robert Brown called hearing and ordered special showing of documentary in court last Friday (Nov. 23). ABC spokesman was quoted as saying if injunction against crib-burning segment is issued "we will just go black for those 40 seconds and say we have been enjoined from showing it."

**Then there were three.** National Emmy award broadcasts have spawned second child. Special 90-minute broadcast on NBC-TV (May 28, 1974; noon-1:30 p.m.) will honor achievement in daytime TV programing. Regular Emmy awards will be broadcast that night, also on NBC, from 9 to 11 p.m. First Emmy spin-off was for news; that ceremony, as yet unscheduled, is to be on ABC-TV.

**Blacks to buy V. I. station.** District Communications Inc., of Washington, D. C., whose officers and stockholders are black, plans to acquire WBNB-TV (ch. 10) St. Thomas, Virgin Islands. District and Federated Media Inc., of New York, last week announced agreement under which District will acquire Federated's stock in Island Teleradio Service Inc., licensee of CBS affiliate, for \$800,000. Agreement is subject to FCC approval. District's officers include Jeanus B. Parks Jr., Howard University professor of law; Theodore Ledbetter Jr., communications consultant, Washington, D. C.; William H. Dilday Jr., general manager, WLBT-TV Jackson, Miss.; Donna L. Merritt, management consultant, and Cleveland L. Dennard, president, Washington Technical Institute.

**Opening.** Heftel Broadcasting is in market for national program director. Buzz Bennett, who shifted from Bartell to Heftel earlier this year, was dismissed last week. He had been programing WKTQ (AM) Pittsburgh, WLQY (FM) Miami and was preparing for debut of newly-acquired KEZK (FM) St. Louis. Ron Meronstein, Bennett aide, left with him.

**Late Fates.** *Mary Elizabeth Hanford* has been confirmed to succeed Mary Gardiner Jones on Federal Trade Commission. Senator Jesse Helms (R-N. C.) and Majority Leader Mike Mansfield (D-Mont.) broke impasse over Helmut Sonnenfeldt's undersecretary of Treasury nomination (*Broadcasting*, Nov. 19) and 40 appointments, including Ms. Hanford's, went through on same day. *Fred W. Smith*, VP of Donrey Media Group's western newspaper division, appointed executive VP and chief operating officer of group, including responsibility for broadcasting arm (KORK-AM-FM-TV Las Vegas, Nev.; KOLO-AM-TV Reno, Nev.; KGNS-TV Laredo, Tex.; KFSA (AM) Fort Smith, Ark.; KBRS-AM) Springdale, Ark.). *Chase Morsey Jr.* has resigned as executive vice president, finance and planning, RCA Corp., but will continue as consultant. New corporate development group, reporting directly to Board Chairman *Robert Sarnoff*, has been created. In addition, office of senior vice president-finance, occupied by *Charles C. Ellis*, and of vice president-corporate planning, held by *George C. Evanoff*, now will report to President *Anthony Conrad* and to Mr. Sarnoff, respectively; they had reported to Mr. Morsey. Mr. Evanoff heads new corporate development group. *David A. Donnelly*, VP and director of sports programing for BBDO, New York, for past six years, named VP-program development for Hughes Sports Network, New York. *C. Edward Little*, president of Mutual Broadcasting System, appointed radio network representative on National Association of Broadcasters' radio board. He succeeds *John A. Hardin*, president of parent Mutual Broadcasting Corp., who has resigned after more than year on board. (For earlier reports, see "Fates & Fortunes," page 54.)

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**THE FIVE  
CBS TELEVISION  
STATIONS  
ARE PLEASED TO  
ANNOUNCE  
THAT STARTING  
IMMEDIATELY  
WE WILL  
BE REACHING A  
SMALLER AUDIENCE.**

Introducing "Closer Look," a special news segment for young people every evening, Monday through Friday, on our early news.

"Closer Look" is designed and written to explain a news event of the day so that young people can understand what's going on in the world. And why.

Four days a week the segment is nationally or internationally oriented. On these days the service originates from a special production unit of the CBS Television Stations Division in New York and is piped to the stations. *(These segments are also available to CBS Television Network affiliates.)*

The fifth segment is local—a local story produced at the station level. All five segments are structured for local introduction and voice-over narration.

"Closer Look": news that won't go over anybody's head. Even when they're four feet tall.



**THE FIVE CBS TELEVISION STATIONS**

WCBS-TV NEW YORK, KNXT LOS ANGELES,  
WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA AND KMOX-TV ST. LOUIS

We don't want to  
be on your board



At Firstmark Financial, we're interested in your business, because what we do best is finance cable systems, radio and television stations. But we don't want to be a member of your board of directors just because we help you with financing. That's why at Firstmark Financial, there's

**NO EQUITY KICKER**

You get money and financial know-how that's engineered to meet your cash flow. (You knew us as Economy Finance Corpo-

ration, one of the earliest and largest companies in cable financing.)

Now with our new name, Firstmark Financial, we'll be happy to show you how our new competitive rates and new 10-year plan will help your profit picture. Call us collect 317/638-1331.



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Indianapolis, In. 46204  
317/638-1331

**Datebook®**

■ Indicates new or revised listing.

**This week**

- Nov. 26-27—National Cable Television Association board meeting. Las Vegas Hilton, Las Vegas (see page 33).
- Nov. 26-28—Annual meeting Television Bureau of Advertising, Hyatt Regency, Houston.
- Nov. 27-28—Beginning television production seminar, sponsored by Telemation Inc. Los Angeles.
- Nov. 27-29—National Association of Educational Broadcasters music personnel conference. Studios of noncommercial WGBH-FM Boston.
- Nov. 29-30—Advanced television production seminar, sponsored by Telemation Inc. Los Angeles.
- Nov. 26-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. Schachte, who will talk on shifts in marketing approaches in the industry. Americana hotel, New York.
- Nov. 29-30—Course on "Legal and Business Problems of Television and Radio," sponsored by Practising Law Institute. St. Regis Sheraton hotel, New York.

**December**

- Dec. 3—Deadline for filing 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. 4—Philip 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. 4—Association of National Advertisers media workshop, sponsored by ANA Media Policy Committee. Plaza hotel, New York.
- Dec. 5—Deadline for entries in Retail Advertising Conference awards contest. Categories include radio. Randolph Street, Chicago 60601.
- Dec. 5-7—Association of Maximum Service Telecasters board of directors fall meeting. Arizona Biltmore hotel, Phoenix.
- Dec. 6-7—Arizona Broadcasters Association 22d annual fall convention. Speakers include: Arthur Taylor, CBS president, and Richard Wiley, FCC commissioner. Sheraton-Scottsdale hotel, Scottsdale.
- Dec. 6-7—Course on "Legal and Business Problems of Television and Radio," sponsored by Practising Law Institute. Sir Francis Drake hotel, San Francisco.
- Dec. 8—Annual academy ball, Hollywood chapter 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—Advisory Committee of Office of Tele-

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**Broadcasting**  
The newswEEKly of broadcasting and allied arts

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**BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036**

**SUBSCRIBER SERVICE**

- 1 year \$20
- 2 years \$37.50
- 3 years \$50
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- 1974 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- 1974 Yearbook \$17.50 (If payment with order: \$15.00)
- Payment enclosed
- Bill me

**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.
- Feb. 17-20, 1974—1974 conference, National Association of Television Program Executives, Century Plaza hotel, Los Angeles.
- March 17-20, 1974—52d annual convention, National Association of Broadcasters, Albert Thomas Convention and Exhibit Center, Houston.
- April 21-24, 1974—23d annual convention, National Cable Television Association, Conrad Hilton hotel, Chicago.
- May 8-12, 1974—Annual convention, American Women in Radio and Television, New York Hilton, New York.
- June 1-5, 1974—American Advertising Federation annual convention, Statler Hilton hotel, Washington.

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

# Our own Dave Moore gets to more young women than 12 network shows.\*

*"Eat your heart out, Rock Hudson."*



Dave (the "Walter Cronkite of the Great Northwest") has his own weekly show. In addition to anchoring the top-rated nightly news.

It's "Moore on Sunday" (9:30-10 pm), a public affairs program with its own production staff. National sponsors. And a fervently loyal audience that includes more women 18-49 than any of the network shows listed below.

For your share of Dave's women (or a peek at our demo VTR) call the WCCO-TV Sales Staff. Or Peters, Griffin, Woodward.

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

**4** WCCO  
TV  
Minneapolis Saint Paul

\*Gunsmoke, Maude, Laugh-In, NBC Tuesday Movie, Flip Wilson, Temperature Rising, Great Movies, The FBI, Brian Keith Show, CBS Friday Movie, NBC Saturday Movie, ABC Sunday Movie.

\*May 78 ARB Audience ratings are estimates only, and subject to the limitations thereof.



# We interrupt our regular schedule to bring you the following special programming.

The ABC Television Network hopes viewers enjoyed our Thanksgiving Weekend of specials. In the coming month, we'll be presenting dozens more, ranging from a no-holds-barred investigation of current fire safety laws by ABC News... to the consummate artistry of a great actress at the peak of her career.

Look through this calendar and you'll discover we are providing something worthwhile for all viewers, from the youngest to the most mature.

Taken together with our regular schedule, they give impressive evidence of the extraordinary range, diversity and scope of America's most pervasive entertainment medium.

Enjoy them all... with holiday greetings from ABC.



**Wednesday, November 21 8:00**  
Rex Harrison stars in "Doctor Dolittle"



**Wednesday, November 21 11:30**  
"J.F.K. — A Time to Remember"



**Friday, November 23 9:00**  
"Julie Andrews on Sesame Street"



**Friday, November 23 11:30**  
Special on ABC's Wide World of Entertainment



**Monday, November 26 8:00**  
"ABC News Close-up: Fire!"



**Tuesday, November 27 8:00**  
"Texaco Presents The American Heritage: The World Turned Upside Down"



**Tuesday, November 27 9:00**  
"Show Business Salutes Milton Berle"



**Wednesday, November 28 4:30**  
ABC Afterschool Special "My Dad Lives in a Downtown Hotel"



**Thursday, November 29 8:00**  
The Undersea World of Jacques Cousteau  
"The Antarctic Years—South to Fire and Ice"



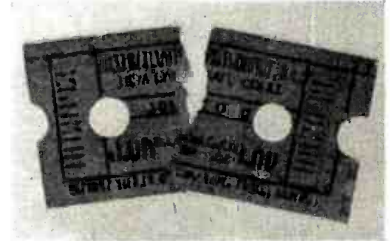
**Friday, November 30 8:00**  
"Santa Claus Is Coming To Town"



**Saturday, December 1 9:00**  
"The People of 'People's China'"  
ABC News Special



**Sunday, December 2 7:30**  
Travelers Theater of Man presents  
"Primal Man: The Killer Instinct"



**ABC Matinee Today 1:30**  
Five original daytime dramas,  
December 3-7



**Tuesday, December 4 10:00**  
"The Many Faces of Comedy" Host: Alan King



**Friday, December 14 8:00**  
"A Very Merry Cricket"—Premiere



**Friday, December 14 8:30**  
"A Christmas Carol"



**Friday, December 14 9:00**  
The Julie Andrews Christmas Special



**Friday, December 14 10:00**  
"Portrait: Legend in Granite"  
Ernest Borgnine as Vince Lombardi



**Saturday, December 15 8:00**  
"The Night the Animals Talked"



**Sunday, December 16 8:30**  
Katharine Hepburn stars in  
"The Glass Menagerie"



**Monday, December 17 9:00**  
Liberty Bowl —Kansas vs. North Carolina State



**Monday, December 24 9:00**  
"Christmas Dreams"—special two-hour movie

**ABC Television Network** 



communications, Bureau of Franchises, New York City, to hold public meeting on pay TV, 10:30 a.m., Board of Estimates Room, City Hall, New York.

**Dec. 10**—27th annual "Voice of Democracy" broadcast-scriptwriting 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**—FCC and government-industry committee meeting for commission briefing of how jurisdiction over cable should be shared among federal, state and local governments. FCC headquarters, Washington.

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

**Dec. 11**—Gulf & Western Industries Inc. annual stockholders meeting. Brown Palace hotel, Denver.

**Dec. 11-12**—Beginning television production seminar, sponsored by Telemation Inc. Salt Lake City.

**Dec. 12**—Columbia Pictures Industries Inc. annual stockholders meeting. Manufacturers Hanover Trust Co., New York.

**Dec. 13-14**—Advanced television production seminar, sponsored by Telemation Inc. Salt Lake City.

**Dec. 18**—Chris-Craft Industries Inc. annual stockholders meeting. Plaza hotel, New York.

**Dec. 19**—New deadline for filing comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

**Dec. 31**—Deadline for entries in Brand Names Foundation retailers-of-the-year awards competition. Contact BNF, 477 Madison Avenue, New York 10022.

## January 1974

**Jan. 7**—New deadline for filing reply comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

**Jan. 9**—One-day conference, "Electronic Distributor '79," five-year outlook into electronic market sponsored by Electronic Industries Association's distributor products division, Chicago.

**Jan. 9**—New England Cable Television Association winter meeting. Marriott hotel, Newton, Mass.

**Jan. 10-13**—Winter Consumer Electronics Show. Conrad Hilton hotel, Chicago.

**Jan. 14-18**—Winter meeting, joint board of directors, National Association of Broadcasters. Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

**Jan. 15-18**—Rocky Mountain CATV Association meeting. Scottsdale, Ariz.

**Jan. 18**—Publicable meeting. Location to be announced, Washington.

**Jan. 20-22**—Idaho State Broadcasters Association midwinter meeting. Rodeway inn, Boise, Idaho.

**Jan. 20-22**—National Cable Television Association regional legislative conference. Quality inn, Washington.

**Jan. 21-23**—American Committee of International Press Institute seminar on U.S.-European economic problems and NATO. Brussels.

**Jan. 22-24**—Georgia Association of Broadcasters Institute. Featured speakers include Richard Wald, NBC News president, Richard Wiley, FCC commissioner, and Sol Taishoff, Broadcasting editor. Center for continuing education, University of Georgia, Athens.

**Jan. 24-26**—Alabama Broadcasters Association winter conference. Speaker: FCC Commissioner Richard Wiley. Downtown Motor Inn, Gadsden, Ala.

**Jan. 26-27**—Midwinter conference, Florida Association of Broadcasters. Lakeland, Fla.

**Jan. 27-30**—National Religious Broadcasters 31st annual convention. Washington Hilton, Washington.

## February 1974

**Feb. 1**—Sigma Delta Chi Distinguished Service Awards entry deadline. Award categories include radio and TV editorializing and reporting. Contact: Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

**Feb. 1**—Deadline for entries in Medical Journalism Awards competition of American Medical Association. Categories include television and radio reporting on medicine or health. Contact: Medical Journalism

**Feb. 1**—Mortgage Bankers Association of America Janus awards deadline. Awards are given for excellence in financial news programming in following categories: commercial radio and TV stations and commercial radio and TV networks. Contact: Mike Serepca, MBA, 1125 15th Street, N.W., Washington 20005.

Awards committee, AMA, 535 North Dearborn Street, Chicago 60610.

**Feb. 3-5**—National Cable Television Association, regional legislative conference. Quality inn, Washington.

**Feb. 3-5**—South Carolina Broadcasters Association

annual winter convention. Holiday Inn, Rock Hill.

**Feb. 5-7**—National Cable Television Association board of directors meeting. Location to be announced. New Orleans.

**Feb. 6-8**—Texas Cable TV Association convention. Marriott Motor hotel, Dallas.

**Feb. 7**—Southern Baptist Radio and Television Commission 11th annual Abe Lincoln Awards presentation to distinguished broadcasters. Featured speaker: Frank Stanton, former CBS vice chairman, now chairman, American Red Cross. Place yet to be announced, Fort Worth.

**Feb. 15**—Publicable meeting. Location to be announced, Washington.

**Feb. 15-18**—Arkansas Broadcasters Association convention. Nassau, Bahamas.

**Feb. 17-20**—1974 conference, National Association of Television Program Executives. Century Plaza hotel, Los Angeles.

**Feb. 19-20**—National Cable Television Association regional legislative conference. Quality inn, Washington.

**Feb. 20-23**—International Press Institute seminar on U.S.-Canadian economic and political problems, sponsored jointly by American and Canadian IPI committees. Toronto.

**Feb. 23-25**—Mutual Advertising Agency Network national meeting. Newporter Inn, Newport Beach, Calif.

## March 1974

**March 13**—Annual spring conference, Electronic Industries Association. Shoreham hotel, Washington.

**March 17-19**—National Cable Television Association regional legislative conference. Quality inn, Washington.

**March 17-20**—National Association of Broadcasters 52d annual convention. Albert Thomas Convention and Exhibit Center, Houston.

**March 26-28**—National Cable Television Association regional legislative conference. Quality inn, Washington.

**March 26-29**—Institute of Electrical and Electronics Engineers annual international convention and exposition. Staller Hilton and Coliseum, New York.

## April 1974

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

**April 21-24**—National Cable Television Association 23d annual convention. Conrad Hilton hotel, Chicago.

**April 21-24**—International Industrial Television Association annual conference. Special feature includes admission to National Cable Television Association equipment exhibits, in conjunction with NCTA convention being held simultaneously. Palmer House, Chicago.

**April 25-28**—Kentucky Broadcasters Association spring convention. Galf House, Louisville, Ky.

## May 1974

**May 3-5**—Illinois News Broadcasters Association spring convention. Elgin, Ill.

**May 4**—Sigma Delta Chi Distinguished Service Awards banquet. Williamsburg, Va.

**May 8-12**—American Women in Radio and Television annual convention. New York Hilton, New York.

**May 13-14**—Washington State Association of Broadcasters spring meeting. Ridpath hotel, Spokane.

**May 21-23**—Brand Names Foundation annual meeting, featuring retailer-of-the-year awards. Hilton hotel, New York.

**May 30-June 7**—Associated Press Broadcasters Association national convention. Alameda Plaza hotel, Kansas City, Mo.

## June 1974

**June 1-5**—American Advertising Federation annual convention. Staller Hilton hotel, Washington.

**June 14-15**—North Dakota Broadcasters Association spring meeting. Edgewater Inn, Detroit Lakes, Minn.

## July 1974

**July 7-10**—National Association of Farm Broadcasters summer meeting. Spokane, Wash.

**July 10-13**—New England Cable Television Association annual convention. Mt. Washington hotel, Bretton Woods, N.H.

**July 19-21**—American Radio Relay League national convention featuring technical innovations in FM, ICs, and antenna design. Waldorf Astoria hotel, New York.

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The newsweek of broadcasting and allied arts

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\* Reg. U.S. Patent Office.

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## Second thoughts from a former First Lady.

Group W Productions proudly presents Lady Bird Johnson's first TV interview since the death of her husband, in a program "Lady Bird Johnson: On Her Own." It's a half-hour special of a rare, personal, and poignant conversation between the former First Lady and Sid Davis, Group W Washington Bureau Chief, who covered the White House throughout the Johnson Administration.

The conversation touches on Lady Bird's life with and thoughts of Lyndon B. Johnson, and offers new insights on the President, and the man.

It's also a portrait of a gallant lady, who is now on her own. Speaking for herself—about her innermost ideas and opinions. Reflecting on yesterday, today, and tomorrow.

For the availabilities of this program in your market, call (212) 983-5081. Or write Group W Productions, 90 Park Avenue, New York, N.Y. 10016.

# 123 practical reasons for owning the RCA Cart Machine.

1. The TCR-100 can make your station breaks totally automatic.
2. Savings of up to \$33,000 a year in head-wheel, tape and manpower costs have been reported.
3. The TCR-100 records and plays commercials.
4. It records and plays psas.
5. It duplicates cartridges.
6. It records and plays promos.
7. It records and plays news segments.
8. It can be used as a production machine.
9. It can record simple commercials directly from studio.
10. It records and plays openings and closings.
11. Use it to assemble programs.
12. You can dub film spots onto cartridges.
13. How do you make a movie review more useful? Dub it to cartridge.
14. With the Cart, when you need a news "filler", you've got it.
15. The Cart Machine makes it easy to "localize" national commercials.
16. Directly record weather reports for later use.
17. It records and plays station editorials.
18. Use it to integrate live, film and slide material with audio for spots or programs.
19. Use it to make multiple dubs to reel machines.
20. Dealer tags. Make them once and dub onto carts where needed.
21. Some stations use it to dub tapes in quantity for clients.
22. Alfecon II headwheels last as much as 3 times longer than previous materials.
23. TCR-100 design is based on a study of actual station program logs.
24. Cartridges are easy to handle and store.
25. Ready access allows cart changes up to within 30 sec. of air time.
26. Carts available preloaded or reloadable.
27. Tapes recorded on highband VTRs can be loaded into carts and played on the TCR-100.
28. Consistent cart quality makes your station look better on the air.
29. All cartridges in the magazine are always visible.
30. Carts are factory loaded and cue coded.
31. Preloaded carts come in 1- and 3-min. lengths.
32. Tape in the cart is always in a rewind state, ready for replay.
33. Change carts in 3 sec.
34. Some carts have been played over 3,000 times.
35. Consistent color quality from cart to cart.
36. Cartridge doors protect tape while cart is out of machine.
37. Cart shelf area is only 2½ by 3½ in.
38. Carts are labeled so they can be identified in storage as well as in the machine.
39. Carts are keyed to prevent incorrect insertion.
40. Six carts can be stored in the same space required by two 6-in. tape reels.
41. Cartridges are respoolable.
42. The tape in preloaded carts is the best available.
43. The TCR-100 is designed for simplicity, not complexity.
44. Power consumption is low.
45. One to 21 dubs in one load.
46. Can do the work of 3 or more reel-to-reel machines at the break.
47. It eliminates the need for spot reels.
48. It programs 1 to 9 sequences with 1 to 8 events in each.
49. It's easily interfaced with a computer.
50. Operating controls are divided into 3 convenient functional groups.
51. To correct a premature start, just press the "Play Recue" button.
52. The TCR-100 has automatic A-to-B dub.
53. The Cart Machine follows the program log. No need for a bin log or sequence log.
54. Cue tones are audible.
55. "Last Event" warning on remote-control panel tells operator when final cart is playing.
56. Can be teamed up with our newly announced TCP-1624 Cartridge Film Projector.
57. The entire break is pretimed via cues, so cuts are clean and consistent.
58. To record, there are only 7 steps. Competition requires more.
59. Setup is easy with RCA Color Reference Cart.
60. Once reference is set, all tapes are recorded and played to the same standard.
61. Automatic threading, cueing, rewinding.
62. It can time-share the electronics of reel-to-reel TR-60s and TR-70Cs.
63. Traffic departments like it because it simplifies scheduling as well as logging and verification.
64. Machine can preview cart sequence to make sure they're in correct order.
65. Preview the entire cart sequence at the touch of a button.
66. After preview, one button recues the break.
67. It interfaces with and cues other VTRs and film equipment.
68. The TCR-100 switches video automatically.
69. To dub a cart, push only 4 buttons. No shuffling or cueing.
70. Makes possible all-tape station break.
71. Tape is protected from crimping and tearing.
72. You get dependable tape handling. No vacuum used.
73. There's no need for repeated color-bar checks throughout the broadcast day.
74. You use less tape because color-bar leaders, clapboards are unnecessary.
75. To program, just place carts in magazine, dial the number onto sequence register.
76. Smooth cartridge operation minimizes dead air time.
77. Tapes stay untouched by human hands.
78. With the Cart Machine, stations are able to get into more local production.
79. Machine setup takes only 10 to 15 minutes at start of broadcast day.
80. One man can control the entire station break.
81. It's easy to substitute a paying spot for a nonpaying one at the last minute.
82. Drastically cut headwheel cleaning time. Do it once at the beginning of the day.
83. If you receive just one film spot to run on a heavy schedule, the Cart solves the problem.
84. The Cart simplifies adding several different dealer tags to the same commercial.
85. Headwheels are interchangeable with those of TR-60s, TR-61s and TR-70Cs.
86. When time-shared with a TR-60, TR-61 or TR-70C, the reel-to-reel machine has separate video output for loading and cueing.
87. Cart dubs can be edited during dubbing.
88. The TCR-100 can be slaved to RCA TR-60s or TR-70Cs you already own.
89. An automatic actor's tally operates during recording.
90. It's the lowest-priced 2" quad cartridge VTR.
91. It frees up reel machines for production.
92. Its Signal Processing Unit contains picture and waveform monitors, monitor switching systems.
93. External Source Preroll Control for dubbing and recording.
94. There's a more relaxed atmosphere in the tape room at station-break time.
95. The TCR-100 includes its own processing amplifier.
96. There are only 35 control panel buttons compared to a competitor's 60.
97. Lighted status displays on TCR-100 indicate function being performed.
98. Optional remote-control panel also has status lamps for operator assistance.
99. Reference tape is supplied with machine.
100. Time sharing with TR-60, TR-61 or TR-70C provides cue-actuated preroll and audio-follow with TCR-100.
101. Rear-side video erase protects tape.
102. Available in 525/60 or 625/50 standards.
103. Rear-side handling during threading and playing prevents scratching.
104. Requires less floor space than the competition.
105. The signal processor includes a color dropout compensator (CDCOC).
106. And a chroma amplitude and velocity error corrector (CAVEC).
107. Record-lockout control prevents loss of recorded material.
108. Only 2 tape contacts—one video, one audio head—means less tape wear.
109. All controls are at eye level.
110. Stations tell us that the TCR-100 frees manpower for other duties.
111. Make-goods are drastically reduced.
112. Optional remote-control panel fits into only 7 inches of rack or console space.
113. Optional Electronic Programming Identification System (EPIS) displays an identification of the cart being played.
114. There's a splicer-editor option for quickly adding last-minute information to carts.
115. Editor performs both video-only and audio-only edits.
116. Record Current Optimizer is standard.
117. Control track phase can be optimized automatically with an accessory.
118. Recording on both decks is available optionally. Most stations don't need it.
119. More than 4 million commercial plays to date.
120. It's the most experienced machine of its kind.
121. One of the best things about it is figuring out what to do with the money you save.
122. The service backup available is second to none.
123. And according to one user, "It makes such nice noises."

# 123 reassuring reasons for owning the RCA Cart Machine.

1. One TCR-100 delivered to WBAY-TV, Green Bay, Wisc.
2. One TCR-100 delivered to WUTV, Buffalo, N.Y.
3. One TCR-100 delivered to KSLA-TV, Shreveport, La.
4. One TCR-100 delivered to WWL-TV, New Orleans, La.
5. One TCR-100 delivered to WBAL-TV, Baltimore, Md.
6. One TCR-100 delivered to WJAR-TV, Providence, R. I.
7. One TCR-100 delivered to WBRE-TV, Wilkes-Barre, Pa.
8. One TCR-100 delivered to WAFB-TV, Baton Rouge, La.
9. Five TCR-100s delivered to NBC Network, N.Y.C.
10. One TCR-100 delivered to WDCA-TV, Washington, D. C.
11. One TCR-100 delivered to KIRO-TV, Seattle, Wash.
12. One TCR-100 delivered to WSAV-TV, Savannah, Ga.
13. One TCR-100 delivered to KNTV, San Jose, Cal.
14. One TCR-100 delivered to KPLR-TV, St. Louis, Mo.
15. One TCR-100 delivered to KHQ-TV, Spokane, Wash.
16. One TCR-100 delivered to KTSM-TV, El Paso, Tex.
17. One TCR-100 delivered to WAPA-TV, San Juan, P. R.
18. One TCR-100 delivered to WISN-TV, Milwaukee, Wisc.
19. One TCR-100 delivered to WFMY-TV, Greensboro, N.C.
20. One TCR-100 delivered to WTVC, Chattanooga, Tenn.
21. One TCR-100 delivered to WSB-TV, Atlanta, Ga.
22. One TCR-100 delivered to WTAF-TV, Philadelphia, Pa.
23. One TCR-100 delivered to WTAE-TV, Pittsburgh, Pa.
24. One TCR-100 delivered to WPTV, W. Palm Beach, Fla.
25. One TCR-100 delivered to WGR-TV, Buffalo, N.Y.
26. Two TCR-100s delivered to WBNS-TV, Columbus, Ohio.
27. Two TCR-100s delivered to WECT-TV, Wilmington, N. C.
28. One TCR-100 delivered to WKBW-TV, Buffalo, N.Y.
29. One TCR-100 delivered to WGN-TV, Chicago, Ill.
30. One TCR-100 delivered to CHAN-TV, Vancouver, B. C., Can.
31. One TCR-100 delivered to WDAY-TV, Fargo, N. D.
32. Three TCR-100s delivered to NBC Network, Burbank, Cal.
33. One TCR-100 delivered to WRAL-TV, Raleigh, N. C.
34. One TCR-100 delivered to WNCT-TV, Greenville, N. C.
35. One TCR-100 delivered to WKRC-TV, Cincinnati, Ohio.
36. One TCR-100 delivered to WTVN, Columbus, Ohio.
37. One TCR-100 delivered to WBRC-TV, Birmingham, Ala.
38. One TCR-100 delivered to WDAF-TV, Kansas City, Mo.
39. One TCR-100 delivered to KVRL-TV, Houston, Tex.
40. Two TCR-100s delivered to WRC-TV, Washington, D. C.
41. One TCR-100 delivered to KSD-TV, St. Louis, Mo.
42. Two TCR-100s delivered to WKYC-TV, Cleveland, Ohio.
43. One TCR-100 delivered to KWTW, Oklahoma City, Okla.
44. Two TCR-100s delivered to KPRC-TV, Houston, Tex.
45. One TCR-100 delivered to KTBS-TV, Shreveport, La.
46. One TCR-100 delivered to KARD-TV, Wichita, Kan.
47. One TCR-100 delivered to WMAL-TV, Washington, D. C.
48. Two TCR-100s delivered to KSTP-TV, St. Paul, Minn.
49. One TCR-100 delivered to WEAT-TV, W. Palm Beach, Fla.
50. One TCR-100 delivered to KPTV, Portland, Ore.
51. One TCR-100 delivered to WKRG-TV, Mobile, Ala.
52. One TCR-100 delivered to WSPA-TV, Spartanburg, S. C.
53. One TCR-100 delivered to KWGN-TV, Denver, Colo.
54. One TCR-100 delivered to KCEN-TV, Temple, Tex.
55. Two TCR-100s delivered to KRON-TV, San Francisco, Cal.
56. One TCR-100 delivered to WSOC-TV, Charlotte, N. C.
57. Two TCR-100s delivered to KOB-TV, Albuquerque, N. M.
58. One TCR-100 delivered to WBTV, Charlotte, N. C.
59. One TCR-100 delivered to KOMO-TV, Seattle, Wash.
60. One TCR-100 delivered to KATU-TV, Portland, Ore.
61. Two TCR-100s delivered to WBAP-TV, Fort Worth, Tex.
62. One TCR-100 delivered to KTRK-TV, Houston, Tex.
63. One TCR-100 delivered to KBTV, Denver, Colo.
64. One TCR-100 delivered to KOCO-TV, Oklahoma City, Okla.
65. One TCR-100 delivered to WUAB-TV, Cleveland, Ohio.
66. One TCR-100 delivered to KTVM, Tacoma, Wash.
67. One TCR-100 delivered to WTOP-TV, Washington, D. C.
68. One TCR-100 delivered to KNOE-TV, Monroe, La.
69. One TCR-100 delivered to WTNH-TV, New Haven, Conn.
70. One TCR-100 delivered to CFTO-TV, Toronto, Ontario, Can.
71. One TCR-100 delivered to KFSN-TV, Fresno, Cal.
72. One TCR-100 delivered to WATE-TV, Knoxville, Tenn.
73. One TCR-100 delivered to KMGH-TV, Denver, Colo.
74. Two TCR-100s delivered to WMAQ-TV, Chicago, Ill.
75. One TCR-100 delivered to KOVR-TV, Stockton, Cal.
76. One TCR-100 delivered to KYTV, Springfield, Mo.
77. One TCR-100 delivered to CFRN-TV, Edmonton, Alberta, Can.
78. One TCR-100 delivered to WVUE-TV, New Orleans, La.
79. One TCR-100 delivered to WTVD, Durham, N. C.
80. One TCR-100 delivered to KCAU-TV, Sioux City, Iowa.
81. One TCR-100 delivered to WRTV, Indianapolis, Ind.
82. One TCR-100 delivered to WTMJ-TV, Milwaukee, Wisc.
83. One TCR-100 delivered to WDBJ-TV, Roanoke, Va.
84. One TCR-100 delivered to WMC-TV, Memphis, Tenn.
85. One TCR-100 delivered to WCPO-TV, Cincinnati, Ohio.
86. One TCR-100 delivered to WKYZ-TV, Detroit, Mich.
87. Two TCR-100s delivered to WABC-TV, N. Y. C.
88. One TCR-100 delivered to WEWS-TV, Cleveland, Ohio.
89. One TCR-100 delivered to WBOC-TV, Salisbury, Md.
90. One TCR-100 delivered to KVUE-TV, Austin, Tex.
91. One TCR-100 delivered to KRIS-TV, Corpus Christi, Tex.
92. One TCR-100 delivered to WLS-TV, Chicago, Ill.
93. One TCR-100 delivered to WJAC-TV, Johnstown, Pa.
94. One TCR-100 delivered to KOAA-TV, Pueblo, Colo.
95. One TCR-100 delivered to KTEN-TV, Ada, Okla.
96. One TCR-100 delivered to WTEV-TV, New Bedford, Mass.
97. One TCR-100 delivered to WZZM-TV, Grand Rapids, Mich.
98. One TCR-100 delivered to WJRT-TV, Flint, Mich.
99. One TCR-100 delivered to WMAR-TV, Baltimore, Md.
100. Two TCR-100s delivered to WTOG-TV, St. Petersburg, Fla.
101. One TCR-100 delivered to KATC-TV, Lafayette, La.
102. One TCR-100 delivered to WTLV-TV, Jacksonville, Fla.
103. One TCR-100 delivered to WYAH-TV, Portsmouth, Va.
104. One TCR-100 delivered to WMTV, Madison, Wisc.
105. One TCR-100 delivered to WAVY-TV, Portsmouth, Va.
106. One TCR-100 delivered to WAPI-TV, Birmingham, Ala.
107. One TCR-100 delivered to WFMJ-TV, Youngstown, Ohio.
108. One TCR-100 delivered to WCSH-TV, Portland, Me.
109. One TCR-100 delivered to ATV-O, Melbourne, Australia.
110. One TCR-100 delivered to TV-Q, Brisbane, Australia.
111. One TCR-100 delivered to BTW, Bunbury, Australia.
112. One TCR-100 delivered to YTV, Yorkshire, England.
113. One TCR-100 delivered to LWT, London, England.
114. One TCR-100 delivered to Venevision, Caracas, Venezuela.
115. One TCR-100 delivered to TIMSA, Mexico City, Mexico.
116. Two TCR-100s delivered to WKAQ-TV, San Juan, P. R.
117. One TCR-100 delivered to WCYB-TV, Bristol, Va.
118. One TCR-100 delivered to Global Communications, Toronto, Can.
119. One TCR-100 delivered to WSBT-TV, South Bend, Ind.
120. One TCR-100 delivered to KOTA-TV, Rapid City, S. D.
121. One TCR-100 delivered to KELO-TV, Sioux Falls, S. D.
122. One TCR-100 delivered to WBBH-TV, Ft. Myers, Fla.
123. One TCR-100 delivered to WPVI-TV, Philadelphia, Pa.



For further information, see your RCA representative. Or write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.



# Monday Memo®

A broadcast advertising commentary from Stan Gerber, vice president, Warren, Muller, Dolobowsky, New York

## Aren't we all in this boat together?

A few weeks ago, I had the occasion to share a table at an International Radio & Television Society luncheon with a woman hostess from the IRTS. The program at the luncheon was the annual network program chiefs' panel discussion.

This person's primary function for the IRTS was selling advertising space for the annual *IRTS Roster Yearbook*. When she found out that I was from an advertising agency, she talked about the great degree of difficulty she had getting support from advertising agencies. Others at our table explained to her that very few agencies used advertising for generating new business. They went on to say that agencies just don't seem to think that advertising themselves is worthwhile (strange, but true). This woman then made an interesting comment. She felt agencies should buy ads not necessarily to sell services, but because the IRTS was an organization that represents and supports the broadcasting industry. From her point of view, the broadcasting industry and the advertising community are one, and their well-being is integrated. Why, then, didn't advertising agencies do more as part of their responsibility to the broadcasting industry? Not a bad question.

Later during that luncheon, the programming chiefs of the three networks discussed the current television season. They bandied questions around, talking of too many cops-and-robbers shows, not enough musical variety and whether anthology programs are dead, etc. I began to get the feeling that what they were really talking about was how to put together a schedule that sells, not how to improve the medium and fulfill its obligation to the public.

Being in this business, as most of you are, I've often had friends and neighbors blast me with regard to what's on the air and why we can't get better programming. And rightfully so. For two years, Bob Wood, president of CBS, has used *The Waltons* as the CBS example of fine quality programming, and that it is. But, would Mr. Wood and his people have kept it on the air beyond their first commitment if it were generating a 20-23 share, as opposed to getting by with a borderline 28? Didn't CBS, in fact, feed the show to the wolves by scheduling it opposite *Flip Wilson*? Certainly they didn't think it would have done as well as it did. And, isn't this the same Mr. Wood and CBS that, after looking at all kinds of program pilots, found it necessary to resurrect Perry Mason, even with a new cast of characters? Or my friends at ABC, in many ways the most innovative network, mak-



Stan Gerber started his advertising career in 1963 at Grey Advertising in the network broadcast group. From there, he rose through the planning and buying ranks to head half the Grey media operation as vice president and associate media director. Along with his planning responsibilities, he headed the broadcast-buying unit and was the primary network television expert. At Grey, he was responsible for clients such as General Foods, Ford, Revlon, Gillette, Block Drug, Canada Dry and Citgo. In 1971, he joined WMD as vice president and assistant to the president for media and programming affairs.

ing a reasonable attempt conceptually in dealing with a contemporary situation in *Bob and Carol and Ted and Alice*, but failing so badly executionally and replacing this show mid-quarter (not mid-season) with a Dick Clark golden oldies show.

It seems to me we have again returned to the divinity of the numbers game and the importance of the almighty C-P-M. Now I'm not asking for a network programming schedule consisting of all cultural or heavy classical dramas. I'm a downright competitive capitalist who strongly believes in making a buck. There comes a time, however, for one to put his money where his mouth is. What I'm advocating isn't a grandiose gesture of moral and ethical responsibility. It's plain ordinary business responsibility and good sense.

We, the agency and marketing communities, need the broadcast business. If we are going to continue to maintain the viability of this medium as an effective advertising vehicle, we have got to move now. Nielsen numbers recording all-time highs, for hours viewed aren't enough. I don't believe, nor do I think you believe that television hasn't slipped in its ability to maintain an audience.

As I sit back and bad-mouth the net-

works for their lack of effort, I must remember that we, the agencies and advertisers, have been no real help and, in fact, probably had as much of a cause-and-effect relationship to the situation as the networks themselves. It is interesting that in this business of ours we've already taken big steps to improve the commercials we write and produce. I'm not talking about quality of production but of substance of content. We've reacted to "consumerism." At WMD Inc., we believe we do advertising that is both honest and ethical. This is probably showcased perfectly with Bob Dolobowsky's "honesty" commercial for Stay-Dry antiperspirant, made by Associated Products' 5-Day Laboratories. Bob's message was: "I'm the president of an ad agency and I'm gambling that if I simply tell you the truth, you'll buy my client's product. It's called Stay-Dry antiperspirant. And even though it's made with two kinds of antiperspirants, it still can't keep you completely dry. No antiperspirant can. And that's the truth." Many in our business said that this innovative, straight-forward approach represented a great disservice to the advertising community, implying that advertising lies. We didn't say advertising lies. But so many are uptight about this thought that they jumped to this conclusion. We think this is the right kind of advertising for today.

You probably have your example of advertising that is in tune with the times. But then we've all, you and I, stopped there. We haven't begun to tackle the problem of the vehicle that carries the advertising.

What are we doing about it here at WMD? First, we're going to take that ad in the *IRTS Roster Yearbook*. We've begun to examine broadcast properties in greater terms than C-P-M's. We've begun to support programming that is innovative and responsible, even if it costs three cents more per thousand. And, if it costs \$1.03 more, we're going to see if, in the context of the total buy, we can still handle it and make our clients aware and concerned and gain their full support.

Just recently, I read of the demise of the all-news concept for television at KMEX-TV Los Angeles. It had to discontinue this program format because of lack of advertiser support. Now, maybe they didn't do a good job. I really don't know. But I stand accused of not helping them try. And, at \$12 a spot, I could have found room for a schedule. I stand accused of not fulfilling my responsibility.

It's time to stand up and be counted, whether you're a \$28-million agency like WMD or smaller. No longer can we afford to say, "let the big guys do it." But, big guys, it would help if you fulfilled your responsibility to broadcasting.

## Broadcast Journalism

### More people believe network news than believe Nixon

**New survey, matching credibilities, gives television journalism big edge and confirms Roper studies grading TV as the first and fairest medium**

A national public-opinion poll conducted by Opinion Research Inc., of Princeton, N.J., gives television-network news correspondents, members of the printed press and congressional leaders higher rankings for credibility than President Nixon gets. The same poll shows a preponderant majority disagreeing with the President's characterization of network news as "outrageous, vicious, distorted."

The President's criticism of the networks was made during his Oct. 26 news conference (BROADCASTING, Nov. 5). The poll, in which 1,218 persons were interviewed, was taken Nov. 15-18. It was commissioned by CBS News and reported Nov. 20 on the *CBS Evening News with Walter Cronkite* (who outranked other network anchor men in credibility) and Nov. 21 on the *CBS Morning News*.

Opinion Research has at times been employed by the White House and Republican National Committee, according to a CBS News spokesman.

The poll for CBS covered a wide range of questions. On two, which established television as the primary source of news for most people and as the medium regarded as most objective, the results corresponded to findings over the past decade in surveys made by the Roper Organization for the Television Information Office (BROADCASTING, April 2).

Television was also rated as the medium that had been most fair in coverage of the Nixon administration.

In answer to another question 74% said the government should not revoke broadcast licenses on a finding that network broadcasts had been unfair.

Here are the results (answers in some cases total to more than 100% because of multiple responses):

**Question:** Which one of the following sources of news do you rely upon the most

to keep informed about news events? . . . Do you rely most on magazines, or newspapers, or radio, or television? **Answer:** magazines 4%, newspapers 32%, radio 10%, television 56%, no opinion 2%.

**Question:** Which one of these media do you think is the fairest and most objective in its reporting and coverage—magazines, newspapers, radio or television? **Answer:** magazines 10%, newspapers 20%, radio 7%, television 45%, no opinion 19%.

**Question:** Which one would you say is the least fair in its reporting and coverage—magazines, newspapers, radio or television? **Answer:** magazines 20%, newspapers 28%, radio 6%, television 16%, no opinion 31%.

**Question:** President Nixon at a recently televised news conference accused the television network news media of the most "outrageous, vicious, distorted reporting . . ." he had ever heard or seen. Do you agree or disagree with Mr. Nixon's evaluation? **Answer:** agree 30%, disagree 57%, no opinion 13%.

**Question:** When there's a news report accusing members of the administration of wrongdoing, and the White House issues a denial, which are you more likely to believe—the press report, or the White House denial? **Answer:** press report 46%, White House denial 30%, neither one 13%, no opinion 11%.

**Questions:** In news conferences involving the President or other top administration officials, do you think newsmen should ask questions which are tough and probing at the risk of being discourteous, or should they not ask those questions which might prove embarrassing to the President and his advisers? **Answer:** should ask questions 76%, should not ask 19%, no opinion 5%.

**Question:** Except in time of war, do you think newspapers, radio and television

should have the right to report any story, even if the government feels it's harmful to our national interest? **Answer:** yes, 47%, no 46%, no opinion 7%.

**Question:** When the press publishes or reports statements critical of the President, do you regard these reports to be patriotic or unpatriotic? **Answer:** patriotic 37%, unpatriotic 21%, neither—nothing to do with patriotism 29%, no opinion 13%.

**Question:** Some people have suggested that in the news media's coverage of this administration, they've been out to get the President, from the start. Others maintain that the news media have been performing a valuable service in reporting recent events. Which do you tend to agree with—have they been out to get the President, or have they been providing a valuable service? **Answer:** out to get the President 23%, providing a valuable service 57%, neither 5%, both 6%, no opinion 9%.

**Question:** As you may know, radio and television stations must be licensed by the federal government in order to broadcast. When the government thinks that news broadcast by radio and television networks is unfair, do you think the government should revoke the stations' licenses? **Answer:** yes 17%, no 74%, no opinion 9%.

**Question:** Some people consider certain television news correspondents to be more reliable sources of information than others, especially when it comes to reporting about the Nixon administration. What about you? . . . Which one of the following television news correspondents are you most likely to believe—John Chancellor, Walter Cronkite, Harry Reasoner, or Howard K. Smith? **Answer:** John Chancellor 7%, Walter Cronkite 32%, Harry Reasoner 17%, Howard K. Smith 13%, all three equally 17%, none of the above 4%, someone else 1%, no opinion 11%.

**Question:** Which one of the four major

### How the public feels on key question of credibility

**Question:** There's been a lot of discussion recently about credibility regarding the news media, the President, and leaders in Congress. We'd like you to evaluate the credibility of President Nixon, network television news correspondents, the press and leaders in Congress, one at a time. Starting with President Nixon, would you say his credibility is very high, fairly high, fairly low, or very low? . . . What about network television news correspondents? . . . Is their credibility very high, fairly high, fairly low, or very low?

|             | President Nixon | Network TV News Correspondents | The Press | Leaders in Congress |
|-------------|-----------------|--------------------------------|-----------|---------------------|
| Very High   | 14%             | 19%                            | 14%       | 11%                 |
| Fairly High | 24%             | 44%                            | 41%       | 39%                 |
| Fairly Low  | 20%             | 18%                            | 23%       | 20%                 |
| Very Low    | 31%             | 8%                             | 8%        | 11%                 |
| No Opinion  | 11%             | 11%                            | 14%       | 19%                 |



news media do you think has been the *most fair* in its coverage of the present administration — magazine, newspapers, radio, or television? **Answer:** magazines 8%, newspapers 17%, radio 6%, television 52%, no opinion 18%.

**Question:** Which one has been the *least fair* in its coverage of this administration, magazines, newspapers, radio or television? **Answer:** magazines 21%, newspapers 25%, radio 6%, television 13%, no opinion 35%.

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## Another night to remember for President and the press

**Nixon has his say and his way in keeping cameras turned on beyond limits of assigned hour; evening finds networks at full strength for post-mortems**

President Nixon may have his complaints about the network news operations, but he dramatically demonstrated to a prime-time audience on Saturday, Nov. 17, the power he has to make use of the three networks to get his own views across to the country.

Shortly before the expected 8 p.m. windup to the President's question-and-answer session with the Associated Press Managing Editors, in Orlando, Fla., John Quinn, vice president of the Gannett newspapers, and president of the AMPE, stepped forward to announce that the 60-minute "commitment" of television time had expired, and to thank the President for his appearance.

But the President wasn't ready to stop. He was warmed up and had been carefully prepared for the session: presidential aide Patrick Buchanan had written a briefing book for him on what to expect in the way of questions. And the President wanted to put before the television audience his position on the so-called milk cooperative deal—which involved the allegation that the administration had increased milk-price supports in return for substantial campaign contributions. Indeed, the President had asked for a question on the subject—"Now we'll go to the milk case."

When Mr. Quinn instead attempted to close off the session, the President said: "I'll take the time. Televisions, keep me on just a minute yet." And he was off for about two minutes on the issue.

The networks, however, were not taken entirely by surprise. A spokesman for CBS, which provided the pool coverage, said that on the day before the news conference, the White House had indicated that the session might go over an hour. "The decision was made then that if the President went over schedule we'd slip schedule and pick it up at whatever time the President finished," the CBS spokesman said. "It's an open-end kind of decision."

However, each of the networks, in effect, had the last word. All rounded off

the program with some analysis before resuming regular Saturday night programming. CBS did about 10 minutes, with Dan Rather in New York anchoring a session with Daniel Schorr and Fred Graham in Washington. ABC's David Schoumacher, in Washington, and Tom Jarriel in Orlando, split about three minutes. And NBC was on for about seven minutes, with John Chancellor and Tom Brokaw in New York.

For CBS, the occasion marked its return to post-presidential-address analysis—a practice restored five days before (BROADCASTING, Nov. 19). "Among other things," Mr. Rather noted toward the end of the analysis, "... we have seen how easy it is for a President to control and manipulate news conferences to his own desires." Mr. Graham's summation was that the APME's "politeness threw him [the President] off a bit" so that Mr. Nixon "misspoke several times." Mr. Graham referred to the President's anti-due-process remark that former administration aides John Ehrlichman and H. R. Haldeman should be presumed guilty until proved not guilty. Also Mr. Graham observed "slips" in what he termed the President's "recitation." Discussing the President's reference to illegal campaign contributions allegedly made to his reelection fund, Mr. Graham noted Mr. Nixon "implied that these businessmen and people who accepted the money didn't know that the contributions were illegal because the law had just been changed. The fact is that the statute was passed in 1927."

Mr. Schorr, who had exercised a prerogative of his own by declining to sign off before noting the President's remarks on gasoline rationing, also said this of the milk-fund statement: "... which doesn't explain the visit of the milk people to the White House in the course of which campaign contributions were discussed, nor does it seem to explain ... the enormous departure from the President's policy of not taking the easy way and yielding to congressional pressure on a matter of principle."

ABC News Correspondents Tom Jarriel and David Schoumacher did a 2½-minute stint of summary and some analysis of the President's remarks. Mr. Schoumacher said the White House press was "muzzled" at Orlando, sequestered from the APME editors, who "were not used to asking tough questions" and who "were on their best behavior because their wives were in the room." Mr. Schoumacher indicated the President's insistence on carrying over the conference with the milk fund question "showed the press who really holds the power" over the networks.

NBC anchorman John Chancellor capsulized what he termed "17 questions, 14 of them on Watergate ... in another remarkable appearance by an American President under siege." Glossing over the session's highlights, Mr. Chancellor noticed the President "spoke of answers on a story that he had a million-dollar secret stock fund. He said television had been pretty bad on that one, and I think in fairness to NBC News that we ought to say we've never men-

tioned it and don't know very much about it." The only remarks during NBC's summary verging on "analysis" were correspondent Tom Brokaw's estimates that "the President probably banks the fires of public criticism" with his series of televised appearances. Mr. Brokaw did not attend the APME session, but had been talking to congressional leaders recently briefed by Mr. Nixon on Watergate-related issues. Mr. Brokaw found the Orlando remarks a re-hash of congressional briefings, and predicted a long winter ahead for the Chief Executive's credibility campaign.

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## Journalism society strikes back at Nixon

**But while deploring his motives, it stiffens its own code of ethics**

Sigma Delta Chi, the professional journalism society, has accused President Nixon of attempting to intimidate the press. In its annual convention in Buffalo, N.Y., Nov. 14-17, the organization adopted a resolution charging the President with an "attempt to undermine public confidence in the news media" when, in his news conference of Oct. 26, he spoke of "outrageous, vicious, distorted reporting" (BROADCASTING, Nov. 5).

The resolution called upon journalists to "intensify their fight for the public's right to know."

At the same convention the SDX members voted to change the society's name to "The Society of Professional Journalists, Sigma Delta Chi," to clarify its purpose to persons unfamiliar with it.

The society also approved revisions in its code of ethics. A new provision cautions journalists to accept "nothing of value" in gifts, travel or special treatment.

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## Nader-backed service to feed audio news

**Washington coverage, assertedly without advocacy, offered stations**

There's a new Ralph Nader organization in Washington. It began two months ago as a congressional news service intended for newspapers, but has developed into one that expects to serve primarily the electronic media. And unlike other Nader organizations, it eschews advocacy for straight reporting.

That's the word from Peter Gruenstein, director of the nonprofit Capitol Hill News Service, Washington, who reported a "really excellent" response from television and radio outlets to the written stories the news service has been providing the media in five states. What's more, said Mr. Gruenstein, within the next month or so the service will offer audio actuality feeds to stations.

At present, he said, the service subscribers include about a dozen radio and TV stations and eight newspapers.

Mr. Gruenstein said CHNS will need 50 to 60 media subscribers to make the



## Trial lawyers issue report urging an end to FCC control over content

Cambridge conference says 'scarcity' is no longer valid reason to deny full First Amendment freedoms

Broadcasters and communications attorneys who argue that government has no business in broadcast regulation beyond directing traffic in the spectrum have long been regarded by many of their peers as being out of date. But last week their view received support from a prestigious group of academicians and journalists.

The group, in a report distributed by the Association of Trial Lawyers of America, recommended that the FCC be stripped of the power to regulate program content. Adhering to that position was a majority of the 65 participants in the annual Chief Justice Earl Warren Conference on Advocacy in the United States, held in Cambridge, Mass., last June 8-9 under the sponsorship of the Roscoe Pound-American Trial Lawyers Foundation. Initial word of the conference's conclusions was reported at the time (BROADCASTING, June 18).

The participants' major premise for calling for de-regulation of the broadcasting media was the proliferation of broadcasting stations—at least in radio (7,284). The fewer television stations (1,013) and the "uncertainties" over the impact that cable television may have persuaded the conferees that perhaps a test of television de-regulation would be appropriate. But they felt that, when the number of broadcast outlets is compared with the number of daily newspapers—about 1,800—the scarcity argument which is used to justify program regulation is no longer valid.

"When deprived of the 'public utility' approach, Congress and the courts must return to the First Amendment and apply it for the benefit of *all the media*," the final conference report said. "Traditional First Amendment theory would clearly prohibit any governmental action burdening a licensee's right of free expression. The right of free expression is that of the station owners, who are licensed to use the airwaves as newspaper publishers receive special permits for reduced rate use of the mails."

The conference commentary, which was based on a discussion paper written by Sig Mickelson, one-time president of CBS News and now a professor of journalism at Northwestern University, was particularly critical of the FCC's fairness doctrine. The conferees were said to have considered the doctrine—which requires broad-

casters to cover controversial issues of public importance and to do so from different points of view—"a serious infringement on freedom of expression under the First Amendment." And the report added: "A consensus emerged as to the ultimate ideal goal: *freedom for each and every form and portion of the media to choose the mode and content of its own expression.*"

The conferees, the report added, "stressed a strong resistance to the ever-growing extent of regulation, from significant recent advances in technology, and from omnipresent concern over the potential of government to twist the electronic media's collective arm."

At the same time, however, the conference recommended that the government use its antimonopoly powers to oppose the concentration of media ownership "within all identifiable geographical market areas," not only by preventing concentration but by affirmatively reducing existing concentration of ownership. The aim would be to maximize the diversity of free expression.

Although few of the recommendations of the conference were adopted unanimously, those dealing with broadcast journalism were the only ones drawing written dissents. Professor Thomas I. Emerson, of the Yale Law School, who

*From the Chief Justice Earl Warren Conference on Advocacy report:*

*"Diversity of expression is not to be found in a tightly regulated medium, where fears of censorship, governmental interference, and the possibility of losing one's license reduce creativity to a common blandness, so as not to incur the wrath of the regulator."*

is regarded as an authority on the First Amendment, and Professor Jerome Barron, of the Syracuse University Law School, who believes the First Amendment gives the public a right of access to the media, print as well as electronic, wrote dissents. Professor Barbara Underwood of Yale Law School concurred in Professor Emerson's opinion, while Professor David Haber, of Rutgers University Law School, concurred in both written dissents.

Professor Emerson said that abandonment of the fairness doctrine is more likely to assure a continuing monopoly of expression to owners and operators of existing facilities than to encourage diversification of ownership. He also disputed the contention that the scarcity argument is no longer valid: "The physical characteristics of the electronic media . . . limit access to those relatively few who are licensed to operate a station or

written service viable and at least 10 for the planned audio-feed service. Rates for radio stations are \$10, \$15 or \$20 a week, depending on area population. For television, the cost is \$15 or \$20; newspapers are charged \$15 to \$50. The audio service will cost \$30 to \$40 a week, Mr. Gruenstein estimated.

It was Mr. Gruenstein's idea to launch CHNS, and the service got off the ground with a \$40,000 grant for the first six months from Public Citizen, a Nader organization. CHNS employs six reporters, including Mr. Gruenstein, and expects to add at least two technicians when the audio news service begins.

### Journalism Briefs

**Specialized unit.** NBC News has established "energy desk" in New York to coordinate news coverage of energy problem. Heading desk will be Cliff Kapler, assignments desk editor.

**News aid.** WHK(AM) Cleveland was cited, along with 71 newspapers for contributions in covering news for other members of AP. Citations were made by Associated Press Managing Editors Association at meeting last week in Orlando, Fla.

**Awards for big year.** Long Island University journalism department is accepting until Jan. 15 applications for the 26th annual George Polk Memorial Awards. Journalists from all media are invited to submit work from 1973 "that most admirably expresses initiative, courage, perception and style, particularly in local, national and foreign coverage, community service and criticism." Application information is available from: LIU, journalism department, Brooklyn, N.Y. 11201.

**Their man in Havana.** Mutual Broadcasting System has set up news coverage from Cuba on regular basis. Claude Regin, Reuters correspondent in Havana, is filing stories through the Afghanistan embassy to the network in Washington.

**First Smith recipient.** Establishment of Howard K. Smith news broadcasting scholarship at University of Maryland's College of Journalism announced by Dean Ray E. Hiebert. First recipient is Patrick J. Breslin, sophomore news broadcasting major from Bowie, Md. Dr. Hiebert, also editor of Radio Television News Directors Association's *Communicator*, also announced Michael Sommer, former news director at KABC(AM) Los Angeles, has joined journalism faculty.

**Like Caesar's wife.** Illinois News Broadcasters Association has voted to ban outside commercial sponsorship of events on INBA convention agendas. Executive Secretary Ed Brown last week said that for years INBA has been concerned about problem of possible influence, subject that also was prime topic at Radio Television News Directors Association convention last month (BROADCASTING, Oct. 15). He noted such prohibitions will create certain financial hardships for smaller state organizations.

who are given permission by a licensee."

Professor Barron noted that the conference did not suggest de-regulation to the point of "revoking the licenses of existing broadcasters and starting again," and added: "What is apparently unacceptable is compliance with any structure designed to assure an opportunity to be heard to those vast and disparate sections of the population who do not own or manage media properties."

Besides calling for de-regulation of broadcast programming, the conferees took strong positions favoring reporters' privilege and access to government information.

They said that journalists and scholars should be protected against efforts to make them disclose confidential sources of information and that the protection should apply in court as well as in legislative proceedings. The conferees divided evenly on the question of whether or not the privilege should be absolute. But they agreed that unless Congress passes a "broad shield law," it should pass none.

The section of the report dealing with access to government information recommends that government agencies be required to respond to requests for information made under the Freedom of Information Act within 10 to 20 days. The group would also apply the FOIA to Congress and its principles to the states. And the conferees felt that the courts should be allowed both to assess the government for expenses, including legal fees, incurred by those who have successfully sued the government to obtain information, and to review the classification of records that were withheld from the public in the name of national defense or foreign policy.

Herbert H. Bennett, of Portland, Me., who is president of the sponsoring foundation, in a statement accompanying the report, cited "today's events" as making it mandatory for the foundation to concern itself with the subject of the First Amendment and the news media—"not for the protection of the news media, not for any personal gain of the law profession, but to keep our country free and give democracy an even chance to work."

He also said events "now unfolding" were causing people to "question the integrity of all institutions." The foundation will distribute copies of the report to "leaders in government, civic and community organizations, legislators and others involved in making democracy work," he said.

Besides Professor Mickelson's, the background papers were prepared by Professor Samuel J. Archibald, of American University (access to government information), and Professor Benno C. Schmidt Jr., of Columbia University Law School (journalists' privilege).

The conferees included Dean Elie Abel of the Columbia University Graduate School of Journalism, former reporter-commentator for NBC News; Bert Case, news director, WAPT-TV Jackson, Miss.; Edward R. Cony, vice president and executive editor of the *Wall Street Journal*; Jack Landau, *Newhouse* newspapers' Supreme Court reporter and member of the steering committee of the Reporters

Committee for Freedom of the Press; Peter S. McGhee, executive editor, *The Advocates*, WGBH-TV Boston; Paul Pappas, reporter-photographer, WTEV-TV New Bedford, Mass., who was a defendant in the case in which the Supreme Court held that newsmen have no First Amendment right to refuse to disclose confidential sources; Donald K. Powers, station manager, WCSH-TV Portland, Me., Charles R. Sanford, vice president and general man-

ager, WGAN-AM-FM-TV Portland, Me., and member of board of directors of Guy Gannett Broadcasting Service; H. L. Stevenson, editor in chief and vice president, United Press International; Nicholas von Hoffman, *Washington Post* columnist; Warren Weaver, *New York Times* Supreme Court reporter; Tracy A. Westen, director of Stern Community Law Firm; and Thomas H. Wolf, vice president and director of TV public affairs, ABC News.

## Modifications of the fairness doctrine are in order, says Senator Ervin

**'Congressional Record' statement calls for application of rule only when scarcity of signals exists or where differing views aren't aired**

The fairness doctrine "has served to stifle the presentation of controversy and variety more than it has served to promote them," Senator Sam J. Ervin (D-N.C.) has told the Senate. In a lengthy speech submitted to the *Congressional Record*, the senator summarily condemned the fairness doctrine in its current applications and suggested congressional review of the FCC rule. Reacting to the lifting of the license of WXUR-AM-FM Media, Pa., which he called a "prima facie violation of the First Amendment," Senator Ervin suggested new regulations which, if acted upon, would greatly curtail the FCC's authority to apply the fairness doctrine to stations in areas that receive four or more television and radio signals.

Although the senator proposed no actual bill on the fairness doctrine, he said his comments were intended as a "possible approach" for either the Senate Commerce Committee or the FCC, which is holding an inquiry into the fairness doctrine, to take in modifying the rule. The Ervin plan would require that the FCC "establish a rebuttable presumption of scarcity," before it be allowed to lift a station's license on fairness grounds. Further, the fairness doctrine would be applied only in cases where:

- a scarcity of signals in the area makes it reasonable to assume "that competing views on controversial sub-issues are not being presented"; or

- the FCC could prove that, despite the number of signals receivable in the area, "competing views are, in fact, not being aired."

The scarcity would be applicable to areas in which less than four radio and four television signals are available. Senator Ervin said that all but 10% of U.S. television households receive more than three signals, according to A. C. Nielsen. But he could not find documentation on how many areas of the country receive fewer than four radio signals, he said.

"The requirement that all broadcasters must present both sides of any controversial issue in order that the public will not be misled or intellectually short-changed," the senator said, "does not seem founded in a realistic appraisal of today's media. Even more crucial, it works a positive harm. . ."

Citing the fact that the doctrine is an



Ervin

"executive" rule of the FCC and sanctioned by the courts, Senator Ervin suggested that it was time for Congress to have its say on fairness. "It is time for a re-evaluation of the fairness doctrine by both the Congress and the courts, in terms of the reality of modern broadcasting—particularly radio broadcasting—and the values preserved by the First Amendment," he said.

Copies of the speech were forwarded to all FCC commissioners, General Counsel John Pettit and Broadcast Bureau Chief Wallace Johnson last week.

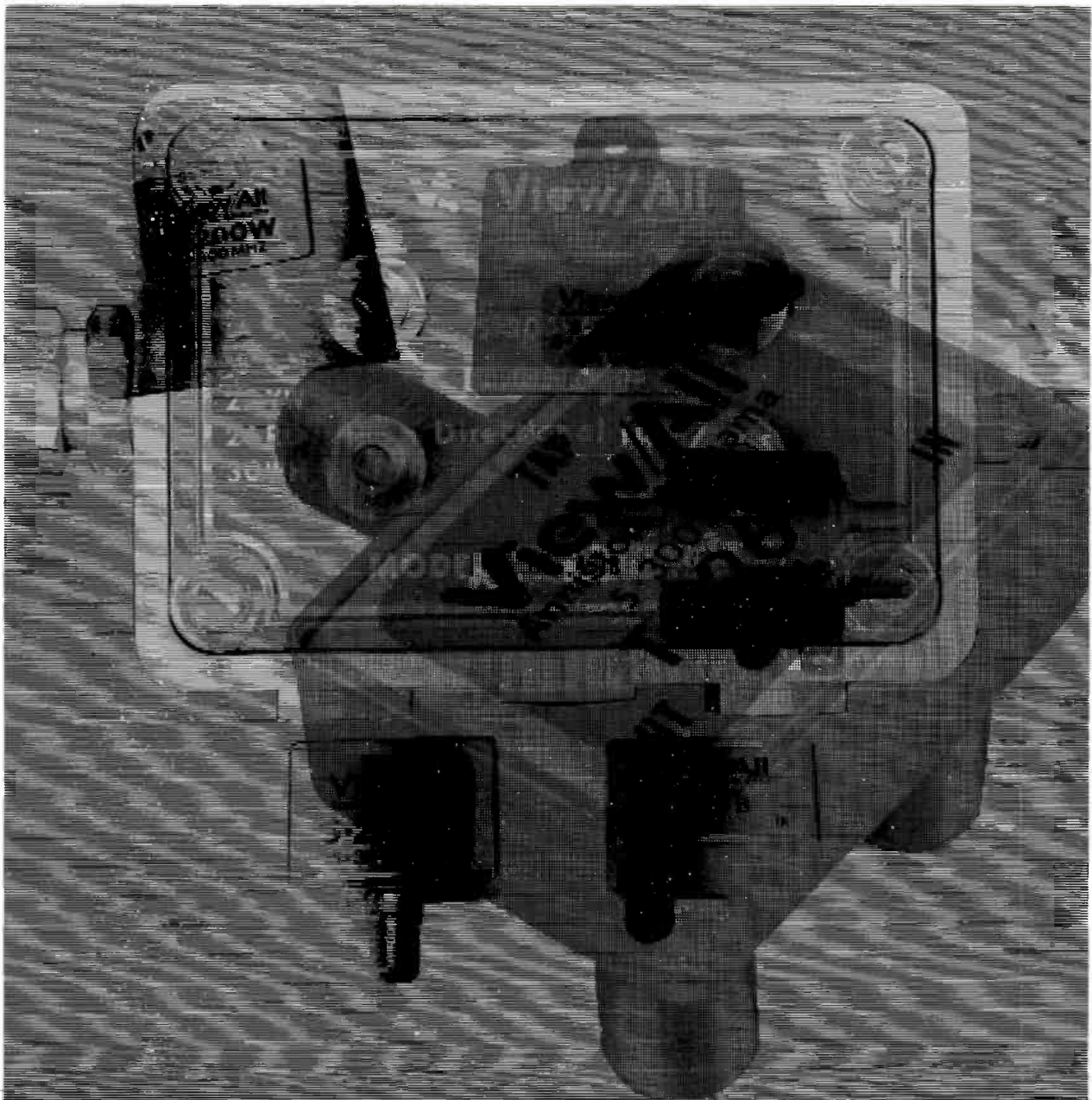
## One man declares war on television networks

**Poughkeepsie data processor sees conspiracy of print and air, buys 'Post' ad, threatens suit**

Frank A. Fusco believes the media are engaged in "a coordinated conspiracy to overthrow the United States government." And Mr. Fusco, owner of PDP Inc., Poughkeepsie, N.Y., a data-processing company with four employees, plans to do something about it.

On Nov. 15 Mr. Fusco bought a full-page advertisement in the *Washington Post*, citing publication of the Pentagon Papers, ("selling for a profit, a stolen commodity!!"), payola ("radio stations . . . have reeked with payola from coast to coast."), the scandal of CBS's *The \$64,000 Question* in the 1950's and news coverage of the Watergate hearings as illustrations of his point.

Mr. Fusco is most angry at the television networks. He has sought free time for his views from ABC, CBS and NBC,



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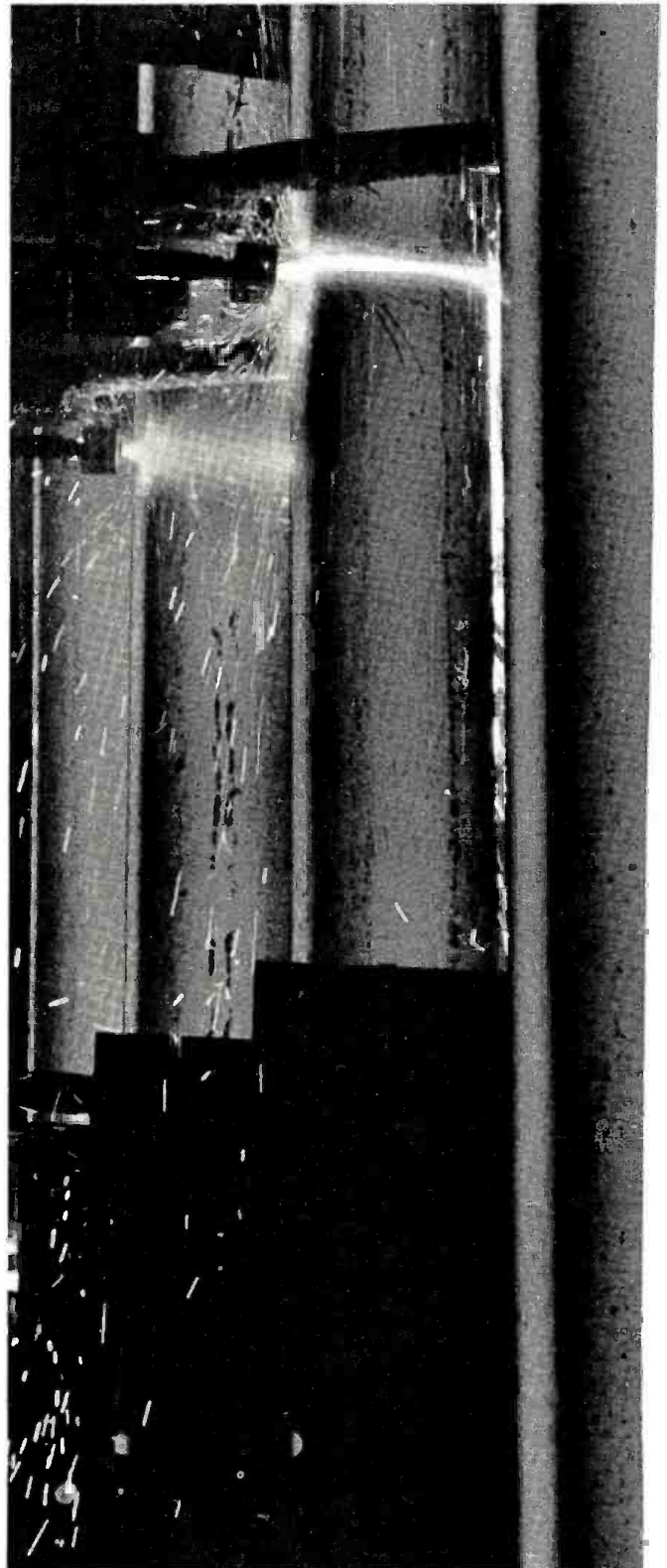
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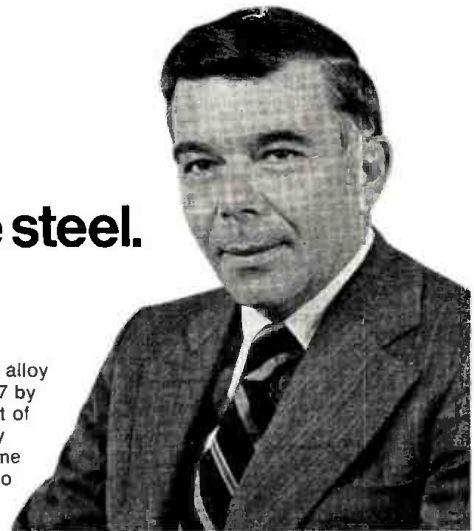
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but has been turned down. He now plans to file what he called "the largest lawsuit against the networks in the history of the United States" to divest them of their stations. He said he has lawyers working on the suit in New York, Boston, Washington and California and would file it tomorrow if he could. He refused to say where the suits would be filed. In the *Post* ad, Mr. Fusco contended that facts "have been reliably distorted on CBS by Charles Osgood, Dan Rather, Marvin Kalb, and Walter Cronkite, relating to our troop alert of Oct. 25."

He told BROADCASTING that the news broadcast was the "last of a long series" of fabrications by the networks and he has the facts to prove it, although he refuses to state what those facts are.

Although he blasts newspapers in the *Post* ad, he claims they are the true news sources and that the electronic media have "usurped" the power of newspapers.

The *Post* ad, said Mr. Fusco, is only the first of a series of 30 to 40 in an ad campaign that will ultimately cost \$5 million, by his estimate. (Newspapers that refuse to run the ads will be forced to comply, he said.) He says he does not have that much money personally, but figures many American citizens would be willing to contribute to the campaign.

### Impasse at WJW-TV

Twenty-one newsmen and on-air personnel walked off their jobs at WJW-TV Cleveland Nov. 15 in a dispute over pay

raises and working conditions. The 21 are members of the American Federation of Television and Radio Artists. Management and supervisory personnel from other Storer Broadcasting stations have been substituting for the strikers.

The AFTRA contract with WJW-TV expired Nov. 14 at midnight. Negotiations were broken off just before 5 a.m., Nov. 15, and the parties have not met on the dispute since that time. AFTRA strikers are asking for "near parity" wages with NBC-owned WKY-TV Cleveland and "equality in treatment" with "other craft unions" which have contracts with the station, a union spokesman said. Both parties say they are waiting word from a federal mediator on a new round of talks.

### Changing Hands

#### Announced

Following sale of broadcast station was reported last week, subject to FCC approval:

WGST(AM) Atlanta: Meredith Corp. has exercised option to purchase station from Board of Regents, University System of Georgia, for \$5 million (BROADCASTING, Oct. 8). WGST is licensed to Georgia Institute of Technology. Objection to station sale from Georgia governor's office was withdrawn Nov. 9. Meredith's broadcasting interests include WHEN-AM-TV Syracuse, N.Y.; WOW-AM-TV and KEZO-FM Omaha; KCMO-AM-TV and KFMU-FM Kansas City, Mo.; KPHO-TV

Phoenix and WNEM-TV Flint-Saginaw-Bay City, Mich. WGST operates full time on 920 khz with 5 kw day and 1 kw night.

#### Approved

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

▪ WNEP-TV Scranton, Pa.: Sold by Taft Broadcasting Co. to NEP Communications Inc. for \$3.9 million. Taft is licensee of WBRC-TV Birmingham, Ala.; WDAF-AM-FM-TV Kansas City, Mo.; WGR-AM-FM-TV Buffalo, N.Y.; WKRC-AM-TV and WKRQ(FM) Cincinnati and WTVN-AM-FM-TV Columbus, all Ohio, and WTAJ-TV Philadelphia. Thomas P. and Catherine W. Shelburne and Frank M. Henry are principal owners of NEP Communications. Mr. Shelburne is vice president and general manager of WNEP-TV. Mr. Henry owns trucking, truck retail, real estate and other business interests in Wilkes-Barre, Pa. WNEP-TV is an ABC affiliate on channel 16 with 1,410 kw visual, 141.6 kw aural and antenna height 1,219 feet above average terrain.

▪ KSOO-TV Sioux Falls and KCOO-TV Aberdeen, both South Dakota: Sold by KSOO-TV Inc. to Forum Communications Inc. for \$2.25 million. Gordon H. Ritz is board chairman of KSOO-TV Inc. Forum Communications stock will be voted by William C. Marcil, president of Forum Publishing. Forum is licensee of WDAY-AM-FM-TV Fargo and WDAZ-TV Devils Lake, both North Dakota, and owns *Fargo Forum*. KSOO-TV is an NBC affiliate on channel 13 with 316 kw visual, 39.8 kw aural and antenna height 2,000 feet above average terrain. KCOO-TV also is an NBC affiliate on channel 9 with 304 kw visual, 47.5 kw aural and antenna height 1,390 feet above average terrain.

▪ WBLG-TV Lexington, Ky.: Sold by WBLG-TV Inc. to Starr Broadcasting Group Inc. for \$1.5 million. WBLG-TV Inc. was owned by Roy B. White Jr. and Reeves Telcom Corp., Hazard E. Reeves, board chairman. Reeves Telcom also has interest in WKEE-AM-FM and WHTN-TV Huntington, W. Va. and WITH-AM-FM Baltimore. Peter H. and Michael F. Starr and William F. Buckley Jr. are principal stockholders in Starr Broadcasting Group which owns KXLR(AM) North Little Rock, Ark.; KABL(AM) Oakland and KABL-FM San Francisco, both California; KUDL(AM) Fairway and KUDL(FM) Kansas City, both Kansas; WBOK(AM) New Orleans; WLOK(AM) Memphis; KYOK(AM) Houston and KDTX Dallas; WCYB-TV Bristol, Va.; KITV-TV Hilo and KHVH-TV Honolulu, both Hawaii; www(FM) Detroit and WNCN(FM) New York. WBLG is an ABC affiliate on channel 62 with 1,340 kw visual, 134 kw aural and antenna height 1,000 feet above average terrain.

▪ KGGM(AM) Albuquerque, N.M.: Sold by New Mexico Broadcasting Co. to Wky Television System Inc. for \$720,000. Bruce Hebenstreit is president of New Mexico Broadcasting which also owns KGGM-TV Albuquerque and KVSF(AM) Santa Fe, N.M. Wky Television System



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is subsidiary of Oklahoma Publishing Co. which publishes *The Oklahoman and Times*. E. K. Gaylord is president and director of company. WKY Television System Inc. is licensee of WKY-AM-TV Oklahoma City, KTVT(TV) Fort Worth, KHTV(TV) Houston, WVT(TV) Milwaukee and WTVT(TV) Tampa, Fla. KGGM operates full time on 610 khz with 5 kw.

▪ WSVI(AM) Christiansted, St. Croix, Virgin Islands: Sold by Quality Telecasting Corp. to Peoples Broadcasting Corp. for \$650,000. Quality Telecasting is owned by Radio Americas Corp., licensee of WORA-TV Mayaguez, WQBS-AM all San Juan and WPRP-AM-FM Ponce, all Puerto Rico. Alfredo R. deArellano and family own Radio Americas. Buyer principals are Robert A. Sheen, Sidney Lee, and others. Mr. Sheen is lawyer and Mr. Lee has real estate interests in Virgin Islands. Wsvi is an ABC affiliate on channel 8 with 58.5 kw visual, 7.2 kw aural and antenna height 742 feet above average terrain.

## A chorus of dissent against FCC changes in renewal procedure

**Broadcasters urge stay of rulemaking pending determination of related questions pending before commission**

New FCC rules intended to simplify the renewal process would probably have the opposite effect, according to the National Association of Broadcasters, the networks, and others that have petitioned the commission for reconsideration and for a stay of effectiveness of those rules adopted Oct. 3 (BROADCASTING, Oct. 8). The theory behind the commission's rulemaking effort is to expand the dialogue between broadcasters and the community.

The NAB charged that the commission has "neither assessed nor considered the cumulative effect of the new rules and forms." NAB's argument is that while the burden of compliance has not been increased, the task of documenting proof has been multiplied—to the probable detriment of service to the public. This particular complaint was also echoed by the Pennsylvania Association of Broadcasters.

All three networks, in addition to Storer Broadcasting, Westinghouse Broadcasting and Metromedia Inc., registered misgivings about the commission's new emphasis on the ascertainment survey for TV renewals. Another consensus sore spot was that two questions before the commission bearing directly on renewal policy remain unresolved.

The "substantial-service" docket concerning percentage formulas for news, public affairs and local programming, is still open, as is the docket to determine methods and guidelines for ascertaining community needs. CBS and several others suggested a stay of the rulemaking at least until these two proceedings are resolved.

Metromedia extended that argument by saying that because Congress has yet to reach a decision on fundamental license-renewal questions, the FCC has no

basis whatever on which to proceed with new renewal policies.

NBC picked at specific points in the rulemaking and said that the compulsory public announcements soliciting public comment prior to the renewal period would become a nuisance for audiences, particularly in large markets where the announcements would be duplicated by several stations. NBC also felt that the requirement of maintaining a public file of the opinions received would be more of a burden than the FCC realized.

ABC's primary objection was to the new emphasis placed on the ascertainment survey instead of past programming records for TV stations as proof of serving community interests. ABC also urged a stay of the new rules in anticipation of a time squeeze for California stations, first

to be affected by the new rules. ABC pointed out that stations will be well into renewal planning and ascertainment surveys when they will be asked to absorb the new requirements.

Also arguing against the rulemaking, but from a position apart from the broadcasters, the Office of Communication of the United Church of Christ felt that the proposed regulation could effectively stifle public participation in the renewal process.

Another eleven broadcasters, represented by the Washington law firm of Fly, Shuebruk, Blume & Gaguine, said that the old rules were good enough. Instead of any new rulemaking, this group urged the commission to issue a statement that broadcasters and the public should iron out their differences individually.

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## Do's and don'ts of broadcast promotion star at BPA seminar

The FCC's Bill Ray puts Washington in perspective; syndicators joust with their customers; an adman advises about 'positioning'

There were three stars in the crown of the Broadcasters Promotion Association seminar in Cleveland two weeks ago:

- A discussion by Bill Ray, chief of the FCC's Complaints and Compliance division, about some of the nagging problems broadcasters face in running their day-to-day operations.

- A lively workshop in which syndication executives from MCA-TV and Viacom and a roomful of station promoters batted around ideas—and one other—on the problems of audience promotion.

- And a short course on "promotion positioning" by Al Ries, chairman of the board of the Ries Capoiello Caldwell advertising agency.

Mr. Ray turned up with Art Stambler, a Washington attorney specializing in communications law, at a general session Nov. 15, entitled "Staying Out of Jail and/or Hot Water (The Government and You)." Mr. Ray made it clear right off that he wasn't losing any sleep over the hypoing in which many stations indulge during rating periods (putting on blockbuster movies, taking out a batch of extra ads in newspapers and in the local edition of *TV Guide* and the like). "If all three stations in a market are doing this kind of hypoing," he said with a shrug, "then their efforts will cancel each other out."

On the subject of program-length commercials, Mr. Ray said, "One long film of a real-estate promoter in Florida that the FCC looked at was nothing *but* sales pitch, and clearly wrong. The same was true of an Evelyn Wood's Dynamic Reading Course spot, which was nothing but testimonials."

"And in those great-moments-in-music-and great-moments-in-art half hours," he continued, "the commercial and non-commercial matter are so tightly interwoven that you just can't extricate one from the other. So the FCC ruled against these commercials. But we might be willing to give limited permission to a half-hour or so of classified ads. And the FCC has no problem with religious or political programs as long as they're not selling a specific product."

Mr. Ray also tackled the matter of what constitutes a "consideration" in a promotional lottery by saying, "Just listening to the station, or, say, going out to a record store to pick up a free entry blank, or even mailing in a post card or letter, are not regarded as considerations. But, for example, buying a used car because there's a special prize in the glove compartment is another story—that would be a consideration. The FCC looks

at these things in terms of how they affect the public interest. Treasure hunts that result in traffic tie-ups, that create disorder and interrupt people's privacy—these are the kinds of contests the FCC frowns on."

On Nov. 14, at a workshop called "Syndicators Face the Promoters," Hal Cranton, the vice president for advertising, promotion and publicity at MCA-TV, tried to convince his audience of TV-station promoters that "your success is our success—this is a bicycle built for two." He reminded the station people that Rod Serling had done more than 100 new spots for the MCA-distributed *Night Gallery*. "But we need your constant feedback so that we can find out whether or not this is overkill," Mr. Cranton continued. "We've sent out a whole sheaf of bios, feature stories, live announcer copy, live radio copy, and a total of 36 guest-star slides. And some station people are actually beginning to prefer getting our material in the pre-print stage and then using raw music, special effects and dialogue to create



**Getting together.** BPA's general session was produced by Roger Ottenbach (l), promotion director, WEEK-TV Peoria, Ill.; and featured Arthur Stambler (c), Washington communications attorney, and William Ray (r), chief of the FCC's Complaints and Compliance Division, as participants.

promo spots that fit their own needs—which is OK with us."

A second panelist, Jeff Satkin, promotion manager for Viacom, ended up on the receiving end of most of the audience complaints because of his company's tardiness in delivering promos for *Don Kirshner's Rock Concert* specials and for the Filmways-produced *Ozzie's Girls*. Mr. Satkin explained that both are being shot so close to air date that their producers "are more worried about getting the show in the can than in getting customized promos out to the stations in advance." But he went on to say that the *Rock Concert* shows have benefitted from "the most extensive publicity campaign of any syndicated program in history," and that on a recent 20-city tour for his autobiography (just published by Prentice-Hall) Ozzie Nelson also arranged to promote *Ozzie's Girls* at every stop.

One questioner complained that series stars seem less and less willing to make multicity promotional tours on behalf of their shows. Mr. Cranton's response: "That's because when they go on the

road most stars want lots of liquor, lots of girls and lots of money."

Al Ries began his presentation with a brief history of advertising trends. During the 1950's, he said, advertising was in "the product era," where "the better mousetrap and some money to promote it were all you needed." This era faded, he continued, when the "better mousetrap was quickly followed by two more just like it. Both claiming to be better than the first one."

The gimmick in the 1960's was product "image," according to Mr. Ries. Examples: the Hathaway shirt man with his eyepatch, the snob appeal of Commander Whitehead's encomiums to Schweppes tonic. "But just as the me-too products killed the product era," Mr. Ries said, "the me-too companies killed the image era. As every company tried to establish a reputation for itself, the noise level became so high that relatively few companies succeeded."

In the last few years, "positioning" has become the new "shtick," as Mr. Ries sees it. "Simply stated," he said, "the first role of positioning is this: You can't compete head-on against a company that has a strong, established position. You can go around, under or over, but never head-to-head. The leader owns the high ground."

"The classic example of No. 2 strategy is Avis's," Mr. Ries said. "But many marketing people misread the Avis story. They assume the company was successful because it tried harder. Not at all. Avis was successful because it related itself to the position of Hertz. Avis preempted the No. 2 position. If trying harder were the secret of success, Harold Stassen would be President." And further, he said, "when a viewer sees a television commercial that says 'NCR means computers,' he doesn't accept it. *IBM* means computers. NCR means National Cash Register. The computer position in the minds of most people is filled by a company called the International Business Machines Corp. For a competitive computer manufacturer to obtain a favorable position in the prospect's mind, he must relate his company to IBM."

"Yet, too many companies embark on marketing and advertising programs as if the competitor's position did not exist. They advertise their products in a vacuum and are disappointed when their messages fail to get through."

## BPA spotlights its best efforts

Audience-promotion awards to nine with four honors for sales promotion and two for community involvement

Fifteen stations received the first Broadcasters Promotion Association/Michigan State University promotion awards at a banquet held in conjunction with the BPA convention in Cleveland. Awards were given to eight television and seven radio stations in three categories: audience promotion, sales promotion and community involvement.

Winners in audience promotion in-





**Taking sides.** BPA's TV workshop, with the theme "Syndicators Face the Promoters," featured presentations by Roy Klayman, promotion director, WQAD-TV Moline, Ill.; Hal Cranton, VP-advertising and publicity, MCA; Jeff Satkin, promotion director, Viacom, and Frank Nardi, director of advertising, MGM-TV.



**Down to brass tacks.** Participating in the BPA radio workshop, titled "Public Service as a Promotional Tool," were (l to r): Pat Patrick, president, WCLV(FM) Cleveland; Bob Conrad, program director, WCLV(FM) Cleveland; Eric Braun, news director, WGAR(AM), Cleveland; and Martha Brunstein, advertising-promotion manager, WGAR.



**New slate.** BPA officers elected this month include (l to r): Lynn Grasz, KOLN-TV Lincoln, Neb., secretary; Dick Newton, Westinghouse Broadcasting, West Coast, treasurer; Tom Cousins, WCCO-TV Minneapolis, vice president; Kenneth Mills, Katz Agency, New York, president-elect, and John Furman, Cox Broadcasting, Atlanta, president.

cluded: WMAL-TV Washington (large-market TV—on air) for TV promos of Watergate coverage; KTAR-TV Phoenix (small-market TV—on air) for TV promos "Movies at the Bijou"; WBBM-TV Chicago (large-market TV—using other media) for radio spot to promote TV tune-in; WABC-TV New York (also large-market TV—using other media) for print ad "Little Junkie" in drug-awareness series; WHBQ-TV Memphis (small-market TV—using other media) for ads, bus and outdoor promos of its news coverage; KNX(AM) Los Angeles (large market radio—on air) for radio promos of news coverage; CHYM(AM) Kitchener, Ont. (small-market radio—on air) for radio promos on school safety; KGO(AM) San Francisco (large-market radio—using other media) for TV spots on its "News-check" news coverage, and WBNS(AM) Columbus, Ohio (small-market radio—using other media) for its TV spots "Saddle Shoe Radio."

Awards in the sales-promotion category went to KOMO-TV Seattle (large-market TV) for promotion of Seattle market; KTVH(TV) Wichita, Kan. (small-market TV) for "Farmer's Daughter" promotion of Wichita market; WGN(AM) Chicago (large-market radio) for "7 & 20 More" promotion of personalities and services of station, and WSM(AM) Nashville (small-market radio) for booklet promoting Nashville market.

Award recipients in community involvement category include KING-TV Seattle (television) for multimedia "Make the System Work" campaign to encourage voting, and KDKA(AM) Pittsburgh (radio) for posters, ads and radio spots on "Some Place Special" campaign on rebirth of Pittsburgh.

Dick Newton, BPA director, and Robert Schlater, chairman of the radio and TV department of Michigan State University and head of the judging panel, presented the first-place awards.

## Citizen groups renew pleas for log access

**Broadcasters at FCC argument state willingness to concede on some points, but with limitations**

Citizen groups participating in an FCC oral argument in Washington last week were adamant in their position that all TV station program logs should be available for public inspection. Broadcasters' reaction seemed mixed, with some feeling the burdens of the proposed rule on them would far outweigh any benefits it could have for the public.

Frank Lloyd of the National Citizens Committee for Broadcasting, which proposed the program-log access rule in 1969, told the commission the proposal would result in more dialogue between stations and their communities, fewer petitions to deny and less burden on the FCC. He pointed out the proposal seeks only to make logs available for public inspection and does not seek to expand the information in them, deal with radio-log access (FCC Chairman Dean Burch said during the session that radio would be considered in the work of the commission's radio-reregulation task force) or to extend the present two-year retention period.

Mr. Lloyd chided broadcasters, saying they were playing a "shell game" with the public. For example, he said, broadcasters claim making the logs available would lead to abuses; yet they also say no one looks at the station public file.

Dr. Ralph Jennings, of the United Church of Christ, said broadcasters have "no right to keep their logs secret," pointing out that logs are records of "something already done in the public domain" and the print media do not enjoy this privilege. "Logs are dull. No one's going on any fishing expedition. No one would look at them unless they were interested," he said.

Peggy Charren, president of Action for Children's Television, said an accurate evaluation of a station's performance is impossible without access to program logs. That was also the gist of comments by Thomas Asher, Media Access Project; Charles Firestone, Committee for Open Media; Jim McCullar, Action for a Better Community; William Downs, attorney for Inter-Faith Center for Social Justice; Joan Passalacqua, Community Coalition for Media Change; Thomas F. Baldwin, Michigan State University's television and radio department, and consumer activist Robert Choate.

Jeffrey Cowan, director of the Communications Law Program at UCLA said it would be useful in academic projects.

Robert Coll, of McKenna, Wilkinson & Kittner, Washington counsel for ABC, pointed out that television program logs indicate very little about commercial and program content but said the proposal is "something we can live with." However, he said requesting parties should show good cause why they should be given





**Men in the middle.** The FCC was on one side, the Congress on the other during the National Association of Broadcasters' annual Congressional Country Club fete for the chairman of its joint board of directors. L to r: Commissioner H. Rex Lee; Andrew Ockershausen, vice president of the Washington Star Group and NAB joint board chairman; Pete Kenney, NBC's Washington vice president, and Representative Lionel Van Deerlin (D-Calif.) of the House Commerce Committee. The host was Vincent Wasilewski, NAB president.

access, because a blanket rule could be "a source of harassment and irritation."

John Summers, general counsel of the National Association of Broadcasters, observed that the proposal is generally acceptable to NAB, although he said he believed it would not greatly benefit the public. He suggested that access be denied for competing stations and what he called "mass-student projects."

From Howard Monderer, Washington counsel for NBC, came the reminder that there is a growing trend toward automatic TV-logging devices and the suggestion that perhaps the commission was proceeding on the false premise that only written logs were involved. He, too, had "no problem" with the proposal, although he urged the commission not to include automatic loggers in any rule for the present.

Carl Ramey of the Wilkinson law firm and representing a number of licensees, contended that only the composite week's logs should be made available to the public. He said there is a dearth of information on program content—regular newspaper listings would be a better information source—and logs of network affiliates would by nature be even less useful to the public.

Another Washington communications lawyer, William Potts (Haley, Bader & Potts), concurred.

Three other communications attorneys were staunchly opposed to compulsory program-log access.

James Edmundson (Fly, Shuebruk, Blume & Gaguine), said the commission should encourage licensees to cooperate with the public in this area, but that program-log access should not be mandatory.

Richard Marks (Dow, Lohnes & Albertson) maintained that providing the logs could be "an unnecessary burden" and subject the station to "abuse and harassment." He suggested that program-log requests should first be filed with the

commission making a preliminary showing that the information is sought for "good cause."

Edward Hummers Jr. (Fletcher, Heald, Rowell, Kenehan & Hildreth), charged, as had others during the session, that a great deal of information on program logs is of little or no use to the average citizen. The burdens of compliance, he said, would be mostly in terms of added space requirements.

## Top ABC-TV, affiliate officials huddling

La Quinta, Calif., near Palm Springs, will be the site for the annual meeting of the ABC Television Network Affiliates Association board of governors this week (Nov. 26-29), with current and future network plans on the agenda.

Representing ABC Inc. will be Leonard H. Goldenson, chairman; Elton H. Rule, president; Everett H. Erlick, senior vice president and general counsel; Robert D. Krestel, finance vice president; Robert T. Goldman, administration vice president; and Alfred R. Schneider, vice president.

Executives with major responsibilities within ABC-TV represented at the meeting include: Walter A. Schwartz, ABC Television president; Martin Starger, ABC Entertainment president; Roone Arledge, ABC Sports Inc. president; Elmer W. Lower, ABC News president; Richard A. O'Leary, president of the ABC-Owned Television Stations and ABC International; William Sheehan, ABC News senior vice president; Frederick S. Pierce, vice president in charge of planning and development and assistant to the president of ABC-TV; and Julius Barnathan, vice president in charge of broadcast operations engineering.

Richard Stakes, executive vice president of the Evening Star Broadcasting

Co., parent company of WMAL-TV Washington, and chairman of the board of governors of the ABC Television Network Affiliates Association, will head the group of affiliate representatives.

## HEW doles out \$4 million to educational stations in latest facilities grants

The Department of Health, Education and Welfare has awarded its first series of facilities grants of the current fiscal year to 16 public-television and radio stations, the department announced last week. The initial allocation, HEW said, amounts to nearly \$4 million and will be used to improve the facilities of 14 existing stations and to aid two others in becoming operational.

Since HEW's educational broadcasting facilities program began 11 years ago, a total of \$81.5 million has been awarded to noncommercial stations eligible for consideration. A total of 241 television stations now fall in this category. Since public radio became eligible four years ago, 109 grants have been made. The funds are made available in a specific provision contained in the annual congressional appropriation for HEW and the Department of Labor.

HEW said an award of \$314,437 was made available to Central Michigan University to put WCMU-TV Alpena on the air. Brookdale Community College will receive \$47,747 to help construct WJJB-FM Lincroft, N.J.

Other stations included in the first round of awards: KUAC-TV College, Alaska, \$56,000; WETA-TV Washington, \$201,750; KALW(FM) San Francisco, \$34,500; WSRE-TV Pensacola, Fla., \$367,210; WEDU-TV Tampa, Fla., \$305,606; WYES-TV New Orleans, \$475,000; KNME-TV Albuquerque, N.M., \$475,000; WRLK-TV Columbia, S.C., \$474,436; WDCN-TV Nashville, \$435,653; WSJK-TV Knoxville, Tenn., \$180,488; WMOT-FM Murfreesboro, Tenn., \$69,955; KTX-TV Lubbock, Tex., \$271,425; KUED-TV Salt Lake City, \$185,898; KUER-FM Salt Lake City, \$41,862.

## Media Briefs

**MBS now 630.** Country-and-western combination WPIK(AM) Alexandria and WXRA(FM) Woodbridge, both Virginia, have joined Mutual Broadcasting Network, bringing affiliate total to 630. WPIK is daytimer on 730 khz with 5 kw. WXRA has 50 kw on 105.9 mhz.

**New in Boulder.** KADE(AM) Boulder, Colo., began operation Nov. 1 with a middle-of-road format and heavy emphasis on news. Brokadé Broadcasting Co., licensee, is co-owned by Enid Pepperd and Dona West of Wichita, Kan. Mrs. Pepperd is station manager; Ed Hardy, previously with KTLK(AM) Denver, is sales manager; Larry Chaplin and Doug Patterson, who produced nationally syndicated stock-market program, are program director and production manager, respectively. KADE is daytimer with 1 kw on 1190 khz.

## Can cable take off for that blue yonder?

**Foster sees 'crisis of credibility' as industry gathers in Las Vegas for its no. 2 convention of the year**

A troubled cable-television industry assembles this week in Las Vegas, a city that is used to big stakes and dashed expectations. More than a few of the delegates will feel right at home.

Cable, in the words of David Foster, president of the National Cable Television Association, is suffering a "crisis of credibility." That and other crises of large magnitude will be the dominant subjects this week at the next-to-biggest convention of the cable-industry year. It is called the California Community Television Association convention, but it is to be held in Nevada's gaming headquarters and, in size and importance, will be second only to the annual convention of the NCTA, which next meets in Chicago in April.

The anxieties that beset cable operators on the eve of the Las Vegas convention were described last week by Mr. Foster in a wide-ranging interview with BROADCASTING. There is, he said, a "pervasive feeling around the country as to whether cable will achieve its promise." Perhaps, he added, "the question isn't will it ever, but rather will it within a reasonable time frame."

It is not a question that Mr. Foster is ready to answer head-on, but he does profess to optimism. "I have a feeling that '74 is going to be a better year than it looks right now," he said. Among other bullish signs he sees is the "recognition that the FCC is going to do something for us." Another is a unity that adversity has forced upon the cable industry's diverse constituencies. "They're recognizing they have to be with us," Mr. Foster said. "The gadfly's role is okay as long as it doesn't sting the horse so badly that it begins to die."

The credibility problem, Mr. Foster said, is one that can not be resolved by government, or by NCTA individually. "It's a problem that is across the board for the entire industry."

Things just haven't turned out as planned in the aftermath of the issuance in 1972 of FCC rules that were supposed to unleash the cable industry. "When we received the go-ahead from the commission," Mr. Foster said last week, "all of us knew that there were many uncertainties involved in the implementation of those rules—uncertainties that no one could predict with the resources available to us at the time. I don't think anybody could have foreseen that the certificate-of-compliance procedure would turn into

such an administrative nightmare. And, of course, we thought that the money market would be a lot easier than it turned out to be. I think many people had anticipated that acceptance of cable would be a lot easier than it turned out. We knew there would be a market-penetration problem, but we didn't anticipate that it would be so rigid." Potential customers, Mr. Foster said, are viewing cable "with a lot of cold-eye realism."

Neither, he said, had it been anticipated that the Justice Department would prove so hostile toward the merger of major cable interests. Justice's interference with a proposed merger of Cox Cable Communications and American Television & Communications, he noted, came as a shock and raised fears of the department using the antitrust laws to ward off future developments in this area.

"Many of us realized," Mr. Foster said, "that companies within the cable-television industry are still relatively weak in comparison with other industries. In order to pull together the amount of capital necessary for the size of the enterprise in major markets, additional combinations would have to occur." Mr. Foster is relieved to note that other cable firms "are pressing ahead in this direction." Already this year, Cypress Communications has



NCTA's Foster: Still smiling

merged into Warner Cable and two similar combinations—Communications Properties into Viacom and LVO Cable into Cox—are proposed.

Although many of his members are critical of government regulation, Mr. Foster maintains that Washington's interest in the medium has been sincere, if at times misguided. "I don't subscribe to the belief that the government, be it through the administration, the FCC or Congress, has it in for cable. I think that when they say that they are seriously interested in the orderly growth of the industry, they mean just that. But again, they're trying to regulate in a very cloudy environment in which they don't know exactly what they are regulating or how they ought to be regulating."

The FCC, Mr. Foster asserted, "thought

they were giving us a pretty good diet of services to offer in the major markets. At this point, it's turned out to be pretty meager, if not a starvation diet." But, he added, "these are things we have to learn, and that's why rules can be changed."

No one ever believed, he claimed, that the consensus agreement reached among cable, broadcast and programing interests prior to the implementation of the commission's rules "would be written in some kind of stone without being re-chipped, erased or supplemented." A copyright feature in that agreement remains unresolved.

Cable's interest in facilitating change in the government's regulatory policy, Mr. Foster noted, was evident at the oral argument the commission held on the antisiphoning issue three weeks ago (BROADCASTING, Nov. 12). "I must say now that I was dead wrong about those hearings," Mr. Foster said. When they were first proposed by the National Association of Broadcasters, "I felt that they were totally unnecessary, that the commission was certainly one forum in this country that needs no further education on this issue. But I think that these hearings at least pointed out the tremendous, widespread interest among public-interest groups in the future of cable television, and how important they see subscription cablecasting is in our future." The presence of those groups in the proceeding, the NCTA president said, must have impressed the commissioners, particularly the new ones who had not had substantial opportunity to view the issues previously.

In general, Mr. Foster said, "I feel that we came out of the hearings certainly in as good a shape as we came in, and possibly better." But as to the nature of whatever action the agency takes on the matter, "I really don't have any better speculation than anyone else at this point." He said there were "hopeful signs" that the portion of the antisiphoning rules banning pay-cable showings of feature films after two years from the date of release may be broadened to include a five-year period—or possibly four years as the result of a compromise between cable and broadcast interests. Mr. Foster expressed optimism that the commission would remove limitations on films that are more than 10 years old. However, he was more hesitant to venture a guess on how the commission would deal with the sports-programing questions, although he indicated a belief that the forthcoming rule would be "more stringent" in this area.

While regulatory relaxation is essential if cable is to grow in an orderly fashion, Mr. Foster noted, the diversity of interests within the industry makes it difficult to pinpoint which specific form of relief is most desirable. "The answer," he said, "might well depend on who was the last cable operator I talked to." Many small entrepreneurs, he noted, feel that liberation from the nonduplication rules is the industry's most pressing concern. There are many other operators that feel that the distant-signal rules require further exploration "to see if they're operating in a rational fashion."

The copyright issue must also be re-



solved, Mr. Foster emphasized, if for no other reason than to relieve cable from the stigma that has been created by critics—notably broadcasters—who claim cable is dragging its feet on the matter. “Certainly, as a matter of regulatory strategy,” the NCTA president stated, “I would like to get at this copyright issue because it clouds every other issue that we face. When I talk to the commissioners about the many matters facing the industry, this is all they’ve brought up: Why don’t we have a copyright agreement? It would certainly be a lot easier for the industry if we had that behind us.”

Regarding broadcasters’ accusations that cable is not living up to its part of the consensus agreement of 1971 through its failure to come to terms on copyright, Mr. Foster was himself critical. “It always amuses me to see the interest the broadcasters take in copyright whenever something else is being discussed. It seems to me that it’s only to one party’s interests to not get a bill through Congress, and that’s the broadcasters. Because once it’s accomplished, they won’t have that wonderful argument ploy to fall back on.” Mr. Foster emphasized that NCTA continues to endorse copyright legislation (S-1361) proposed by Senator John McClellan (D-Ark.), although it will push for elimination of provisions pertaining to sports programming and for exemption for systems under 3,500 subscribers. He estimated that no final action could come on the measure before the end of 1974, however.

On the pay-cable issue, Mr. Foster asserted that the industry’s primary function should be to educate the interests in a position to effect change. However, he noted that not everyone in the industry assigns the issue the priority that has been assigned it by the MSO’s. “I’m as aware as anyone else,” he acknowledged, “that there are some cable operators out there who don’t care anything about the anti-siphoning issue. I think they should, and every time I talk to a regional association I try to make this point.” But many systems, he conceded, have no pay channels, or even the capacity for them. For those interests, he said, pay cable remains merely “a long-term possibility.” What this means, he said, “is that we have to spread our resources over a variety of issues.” He added that NCTA questions the desirability of launching a newspaper campaign on the pay issue similar to that of the NAB. “Quite frankly,” he said, “I think the NAB campaign has been counterproductive.” General segments of the population will not effect change he noted. Those to which the industry’s position must be clarified, he said, include the FCC, Congress and “opinion-shaping elements such as educators and the business community.”

Mr. Foster also said that the possibility of litigation against the broadcast opposition in the pay controversy is in the exploratory stage. “Theoretically, we think there’s a sound legal position that can be taken by the Justice Department against the activities of certain broadcasters.” And here, he said, he was not referring merely to the NAB. “We’d be looking for specific activities by specific broadcasters

which would go beyond public relations.” But right now, he said, NCTA must determine whether it has the evidence to make such a case.

The recent financial difficulties of Teleprompter are not minimized by Mr. Foster. “I think you’ll find everybody’s accounting practices being scrutinized very carefully to make sure that their principles are not reflective of the Teleprompter situation,” Mr. Foster said. The monitoring, he said, could be done by lenders, analysts, the SEC and “anyone who has an interest in regulating or financing the cable industry.” But, Mr. Foster stipulated, the lesson that Teleprompter learned about caution in its rate of expansion could be applicable across the board. “I have a feeling that, in a way, the Teleprompter experience has been good for the industry.”

If the FCC must, in Mr. Foster’s opinion, make concessions for cable’s growth through the liberalization of certain rules, Congress should move to increase cable regulation in one respect. And that, Mr. Foster said, involves a series of guidelines through which the commission would be authorized to pre-empt all authority over cable, thus prohibiting state and local governments from striking out on their own regulatory course without uniform direction. “We’re being pushed around pretty badly by some of the states,” he noted. “I think that we can survive, prosper and grow under the current regulatory situation, but not very fast and not without some back-filling.” Federal relief, he said, would instill a “more orderly growth pattern.”

But if cable is to ultimately succeed, Mr. Foster added, it is going to have to emphasize its past successes as well as its presumed potential. “I think we need to talk about our successes where we can find them. I hope we can talk less about what we can do and more about what we have been doing. There’s a tremendous amount of innovative, diverse programming going on around the country.” In the long run, Mr. Foster said, a public-relations effort could be the industry’s most effective weapon.

Mr. Foster is bound to cite that need when he addresses the Las Vegas gathering next Thursday (Nov. 29). His pleas for unity and involvement by all the industry’s factions will likely be echoed by NCTA Chairman Amos Hostetter (Continental Cablevision) the following day. And the delegates’ attention cannot be expected to wane when Mr. Hostetter is succeeded on the podium by FCC Chairman Dean Burch, who could give an indication as to how far the agency is prepared to go in providing the assistance the industry has been hankering for. The convention’s working sessions will include input from a number of industry leaders, including Warner Cable President Alfred R. Stern, who will appear on a panel concerning federal legislative and regulatory activity along with Sol Schildhause, chief of the FCC’s Cable Bureau. Teleprompter’s Jerry Green and Burt Harris of Harris Cable, who will participate in a session examining possible solutions to cable’s “financial quagmire”; and J. Orrin Marlowe (Colony Communications), the

NCTA’s chief negotiator in an effort to achieve a compromise with telephone interests on the pole-attachment controversy, who will be present on a panel dealing with utility negotiations and CATV support structures.

In a session on the payable issue will be Vincent Sardella of the Office of Telecommunications Policy, American Television & Communications’ Bruce Lovett, and Time Inc.’s Barry Zorthian. The industry will also get one of its first official looks at David Kinley, the Cable Bureau’s deputy chief and the man designated to succeed Mr. Schildhause, in a session concerning desirability of three-tiered regulation.

## Western cable television show and convention agenda

*(All sessions will be held in Las Vegas Hilton Convention Center)*

### Tuesday, Nov. 27

6 p.m. Golf tournament “tee-off” cocktail reception.

### Wednesday, Nov. 28

Registration.

### GENERAL SESSIONS

#### Thursday, Nov. 29

7:45 a.m. Continental breakfast.

8 a.m. Educational programming—a new horizon for cable TV (pre-opener session): “How Do We Get Together?” Gene Hambelton, Western Communications, moderator. Participants: Dr. R. Weintraub, director of Instructional Media Center, California State University, Chico; Allen M. Zeltzer, director of Instructional Media Center, California State University, Fullerton; Charles Callachi, associate dean, educational media, chancellor’s office, California State Universities and Colleges; Sandy Kusara, director of cablecasting, State TV Cable, Chico; John Foley, Theta Cable of California, West Los Angeles; Assemblyman John P. Quimby, chairman, California Joint Committee on Telecommunications.

9 a.m. Opening of the convention, with California Community TV Association President Donald O. Williams presiding.

9:10 a.m. “How to Bring Your System Into Compliance With The Occupational Safety and Health Act.” Wally Briscoe, NCTA, moderator. Participants: Robert Turkisher, Colorado Electronic Technical College; John Inman, safety director, California State Insurance Fund.

10 a.m. “The Washington Legislative and Regulatory Puzzle.” Eugene I. Iacopi, Feather River Cable TV, moderator. Participants: Robert V. Cahill, Washington attorney; Alfred R. Stern, Warner Communication; Stuart Feldstein, NCTA; Sol Schildhause, chief, Cable Television Bureau, FCC.

10:50 a.m. “Pay Cable: At The Crossroads.” Bruce Lovett, ATC, moderator. Participants: Vincent Sardella, Office of Telecommunications Policy; John D. Matthews, Washington attorney; Barry Zorthian, Time Inc.

11:45 a.m. Address by David H. Foster, president of National Cable Television Association. “Common Sense and Common Purpose.”



**12:10 p.m.** Luncheon; address by Peter Storer, executive vice president, Storer Broadcasting Co.: "Detente: Cable and the Broadcaster."

**2 p.m.** "The Challenge of the 70's—How to Lift CATV From Its Financial Quagmire." Bruce Merrill, American Cable Television, moderator. Participants: Douglas H. Dittick, Viacom; Frank M. Daendell, Comm-Scope; Burt Harris, Harris Cable Corp.; Arno Mueller, Storer Broadcasting Co.; Leonard Tow, Century Communications.

**5:30 p.m.** Exhibitors reception (in exhibit area).

#### Friday, Nov. 30

**8 a.m.** "Public Access—From Concept to Reality" (eye-opener session). J. Everett Kochheiser, Warner Communications, moderator. Participants: Bernie G. Evans Jr., Tesco TV-FM Cable; Barry Verdi, Gill Cable; Marsha Dolby, Bakersfield Public Library; Assemblyman Frank Holoman, 65th district, California.

**9 a.m.** "Three-Tier Regulation—Is The Public Interest Served?" Walter Kaitz, moderator. Participants: Don Corbitt, NCTA; Warren Gannon, Gill Cable; Morris Tarshis, director, Bureau of Franchises, New York City; David Kinley, Cable Television Bureau, FCC; Arizona State Senator Scott Alexander, chairman, State, County and Municipal Affairs Committee; Robert Foster, chief consultant, California Senate Committee on Public Utilities and Corporations.

**10:15 a.m.** "Utility Negotiations Re CATV Support Structures." Bill Hargan, Feather River Cable TV, moderator. Participants: Harold R. Farrow, Washington attorney; J. Orrin Marlowe, Colony Communications; E. Stratford Smith, Washington attorney; Jacob W. Mayer, FCC.

**11:30 a.m.** Address by Amos B. Hostetter, executive vice president of Continental Cablevision and chairman of NCTA.

**Noon.** Luncheon; address by FCC Chairman Dean Burch.

**2 p.m.** "The FCC Dilemma—How Many Channels? By When? How Much Two-Way? What is Optimal System Design, Construction and Equipment to Meet Those Requirements?" Joe Hale, Cable Dynamics Inc., moderator. Participants: Edward M. Allen, Western Communications; Stephen Effros, FCC, Joel P. Smith, Warner Communications; Nathan A. Levine, Sammons.

**5:30 p.m.** The Fabulous President's Reception.

**6:15 p.m.** Banquet and Las Vegas Show, featuring Johnny Cash.

#### Saturday, Dec. 1

**9:30 a.m. to noon.** "Cable TV: an array of endless problems and decisions." Participants and subjects: Richard E. Young, Times-Mirror, rate increases; Barry J. Shepherd, IBM, optimal pay-TV computer system; John P. Cole Jr., Washington attorney, with Allen Cordon, FCC, and Thomas G. Shack, Washington lawyer, certificates of compliance; Charles Waish, NCTA, economic stabilization; Gary Christiansen, Washington lawyer, microwaves; Edward J. DeMarco, Warner Communications, underground construction; Reverend George Conklin, Pacific School of Religion, Berkeley, Calif., CATV and community; George

Shapiro, Washington lawyer, definition of CATV system; Edward J. Wynn, San Francisco attorney, "Knife at CATV's Throat."

#### CABLECASTING PROGRAM

##### Thursday, Nov. 29

**10:30 a.m.** "The Financial Side of Cablecasting—Making and Managing Your Dollars." John Long, Cox Cable, moderator of roundtable discussion.

**Noon.** Luncheon (see General Sessions).

**2-3:30 p.m.** "The Technical Hour." A dialogue with manufacturers of local-origination equipment. Chris Donovan, Times-Mirror, moderator of roundtable discussion.

##### Friday, Nov. 30

**9 a.m.** "Special-Interest Group Programming." John Cardenas, TCI, moderator of roundtable discussion.

**Noon.** Luncheon (see General Sessions).

**2 p.m.** "Software—Enhancing System Marketing Through Careful Selection of Programming and Programming Services." Scott Swearington, LVO, moderator of roundtable discussion.

**5:30 p.m.** President's Reception (see General Sessions).

**6:30 p.m.** Banquet and Las Vegas Show (see General Sessions).

#### TECHNICAL PROGRAM

##### Friday, Nov. 30

**9:30 a.m.** Robert Schultz, Glentronics, DC power; Fred Wilaenloh, Comm-Scope, super low-loss coaxial cable; Bernard J. Lechner, RCA, two-way equipment.

**10:30 a.m.** "Two-Way Communication." Participants: Jerry Laufer, Gill Cable; Jack Long, Cox Cable; O. D. Page, Cable Dynamics, Robert Beaman, Teleprompter; Frank Bias, Viacom; Michael L. Ellis, Southwestern Cable; Ronald T. Lask, Big Valley Cablevision.

##### Saturday, Dec. 1

**9:30 a.m.** Meeting of FCC CATV technical advisory committee.

#### LADIES PROGRAM

Continental breakfasts will be served at 9 a.m. on Thursday and Friday. Also, on both days at 9:30 a.m. there will be a gemology-jewelry fashion show with Lynette Barnes, well-known Nevada gemologist. On Thursday, commencing at 10:30 a.m., there will be a six-hour guided tour of Boulder Dam and Las Vegas. On Friday, commencing at 10:30 a.m., there will be a shopping tour of shops in downtown Las Vegas and luncheon. There will also be a special behind-the-scenes casino tour including visit to the money rooms and some advice on the fine points of gambling.

#### Other Information

**Exhibit hours:** Wednesday, 1-6:30 p.m.; Thursday, 9 a.m.-noon and 2-6:30 p.m.; Friday, 9 a.m.-noon and 2-5:30 p.m.; Saturday, 9 a.m.-noon. There will be a no-host cocktail reception on Wednesday, 5:30 p.m., and an exhibitors' reception, Thursday, 5:30 p.m.

**Registration:** Wednesday, 1-5 p.m.; Thursday, 8 a.m.-4:30 p.m.; Friday, 8 a.m.-4:30 p.m.

## The real world of cable hardware, software on display in Las Vegas

Here, in alphabetical order, are the equipment and programing firms that will exhibit at the California Community TV Association convention Nov. 28-Dec. 1 in the Hilton Hotel; asterisks indicate new products; booth numbers in parentheses.

**Aberdeen Co. (1 & 2) Personnel:** George M. Acker, owner.

**AEL Communications Corporation (108)** \*Mark IV series of single cable bi-directional equipment, trunk & bridging amplifiers, line extenders, super-band converters, outdoor strand or pedestal mounted passives, and complete capabilities (strand mapping through turnkey construction, including financing). **Personnel:** Leonard Rosenfield, president; I. A. Faye, vice president; Bill Stone, manager, special accounts; representatives from Anixter-Pruzan, AELCC's national distributor.

**AGC Industries Inc. (39) Personnel:** W. R. Glover, vice president.

**Amaco Inc. (200)** Complete line of headend, trunk and subtrunk and distribution equipment: Nova 300 2-way trunk amp; Nova 300 dist. amp.; Channeler Mark II signal processor; Novatap (5-300 mhz); Metro-Com 648 mhz signal transporter system. **Personnel:** Tore D. Nordahl, vice president-marketing; Robert Wilson, engineering manager; James Emmick, manager-system engineer; Lee Prins, director-advertising & public relations.

**Anaconda Electronics & Systems Wire (129-134) Personnel:** Jack R. Choate, advertising and promotion.

**Arvin Systems Inc. (107) Personnel:** Jack Keiser, marketing administration.

**Anixter-Pruzan (149 & 150)** Construction equipment, pole line hardware, active and passive equipment, coaxial cable and connectors, and program origination equipment. **Personnel:** Herb Pruzan, Jack Pruzan, Don Thomsen, Gordon Halverson, Larry Freeman, Gene Robinson, Phil Glade, Bill Gaylord, Bob McIlvane and Leo Larkin.

**Associated Press (177-179) AP Newscable. Personnel:** Robert Sundry, Robert Hull, Dick Shaler, John Morrison, Paul Finch, Larry Kananen, Joseph Assenhelm.

**Blonder-Tongue Laboratories Inc. (67 & 68)** Custom CATV headends, antennas, ultra low-noise preamplifiers multilaps. **Personnel:** Samuel Stone, marketing manager; Les Farey, manager west coast engineering.

**Cable Auditing and Marketing Co. (21) Personnel:** Harry White, executive vice president.

**Cable Data (Division of U.S. Computer Systems) (152 & 153)** CATV management information system, terminal. **Personnel:** Robert Mathews, president; Rod Hansen, vice-president/marketing & customer relations; Gayna Millate, marketing/customer relations coordinator; Frank Bradford, vice president; Dick Ross, director of operations.

**Cablevision Bingo (156)** Electric bingo flashboard, electric bingo blower. **Personnel:** Alan R. Harmon, Dick Godon.

**Cambridge Products (119) Personnel:** Frank A. Genochio, president.

**Catel (Division of United Scientific Corporation) (170)** Television modulators, stereo generators, band pass filters, micro-wave sub carrier systems\*, FM demodulators\*, time and weather systems, cable background music systems\*. **Personnel:** Frank Genochio, president; Dick Old, CATV sales manager; Donald Lollif, manager of engineering.

**C-Cor Electronics Inc. (151)** Complete CATV systems, dual-trunk/single-leader "A-B" system\*. **Personnel:** James R. Palmer, president; Thomas F. Kenly, sales manager; William A. Lasky, regional sales manager.

**Cerro Wire & Cable Co. (25) Personnel:** Frank A. Spexarth, general sales manager.

**Channell Commercial Corporation (11)** \*AGH-2418-grade level amplifier housing—24" lid, grade level housing—6" & 12" diameter and from 7" to 30" height, underground directional tap housings—4" and 6" diameter, \*connector protectors—for .412, .500 and .750 cable connectors. **Personnel:** William H. Channell, president; Bruce E. Hanson, marketing director; Carl DeSimone, regional manager.

**Collins Radio Co. (148) Personnel:** Milford G. Richey. **Comm/Scope Co. (188)** Wire and cable\* parameter (TC). **Personnel:** Frank Drendel, Fred Wilkenloh, Don Hoffman, E. S. "Bill" Barbour, Gene Swithem Bank.

**Contender Corp. (155)** Under-taker horizontal boring equipment. **Personnel:** Dud Holman, Howard Hansen. **Coral (157-159) Personnel:** J. J. Shmalits, director,

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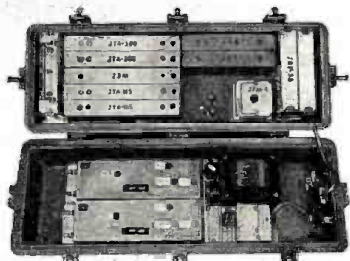




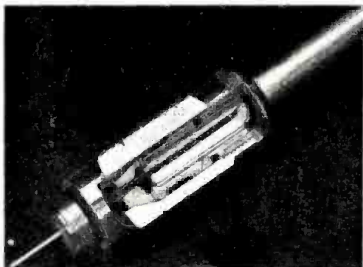
Channell Commercial Corp.'s grade-level amplifier.



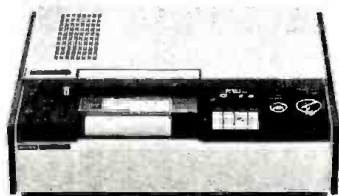
Theta-Com's 100 series.



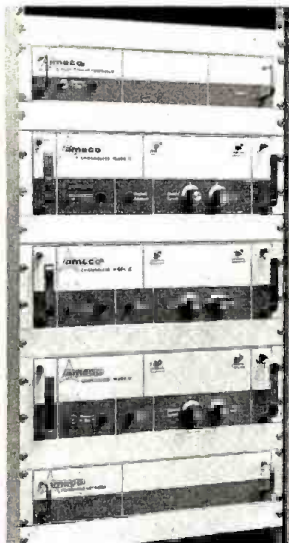
Jerrold's distribution system.



ITT Cannon's coaxial connector.



Sony's video-cartridge player.



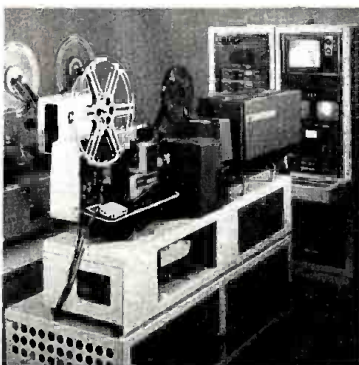
Ameco's Channeleer Mark II signal processor.



Cablevision Bingo's electric bingo flashboard and blower.



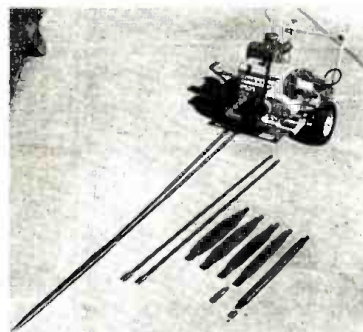
Oak Industries' single-channel decoder.



IVC's diplexer film chain.



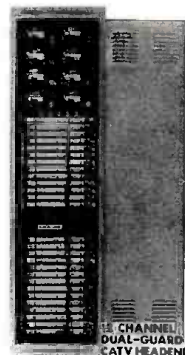
C-Cor's "A-B" system.



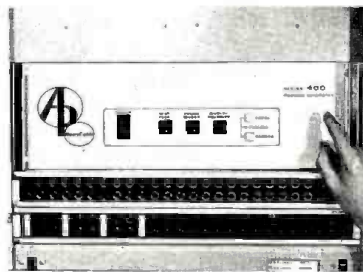
Contender Corp.'s under-taker.



AEL's bi-directional trunk amplifier.



Blonder-Tongue's headend assembly.



AP NewsCable's message generator.

advertising and trade shows.

**Davis Manufacturing** (85 & 86) Personnel: Milton E. Tuell, manager of marketing services.

**Dolphin Communications Corp.** (16 & 17) Personnel: Bruce R. Martin, national sales manager.

**Eastman Kodak Co.** (88) Personnel: Bob Field, Southwest regional manager.

**W. Edwards CATV Inc.** (93 & 94) Personnel: Leo Lopez, director of marketing.

**EG & G Inc. Electro Mechanical Div.** (15) Personnel: Douglas R. Vining, product manager.

**Electronic Industrial Engineering** (139, 124, 116, 101, 138, 125, 115 & 102) CATV distribution equipment and services. Personnel: R. Sonnenfeldt, acting general manager, H. Duszak, director of marketing; L. Smith, manager of marketing services; W. Reihls, Western region accounts manager; M. Savage, West regional accounts manager; J. Bruce, Central regional manager; R. Yokes, North east regional manager; J. Ovnick, chief engineer; B. Arnold, manager-distribution systems; R. Schoebeck, staff technical advisor.

**William Enos & Son Inc.** (58) Personnel: William Enos.

**Essex International Inc.** (197) CATV coaxial cables including a full range of drop lines, along with superfoam and polyfoam trunk and feeder cables. Personnel: D. R. Carpenter, vice president; J. W. Holland, general manager; Tom Gleason, customer service manager; Ed Carr, western regional sales manager.

**F & B/Coco Video Products Inc.** (56, 57, 70 & 71) Personnel: Phil Dewald.

**General Cable Apparatus Division** (95 & 96) Puregas air dryers, Telsia aerial lifts. Personnel: Jim McLeen, S. F. "Stoney" Kahn, Randy Ruger.

**General Cable Corp.** (117, 118, 99, 100) Fused disc coaxial cables. Personnel: John Cavanaugh, Howard Boyd, Ray Biggs, Wes Johnson, Jim Brinkerhoff, Jillman Smith, Jack Stock, Larry Corsetto, Al Torpie.

**Gilbert Engineering Co.** (6) Prestige CATV Connectors. Personnel: Paul Disser, Bob Snider, Jim Moulin.

**Glenronics (Division of Sawyer Industries Inc.)** (198 & 199) Personnel: James E. Balch, contracts administrator.

**Gulton Industries Inc.** (89) Personnel: George M. Hettner, national sales manager.

**Imperial Plastics Inc.** (154) PVC and polyethylene conduit, wall holes, clips, roof-thru, jet line products, and undertaker. Personnel: John G. Harris, Arthur MacBride.

**Interactive Cable Systems Inc.** (121) Personnel: Norman Johnson.

**International Video Corp.** (167 & 168) IVC-150-A camera, IVC-870 recorder, VCR-1000 cartridge video-tape recorder, IVC-duplexer film chain. Personnel: Carter G. Elliott, corporate communications manager; Richard Reilly, Western sales manager; Robert Duden, show coordinator.

**Interstate Telephone & Electronics** (19) Personnel: E. D. Larson, vice president.

**ITT Cannon Electric** (12) Complete line of CATV "Scotty" coaxial connectors. Personnel: Judd Clark, Fred Musinka, Chuck Sammann, Ken Hill, Rod Cruse.

**Jackson Communications Corp.** (40) Personnel: Richard L. Jackson, president.

**Jerrold Electronics Corp.** (126-128, 135-137, 103-105, 112-114) Starline 300 distribution systems; repackaged head-end systems; Intra-Shield connectors; set converters (30 & 36 channel); test equipment; taps and other passive equipment. Personnel: Wm. L. Firestone, Lee Zernick, Bill Lambert, Joe Rosasco, Dave Brody, Bill Redstreak, Jack Forde, Ray Pastie, Al Michell, Leo Borin, Sy Syverson, Jerry Pell, Bill Tourtilott, Ray Arbini, Tony Gargano.

**K'Son Corp.** (34, 35, 38, 39) Personnel: Beverly Johnson.

**Laird Telemedia Inc.** (84) Model 5300 3-input optical film chain, model 3600 video character generator with accessories. Personnel: William G. Laird, Ronald S. Hymas, Jeff Paterson, Ron Jones.

**LRC Electronics Inc.** (10) Complete line of CATV connectors, new EMI entry connectors. Personnel: Keith McIntosh, John McQuaid.

**Magavox Co. (CATV Division)** (171-182) Complete cable TV distribution system supplies, indoor, multiple-dwelling distribution systems\*, full line of universal connectors for all major cables\*. Personnel: Dan Mezzalingua, Bob Greiner, Andy Tresnes, Jim Emerson, Joe Ostuni, Chet Syp, Ivan Bigelow, Ken Siegle, Tom Malson.

**Microwave Associates** (189 & 190) FML-20 ch LDS microwave multi-hop multiple power split system, MA-12-G distant-signal multi-hop multi-channel TV importation system, studio head end link, portable local-origination link. Personnel: John Morrissey, Stan Beecoff, Eric Stromsted, Carl Guastaffero, Les Fisher, Mert Knold.

**Mole-Richardson Co.** (164 & 165) Personnel: Warren K. Parker, president.

**MSI Television** (193 & 194) Data weather, DW-2300

Data weather\*, Reuters, page display for UPI news. Personnel: Barry L. Kenyon, Bob Hall, Tony Ragozine, Marvin Douglass.

**Oak Industries Inc. (CATV Division)** (144, 145, 162 & 163) Personnel: Loris B. Thacker, manager, public relations.

**Optical Systems Corp.** (81-83, 90-92) Personnel: Alan H. Greensadt, vice president.

**Phasecom Corp.** (3) Complete pre-packaged headend, harmonically related carrier coherent headend. Personnel: Bert Rosenblum, Arie Zimmerman, Tel La Fleur.

**Pleatoid Corp.** (183) Personnel: Wilbur Grant, vice president.

**Reuters** (7 & 8) News display, Reuters News-View. Personnel: Peter Holland, Harvey R. Cooper, William Best, John Demery.

**RMS Electronics Inc.** (169) Personnel: Donald Edelman, general sales manager.

**Scientific-Atlanta Inc.** (45-47, 36-38) Personnel: George Sadler, manager, marketing services.

**Sigmarmor Corp.** (174) Heat shrinkable self-sealing tubing and molded shapes, wind proof torches, cross-linkco butyl tape sealout. Personnel: K. C. Moore, Hal Woolsey, Gene Peterson.

**Soladyne International Inc.** (150 & 151) AM microwave system. Personnel: Flaiding Hedges, manager of telecommunications; Clarence I. Omiya, manager of marketing; Tony Sebastian, senior engineer; David Millner, sales engineer; Elena Smith, marketing/advertising secretary.

**Sola Electronic Division** (13 & 14) Personnel: James A. Kimball, vice president—marketing.

**Sony Corp. of America** (42-44) Videocassette, video tape & closed circuit television equipment (monochrome and color). Personnel: J. Crane, J. Spencer, A. Ferlet, J. Balogh, D. Matheny, E. Fleehart.

**GTE Sylvania** (195 & 196) Pathmarker bidirectional broadband communication equipment, trunk amplifier stations and related equipment and accessories. Personnel: R. W. Pawley, marketing manager; P. K. Packard, general manager; S. J. Manley, regional sales manager; R. J. Thorpe, sales manager; T. M. Myers, contracts manager; C. E. Auer, regional sales manager; G. R. Cassel, advertising manager; D. W. Emden, public relations manager.

**Tape-Athon Corp.** (191) Personnel: Donald W. Slack, director of marketing.

**Telemation Inc.** (59) Personnel: Tom R. Meyer, production manager.

**Telemet (Division of Geotek Inc.)** (109) Modulators, demodulators, video test generators, V. I. production switchers. Personnel: A. Hamer, K. Schwenk, A. Boilentino, D. Lawrence.

**Theta-Com of California** (61-66) CATV active and passive equipment, multi- and single-channel microwave, coaxial cable and subscriber systems, Theta-Com line of information display systems; 100 series units for datacasting, news displays, weather forecasting and stock display\*. Theta-Com system 180\* electronic newspaper filling 18 channels, all programmed automatically by computer. Personnel: Robert Behringer, president; Duane Crist, manager of sales; John Elsassner, manager of cable sales; Ed Foust, assistant regional sales manager; Ben Forte, Western regional sales manager; Gay Kleykamp, manager of products—CATV; Abe Sonnenschein, manager of operations—AML; Tom Straus, senior scientist; Dick Walters, manager of products—AML.

**Tidal Communications Corp.** (184) CATV coaxial connectors. Personnel: Gary D. Drezin, Stephen B. Abrams, Neil Phillios, Sid Rosen, George Drezin, Harry Schuchman.

**Times Wire & Cable** (146 & 147) Dynaflex, aluminoflex, aluminoflex, coaxial cable for trunk-feeder and drop application in CATV. Personnel: Ray V. Schneider, vice president; F. F. Bund Desmond, sales manager; Rex Porter, Western sales manager; Kevin Barry, Southwest sales; John Patterson, Northwest sales.

**Telcom Inc.** (61-66) Personnel: Pat Wilson, director of advertising.

**Tomco Communications Inc.** (111) Personnel: Vincent R. Borelli, vice president.

**Trans-World Communications** (166 & 167) Personnel: Mike Bersin, assistant to the president.

**Tri-Ex Towt Corp.** (175) Personnel: Clyde Blyleven, vice president, marketing.

**TRW Semiconductors** (192) Personnel: Warren Gould, CATV sales manager.

**Underwriters Service Inc.** (98) Personnel: Jerome R. Dwight, vice president.

**United Compucred Collections Inc.** (41) Personnel: Wes Symmonds, president.

**United Press International** (142) Personnel: Roy Melihman, general sales executive.

**Utility Products Co.** (176) Personnel: Kurt Glaisner, coordinator-CATV.

**Van Ladder Inc.** (32, 33, 50 & 51) Personnel: E. W. Faulstich, president.

**View-All** (106) Personnel: Walter Baxter, president.

**Warranty Processing Service** (160 & 161) Personnel: Lisa Best Moir, director, CATV service division.

## Buffalo V's ask Toronto to help on cable problem

### Canada's CRTC requested to reject plea to blackout commercials

In an effort to provide a legal test of the Canadian Radio-Television Commission's policy of requiring Canadian cable systems to blackout commercials from imported U.S. television signals, three Buffalo, N.Y., VHF's have petitioned the CRTC to deny a Toronto cable operator's request for a license to carry on the practice.

The petition, filed by Canadian counsel two weeks ago, asks the CRTC to dismiss a request by Rogers Cablevision, which operates three CATV systems in the greater Toronto area. The stations—WKBW-TV, WBEN-TV and WGR-TV—would all be affected by the request. In the immediate case they claimed they would suffer economically since all three signals can be viewed over the air in the Toronto area, and all sell advertising in Canada. They claimed the Rogers request is legally precluded by copyright and trademark laws as well as common statutes dealing with unfair competition, conspiracy and restraint of trade. In more wide-ranging terms, the stations argued that the CRTC deletion policy "runs counter to all present ethical standards of business conduct . . . between Canada and her neighbors."

The CRTC policy (BROADCASTING, Oct. 22) was first enunciated last year in a ruling affecting cable operations in Calgary, Alberta. Since then, the commission has passed similar rulings in connections with applications to add additional signals and create new facilities by CATV systems in Montreal and the Canadian Maritime provinces.

The Buffalo stations have also submitted a detailed background report on the CRTC policy to the U.S. State Department, which has been investigating the situation for some time. The U.S. embassy in Ottawa was informed by Canadian authorities last month that no effort would be made to interfere with the CRTC's affairs. However, State is keeping the matter under study and the Buffalo stations in their brief requested that diplomatic channels be utilized in an effort to obtain relief.

## Cable Briefs

To tell how it is, FCC has scheduled Dec. 11 public meeting at commission in Washington with government-industry committee advising it on how jurisdiction over cable television should be shared among federal, state and local governments.

**N.Y. pay-cable session.** New York City's Office of Telecommunications has scheduled hearings for Dec. 10 on applications by city's two franchised cable systems to begin pay-cable service (BROADCASTING, Nov. 19). Hearing will explore amount of compensation Teleprompter Manhattan CATV Corp. and Sterling Manhattan Cable should be re-



quired to pay city in conjunction with pay service. Both firms' franchises provide for remuneration to city in event of fee increase to subscribers. Two firms are also asking permission to raise monthly charge for conventional cable service from \$5 to \$8.

**Salesmen too.** National Cable Television Association Membership Committee Chairman Dick Loftus has announced formation of new "peddler's division" within NCTA to encompass sales employees of associate members (equipment manufacturers, distributors, etc.). Move was billed as effort to make NCTA more responsive to its entire constituency. Membership solicitations are being handled by Frank Martin of Jerrold Corp.

**Invitation.** Cable operators exploring feasibility of domestic-communications satellites use for nationwide system interconnection are looking for financial assistance from other communications-oriented entities. Cable Satellite Access Entity, consortium of 44 CATV firms, established associate member category at Chicago meeting two weeks ago. Interested parties will be asked to contribute \$5,000. First to join is Scientific-Atlanta Inc., Atlanta. In other business, group authorized Chairman Rex Bradley (Tele-cable Inc., Norfolk, Va.) to choose research firm to conduct its formal study from list of 10 bidders.

**Potential promotion.** Cable Television Information Center Washington, in cooperation with the Corporation for Public Broadcasting Service, will be distributing 10-minute film produced last year by designer Charles Eames to brief local governments of cable's potential—particularly with respect to its capacity as educational medium. Film, entitled "Cable: The Immediate Future," was commissioned last year by CPB and was funded by National Science Foundation. Prints will be sold for \$50 each. *CTIC, 2100 M Street, N.W., Washington 20037.*

**First phase.** GTE Sylvania Inc.'s CATV equipment and installation division reports completion of first 50 miles of 228-mile cable system it is constructing at Pasadena, Tex., for Pasadena CATV Inc. Turn-on of first phase occurred this month. When completed, system will serve potential 25,000 homes in community with two-way capability and 30-channel service.

**Sweep steps.** Step-by-step guidelines for performing simultaneous sweep tests of cable facilities are being offered free by Tektronix Inc., Beaverton, Ore. Procedure is published in form of loose-leaf application note which can be added to other similar printouts periodically published by Tektronix. *P.O. Box 500A, Beaverton, Ore. 97005.*

**Cassette to cable.** Modern Talking Picture Service, New York, is offering cable systems package of three one-hour series on barter basis. Package includes *Modern Home Digest*, concerning family living, home and garden hints and consumerism; *Cable Journal*, series of individual topics

ranging from environment to education, and *Travel and Sports World*, anthology of adventure programs. Series is video cassette for weekly scheduling at time agreeable to systems and firm. *1212 Avenue of the Americas, New York 10036.*

**Access exploration.** Teleprompter's 28,000-subscriber cable system in Huntsville, Ala., will provide day-long coverage of University of Alabama-Huntsville seminar this week on impact of technology on society in effort to determine whether programing of this type can be used to satisfy FCC's public-access requirement. Plans call for cable viewers to phone in questions to participants of seminar, who will be divided into 14 "task groups," all of which will be connected by closed-circuit facilities. Thus, home viewers, according to project's planners, would be no further removed from event than participants themselves.

**Historical.** Warner Cable's Virginia subsidiary has been awarded franchise for York county, Va., which includes cities of Yorktown, Williamsburg and Jamestown.

**Building.** C-COR Electronics Inc., State College, Pa., announces procurement of two separate contracts to construct cable facilities in Waynesboro, Pa., and Mercer county, Ohio. Agreement with TV Cable of Waynesboro provides for C-COR to rebuild 10-year-old, 50-mile system, including system design, energization and balance. Pact with Tele-Media Co. of Mercer county calls for rebuilding 100 miles of new system to serve Celina, Coldwater, St. Henry, Fort Recovery and surrounding areas. Ten broadcast channels, plus time and weather and local origination facilities will be offered on system, which is set for completion in late spring of 1974. Area has 6,600 potential subscribers.

**Field studies.** New York University's Alternative Media Center is accepting applications for apprenticeship program which will place nine individuals with prior programing experience in year-long program in which they will join working production crews preparing material for cable origination. Project is funded by National Endowment of the Arts and several cable firms. Participants will be paid \$7,800 and spend two weeks in studying at NYU before taking field assignments. They will return to New York twice to share experiences. *Alternative Media Center, 144 Bleeker Street, New York 10012.*

**New hotel system.** Cor-Plex International Corp., Hillside, Ill., which built and operates master and CATV systems in Chicago area communities as well as closed-circuit channel 4 in hotels and motels there, has organized Cinetel division for presentation of feature motion pictures on flat-fee basis for hotels and cable systems. First contract is with LaSalle hotel, Chicago. Stanley S. Sirotnin, former vice president, creative Cine-Tel New York, is president of new Cor-Plex activity.

## Price competition for Olympics could slay golden goose, BBC's Curran fears

European representative decries dollar diplomacy in sports field, says rest of broadcasting world can't keep up with U.S. antes

The BBC's chief executive journeyed to New York last week to receive plaudits from his American contemporaries and seized the opportunity to accuse the American broadcast system of "financial censorship" in connection with its competitive bidding for rights to the 1976 summer Olympic games in Montreal.

Charles Curran, director-general of the BBC, appeared before the National Academy of Television Arts and Science's international council to receive an award for outstanding achievement on behalf of the European Broadcasting Union, of which he is president. His candid refer-



Viacom's Ralph Baruch on the administration vs. the media:

*"I find it incredible that an effete elite of speech writers and former sometime journalists in concert with a very select group of the highest-placed government officials, most of them greatly lacking in believability, dare at this time question our credibility."*

ences to American dollar diplomacy caught his hosts by surprise.

"All the countries of Europe," Mr. Curran warned, "are watching with the deepest apprehension the way in which the simple fact of the commercial potential of the United States television market is forcing up the level of payments for the rights to show the Olympic games."

Mr. Curran was referring to the fact that ABC has obtained the American rights to the 1976 Olympics telecast for a whopping \$25 million—\$12 million more than it paid for the privilege of carrying the Munich Olympics last year. While ABC's offer technically effects only American coverage, Mr. Curran says the U.S. outlay has encouraged the Canadian rights holder to demand more money from other international sources seeking similar rights for their countries. The U.S.'s Marvin Josephson talent organization represents the Canadians in selling the 1976 Olympic rights.

Those demands, Mr. Curran indicated last week, have been "so disproportionate to their resources and to their other proper commitments that the result could be financial exclusion of the European and Third World audiences from the televised spectacle of the games." The Americans' economic leverage in this area—which he noted is based on the competitive nature of the American broadcast system—could create an "obstacle" to the free exchange of information among nations. This, he warned, is a development that "every broadcasting union in the world is ready to resist."

Mr. Curran hinted that such resistance could be closer than the Americans think. He noted that he is scheduled to visit Moscow this week to confer with officials of OIRT, the East European broadcast collective. "I shall not be surprised if somebody there suggests to me that the international broadcasting unions should accept some collective engagement to each other to resist what will be represented to me as North American financial censorship. . . ." Such an argument, he acknowledged, would be "difficult to refute—if not impossible." Mr. Curran noted later that the 1980 games will be in Moscow—and suggested that Russia might retaliate with a \$50-million demand when its time came. Should the price get too steep—and should Third World nations not be able to see their own athletes compete, Mr. Curran fears disastrous results for the competition itself.

Mr. Curran said that at the World Conference of Broadcasting Unions in Rio earlier this month—at which the question of sports fees was discussed—representatives of the American networks came as individual organizations contrary to the unity displayed by other factions at the meeting. "For my part," he said, "I regret the absence of a collective American voice from the deliberation of world broadcasters," calling the temporary union formed by the Americans at that conference "an absurdity."

Mr. Curran emphasized that the world's broadcasters are not asking their American peers "to sacrifice their principles of competition at home. We ask them to



**Men of the hour.** It was International Emmy time at New York's Plaza hotel last Monday, and these men were in the spotlight. L to r: Herbert S. Schlosser, president, NBC-TV; John Cannon, vice chairman, National Academy of Television Arts and Sciences; Hartford S. Gunn, president, Public Broadcasting Service; John A. Schneider, president, CBS/Broadcast Group; David Webster, director of the British Broadcasting Corp. in New York; Charles Curran, director-general of the BBC and president of the European Broadcasting Union; Antonio Mercero and Joaquin Bordiu, directors, Television Espanola; Walter A. Schwartz, president, ABC Television, and Ralph M. Baruch, president, Viacom International. The American TV executives were there as presenters; the two Brits as recipients of awards (Mr. Curran of the first annual directorate award to the EBU, Mr. Webster for a winning BBC documentary, *Horizon*); the Spaniards, also award winners, for the dramatic play *La Cabina* ("The Telephone Booth").

live with us on a basis of international cooperation, on the pragmatic ground that it will help all of us to live better."

Ironically, Mr. Curran gave his forecast of consolidated worldwide resistance to a formidable American broadcast presence just a few minutes after the American communicators in the audience were exhorted to resist the efforts of another forboding entity—the American government. The words came from Ralph Baruch, president of the NATAS international council, in his introductory remarks. Noting that many foreign broadcasters have, at some time, encountered interference from their own governments—a situation that facilitated both sympathy and smugness stateside—Mr. Baruch lamented that now "these same criticisms and pressures are being exerted in this country." Never before, Mr. Baruch claimed, have American broadcasters been subject to such a "concerted and artificially amplified attack on . . . our own credibility. Criticism and pressures are being exerted by a government supposedly of law and order, and yet, rarely in the history of our country have both of these ideals been more abused by this government."

Mr. Baruch expressed confidence that "the sentiments of all United States communicators are reflected when I say that we shall continue to stand up for the rights in which we all believe."

## Papp to ABC-TV

**Producer plans first TV production in spring of 1974**

Producer Joseph Papp, at the center of controversy earlier this year over his television production of *Sticks and Bones* for CBS-TV, has signed with ABC-TV to produce two 90-minute or two-hour dramatic programs and to develop shows for the late-evening schedule and children.

Mr. Papp's first production for ABC-TV, a contemporary dramatic play, will be telecast in March or April of 1974. ABC-TV said the second presentation is

scheduled for the 1974-75 season. These programs will be adaptations of dramas Mr. Papp has produced for the theater.

Mr. Papp produced CBS-TV an adaptation of Shakespeare's "Much Ado About Nothing" and a drama of a Vietnam veteran's return to America, titled *Sticks and Bones*. CBS postponed the scheduled March 19 showing of *Sticks and Bones* because Vietnam war prisoners were returning at that time, and the action sparked wide controversy (BROADCASTING, March 12). Mr. Papp accused CBS of being "cowardly" and said the action was a violation of the First Amendment. CBS carried the program last Aug. 17 with no advertising and with more than 90 affiliates refusing to schedule it.

Reached at his office at the New York Shakespeare Festival last week, Mr. Papp said he anticipated no problems with ABC-TV. He said that network officials "seem to want contemporary drama, worthwhile drama, and that's what I'm going to give them."

## IATSE in L. A. wins four-year-42% hike

**New contract with networks and O&O's brings local union to virtual parity with N.Y.**

Hollywood stagehands, who went out on strike against the TV networks and their owned stations in Los Angeles on Oct. 29, voted to accept a new four-year contract last week.

The new contract boosts wages by an estimated 42% over a four-year period. It also hikes networks' contributions to the union's health and welfare and pension funds in stages by 2%.

Wage boosts mean that stagehands in Hollywood will step up from present average of \$4.47 per hour to \$6.35 per hour in the fourth year, virtual parity with New York stagehands who now average about \$6 per hour but presumably will also receive increases over the next four years. The new contract covers the third year of the present contract, which ex-



pires July 31, 1974, and the following three years. Also included, according to union spokesmen, is a clause permitting greater utilization of stagehands by studios.

Negotiators came to terms on Nov. 15, following three days of marathon meetings. Members of the union, Local 33, International Alliance of Theatrical Stage Employees, voted to ratify the agreement at a midnight meeting Nov. 19.

One alternative mentioned by union negotiators earlier was a cost-of-living clause in the contract. The studios objected to proposed abandonment of provision in any other craft union contract, and the union dropped this demand.

## Program Briefs

**Sylvania FM snag cleared.** Format-change controversy, which had blocked sale of WXEZ(FM) Sylvania, Ohio, has been resolved. FCC reaffirmed its approval of sale of station (formerly WGLN-FM) by Twin States Broadcasting Inc. to Midwestern Broadcasting Inc., after approving modified agreement between Midwestern and Citizens Committee to keep Progressive Rock. Committee had objected to proposed abandonment of progressive-rock format for one of "middle-of-the-road" music. Commission had disapproved original agreement—reached after appeals court overruled commission's approval of sale without hearing—on grounds it would have precluded new licensee from exercising programming

**Brings into perspective the White House attack on broadcast journalism**

# Fear in the Air

**Broadcasting and the First Amendment: The Anatomy of a Constitutional Crisis**

**By HARRY S. ASHMORE**

President, Center for the Study of Democratic Institutions

This book is the outgrowth of a conference held by the Center for the Study of Democratic Institutions on broadcasting and the First Amendment. Richard Salant, Newton Minow, Eric Sevareid, Thomas Wolf, James Loper, Antonin Scalia, and other key figures in the Nixon administration, the networks, and the regulatory agencies participated. Mr. Ashmore weaves their statements into a particularly timely analysis of the acute new legal and political issues besetting the communications industry.

\$6.95 at all bookstores



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**Going national.** Allied Artists Television Corp., New York, is placing into distribution a one-hour daily talk-entertainment series, *The John Wade Show*, currently on Scripps-Howard Broadcasting's WCPO-TV Cincinnati. Series, available for a January 1974 start, is produced by Roger Ailes for Scripps-Howard. At the formal announcement: seated, Robert D. Gordon, general manager of WCPO-TV and vice president of Scripps-Howard Broadcasting (l), and Emanuel L. Wolf, president and chairman of the board of parent Allied Artists Pictures Corp.; standing, Andrew P. Jaegar, president of Allied Artists Television (l) and Mr. Ailes.

judgment. Modification of agreement, commission said, removes ground for that complaint.

**Wildlife project.** Bill Burrud, whose Bill Burrud Productions, Los Angeles, has been turning out adventure and animal programs for TV for past decade (*Animal World* and *Safari to Adventure* are two current shows) has established Bill Burrud's Anti-Poaching Fund, offshoot of Wildlife Leadership Foundation of Washington. He is producing, for February 1974 release, one-hour special, entitled *Where Did All the Animals Go*. Special will be furnished to TV stations at no cost, except for donation to Burrud fund, whose initial project is purchase of helicopter for Tsavo Park West game preserve in Kenya, Africa.

**Crime prevention push.** Georgia is using six radio and television spots in statewide crime-prevention campaign. Using theme, "Crime is a Rip-off . . . Fight Back," campaign focuses on citizen involvement as major deterrent to crime. One TV spot has revolver aimed directly into camera with voiceover reminding: "Some people don't want to get involved . . . one day, you might be at the wrong end of a crime." Spots, being offered as public-service announcements, were developed by Rafshoon Advertising, Atlanta, in cooperation with Governor Jimmy Carter and State Crime Commission. In addition to apathy, other subjects dealt with include burglary, drug abuse, rape and child molestation.

## Broadcast Advertising

# Senate legislation gives President authority to ban energy-related ads

**While interpretation of Senate bill remains in question, Stagers readies another measure that would take conservation legislation out of federal hands**

The Senate last Monday (Nov. 19) passed an emergency energy measure that, if ratified by the House, would give the President the discretion to ban "all advertising encouraging increased energy consumption" and direct him to mount an advertising campaign to promote the conservation of energy. But, by midweek, there was not only a quandary over the interpretation of the ad-ban provision but a controversy about who had authored it.

Staff members of Senator Henry M. Jackson's (D-Wash.) Interior Committee contend that the advertising ban, an "exceedingly minor part of the bill," as one put it, had been requested by the White House. But an assistant to John Love, head of the White House Energy Policy Office, said that the ad-ban provision was included in the original version of S. 2589 on which Senator Jackson held hearings three weeks ago in order to incorporate administration views into the bill. The marked-up bill was sent to the Senate floor two weeks ago.

Initially, the EPO assistant said, the provision had been drawn up to allow the President to discontinue billboard and lighted-sign advertising, if necessary. As written, though, both congressional sources and White House staff members agreed that the provision could be interpreted to mean that the President could ban the advertising of products that involved increased energy consumption or, simply, advertising that in and of itself increased energy consumption.

On the House side of the Hill, Representative Harley Stagers (D-W. Va.), chairman of the Commerce Committee, was formulating a bill that would leave conservation laws up to the states, subject to congressional review. Mr. Stagers's bill (H.R. 11450), which comes up before the Commerce Committee when the House returns from recess this week, is intended to curtail what some senators and congressmen believe to be precipitous action in the face of a crisis with long-range ramifications.

At the same time it takes up Mr. Stagers's bill, the Commerce Committee will also take testimony on and debate a bill (H.R. 11301) that is virtually the same as the precommittee-mark-up bill authored by Senator Jackson and including the ad ban. The conservation advertising campaign provision in S. 2589 was an amendment introduced by Senator Frank Moss (D-Utah) on the floor and subsequently accepted. It is not in any House bill.

A House Commerce Committee staff

member said that Mr. Staggers was introducing his bill because he was concerned with the "loose language" of the Senate-passed bill and the lack of restrictions on presidential powers granted in S. 2589, "of which the ad ban is a perfect example," she said.

As amended, the Senate bill includes provisions that allow Congress to veto any program the President initiates under powers granted in the bill and provides for congressional review of presidential energy policies six months after the enactment of legislation.

Industry reaction to the ad-ban provision was basically positive last week. A National Association of Broadcasters spokesman said that "even though we deplore advertising bans of any type, we understand the public interest of such a conservation effort. As we understand it, it is meant to apply to utility and gasoline advertising which already voluntarily complied" with the spirit of the provision, the spokesman said.

Jonah Gitlitz, executive vice president of the American Advertising Federation, said that "as long as the language of the provision means what Senator Jackson says it means [namely, a ban on utility and gasoline advertising only], we see no problem. We'd feel a lot more comfortable if the language was tightened up though. It's terribly broad and terribly vague."

## FTC asked to make food advertisers disclose contents

And petitioners also want warnings that sugar is hazardous to health

A group of consumers led by the Washington-based Center for Science in the Public Interest has petitioned the Federal Trade Commission to promulgate rules requiring ingredient disclosure in broadcast and print advertising for food products. It also wants the advertising to contain warnings about high sugar content.

"The burgeoning use of food additives and manufactured foods, coupled with advertisements that fail to disclose ingredients, has undermined the buyer's ability to make informed decisions," the petition asserted. To omit a complete description of ingredients is a deceptive and unfair practice, the group contended.

"The ingredients of any food product are not only a substantive and material fact with respect to that product, but are the most substantive and most material aspect of the product, and thus must be clearly and conspicuously disclosed when other representations about the product, inherently more subjective, are being made," the petition said. To that end, the group proposed rules that would require:

- Broadcast advertising to disclose the presence of preservatives, artificial coloring and artificial flavoring "in a clear and conspicuous manner."

- Broadcast and print advertising to disclose the sugar content of foods in

which added sugar constitutes 10% or more of the product's calories. Ads for such foods should also contain a warning that eating too much sugar can be hazardous to health.

- Print ads to list all ingredients in decreasing "order of predominance."

Other groups signing the petition in addition to CSPI were the National Consumers League, Washington; Federation of Homemakers, Arlington, Va., and Concern Inc., Washington.

## Transportation sponsors don't see ad cutbacks

Avis, American spokesmen see need to continue telling their story despite energy-conservation crisis

The transportation industry is studying the expected effects of a Sunday-driving ban and gas rationing, but at this point in the confused energy situation, it has assumed a wait-and-see attitude.

The automobile-rental industry already has statistics supporting its assertion that its prime thrust is felt in the business rather than the general consumer community, and as such is a necessary part of a healthy national economic picture. Spokesman for Avis Rent-A-Car Systems, Garden City, N.Y., maintained "there is no such thing as a joyrider in a rented car," based on the facts that almost 90%

of its clients rent for business and business-related purposes.

Avis foresees that gas rationing will reduce business trips which in the past have been covered totally on wheels and highways and anticipates an increased promotion of the fly-drive concept in its advertising campaigns in the future. The company sees a challenge it feels it can meet by making its customers aware that wherever they may deplane, there will be a rental car available to complete the journey. Avis foresees no cutbacks.

The airline-industry advertising budget cutbacks of recent weeks are traceable solely to the current Trans World Airlines strike and not to the energy crisis, according to a spokesman for American Airlines in New York. Thus, a return to former advertising levels is anticipated with the settling of the current labor dispute which will restore the normal competitive market in airline seats.

Having studied the Sunday-driving ban, the American spokesman sees little effect on demand as a result because "casual Sunday drivers will not be looking to the airlines for a substitute means of transportation." Gas rationing is expected to be the main source of increased demand for airline services, but despite federal rollbacks to 1972 flight schedules, the company does not foresee a situation in which the seats would sell themselves. As such, no permanent drop in advertising by American is anticipated.

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position of federal guidelines affecting the advertising of vacation packages which some have construed as being the kind of "wasteful use of energy" impending legislation seeks to control, the spokesman concluded; "We are given an allotment of fuel but don't expect to be told exactly how we must use it . . . We will have enough fuel to fly our most popular flights."

## RAB starts quest for better way to sell its muscle

**Miles David says goal will be completely different approach to measurement of audiences; board also approves budget of \$1 million-plus for national drive**

The Radio Advertising Bureau announced plans last week to "stimulate fundamental change in the way radio audiences are measured" by developing a ratings blueprint going far beyond conventional radio ratings and letting it out for bids by major research organizations.

The plans, under study for several months (BROADCASTING, July 9), were among several projects approved by the RAB board of directors in moves to put more life into radio sales, particularly the recently lagging spot-radio business.

The new ratings project would define radio audiences in terms of various marketing characteristics in addition to the customary sex/age demographics and would also explore listeners' TV and print as well as radio exposure for comparative or media-mix purposes. In-depth measurements of this sort would be conducted once or perhaps twice a year, RAB officials said, and would be supplemented by less expensive measurements of station shares and audience sizes at frequent intervals.

Total cost of the project was put at

more than \$500,000, to be borne by participating stations. The first prototype measurements are scheduled in New York and Los Angeles next spring, with other large markets to be added later. A subsequent project will adapt the full in-depth study to the needs of medium-sized and smaller markets, providing for a reduced volume of information at lower costs.

RAB officials said more than 10 stations each in New York and Los Angeles had already indicated they would participate, accounting for over half the costs of the initial studies in those markets. They declined to disclose rates pending discussions with other stations.

"For many years audience-measurement companies have offered a blueprint to the industry for measuring radio," RAB President Miles David said. "The industry is now planning to reverse the procedure. In close consultation with advertisers and agencies, the industry will develop the most advanced possible model of how radio should be measured. The most qualified measurement company or companies will then be chosen by the industry to conduct prototype measurements under this industry-approved blueprint."

The blueprint is already in development by a special RAB ratings committee—the so-called GOALS committee, for Goals for Operation, Administration, Logistics and Stability of radio ratings—and its technical evaluation committee. The blueprint will encompass both the in-depth measurement and the continuing "share" parts. Officials said consultation with agencies and advertisers had already begun and had included a session with the Association of National Advertisers' radio committee, "which reacted favorably to the project." All field work, RAB said, will be monitored by the Broadcast Rating Council.

RAB President David envisioned the project as providing important new sales tools for all types of stations:

"Radio stations today increasingly de-

liver a specialized audience, which makes radio a medium that matches target-marketing by advertisers. But today's radio ratings do not go far enough in providing marketing background on listeners, such as their general product-consumption patterns, home ownership, income, education, lifestyle, credit-card ownership and retail-shopping patterns. All of this kind of information designed to help an advertiser find the customer groups he needs will be obtained: . . .

"We believe that by obtaining this kind of depth on audiences, the industry will have a more powerful sales tool for stations of every programming type. Each station will have more with which to sell because it will have more detailed information on who its listeners are and what their characteristics are. Print media, for example, have provided depth on the audiences of individual publications. We believe radio can provide an even better marketing profile of audiences of individual stations, but without falling into the pitfall of providing more depth than is practically possible within sample-size limits."

Richard J. Montesano, RAB senior vice president for marketing and research, saw the project as having "major significance" in local and retail sales as well as in national and regional selling. Information gathered on listeners' newspaper-reading habits and department and chain-store shopping patterns, he said, should enable a store "to do its timebuying with knowledge of just how many shoppers of competitors' stores and its own stores it is reaching with a specific radio schedule."

The new project is called ARMS II. The first ARMS study, published in 1966, dealt with audience-measurement techniques. ARMS then stood for All-Radio Methodology Study. ARMS II stands for All-Radio Marketing Study.

Members of the RAB GOALS technical committee spearheading preliminary planning of the ARMS II blueprint are Bob Galen of Blair Radio; Claire Horn, Radio Advertising Representatives; James Landon, Cox Broadcasting; Catherine Lenard, RKO Radio Reps; Mary McKenna, Metromedia; Albert Pariser, ABC Radio; Scot Schanzenbach, CBS Radio Spot Sales; RAB's Mr. Montesano and Arthur Helmbrecht, RAB manager of communications research.

Other projects approved by the RAB board, which is headed by George Comte of WTMJ-AM-FM Milwaukee, included a record \$1-million-plus budget for an expanded national selling drive. This, according to RAB Executive Vice President Robert H. Alter, will provide a systematic selling plan covering an estimated 1,000 of radio's best national prospects in greater depth and detail than the 700 to 800 currently covered.

Mr. Alter said the RAB national sales department, which has been adding top-marketing executives in recent months and plans to add others (BROADCASTING, July 30, et seq.), will assign specialists in these broad-marketing categories: food; grocery (non-food); cosmetics, drugs and

## BAR reports television-network sales as of Nov. 11

CBS \$598,877,600 (35.2%), NBC \$582,518,600 (34.3%), ABC \$518,187,000 (30.5%)

| Day parts         | Total minutes week ended Nov. 11 | Total dollars week ended Nov. 11 | 1973 total minutes | 1973 total dollars     | 1972 total dollars     |
|-------------------|----------------------------------|----------------------------------|--------------------|------------------------|------------------------|
| Monday-Friday     |                                  |                                  |                    |                        |                        |
| Sign-on-10 a.m.   | 95                               | \$ 568,700                       | 3,346              | \$ 21,501,700          | \$ 20,427,400          |
| Monday-Friday     |                                  |                                  |                    |                        |                        |
| 10 a.m.-6 p.m.    | 988                              | 9,068,200                        | 41,938             | 338,385,400            | 315,618,700            |
| Saturday-Sunday   |                                  |                                  |                    |                        |                        |
| Sign-on-6 p.m.    | 322                              | 7,150,900                        | 12,669             | 185,682,600            | 184,138,600            |
| Monday-Saturday   |                                  |                                  |                    |                        |                        |
| 6 p.m.-7:30 p.m.  | 95                               | 2,320,500                        | 4,269              | 85,505,800             | 78,865,600             |
| Sunday            |                                  |                                  |                    |                        |                        |
| 6 p.m.-7:30 p.m.  | 15                               | 490,400                          | 613                | 14,918,100             | 13,516,800             |
| Monday-Sunday     |                                  |                                  |                    |                        |                        |
| 7:30 p.m.-11 p.m. | 400                              | 28,258,800                       | 17,633             | 939,662,200            | 826,520,600            |
| Monday-Sunday     |                                  |                                  |                    |                        |                        |
| 11 p.m.-Sign-off  | 171                              | 3,095,800                        | 7,317              | 113,927,400            | 89,262,200             |
| <b>Total</b>      | <b>2,086</b>                     | <b>\$50,953,300</b>              | <b>87,785</b>      | <b>\$1,699,583,200</b> | <b>\$1,528,349,900</b> |

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

toiletries; male-oriented products; consumer industrial service accounts; national chains, textiles and fibers, and department-store-oriented products. The practice of tailoring proposals and presentations to the needs of specific accounts will be continued, and Mr. Alter said the overall sales effort will be keyed to "radio and changing times," emphasizing "radio's unique ability to adapt to a fluid, fast-moving economy often characterized by shortages and displacements."

The board also approved an expanded campaign to sell radio among regional advertisers and agencies. RAB officials envisioned, among other efforts, creation of regional councils of radio stations to work with RAB, help select sales targets, accompany RAB executives on presentations and assist with follow-up work.

The board also commended RAB's new "sales meeting of the month" audio-cassette service offering local sales tips to member stations, and its more recently announced drive to lengthen the "buy lists" of national spot-radio campaigns (BROADCASTING, Oct. 29). It also endorsed the idea of more active participation by RAB board members in the bureau's activities and advanced a program in which board members will speak before state-broadcaster associations on RAB goals and services.

The board meeting was the group's semiannual session, held Nov. 15-16 at Palm Beach, Fla.

## WCCO hit by sponsor-ID rule

Midwest Radio-Television Inc.'s wcco-(AM) Minneapolis-St. Paul faces a \$3,000 FCC fine as the result of alleged violations of sponsorship-identification rules. The commission, acting on a 4-to-3 vote, has notified the station of apparent liability.

The alleged violation involves programs broadcast on Jan. 8, 9 and 10, 1973, during a teachers convention in Minneapolis, and paid for by the Minnesota School Boards Association.

The Minnesota Federation of Teachers, which has policy differences with MSBA, complained to the commission that the programs, which were done in a news-format style and were run adjacent to station news programs, were not adequately identified as sponsored by the school-boards association.

Wcco earlier told the commission that there had been no intent to deceive, that the sponsor was mentioned and that the programs were logged as commercially sponsored. FCC Chairman Dean Burch joined with Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee in voting to issue the notice of apparent liability. Commissioners Charlotte Reid, Richard E. Wiley and Benjamin L. Hooks dissented.

## Business Briefs

**Last month's boxscore.** Fifteen challenges to national advertising were resolved during October by National Advertising Di-

vision of the Council of Better Business Bureaus. Two disputed matters were referred to National Advertising Review Board—one involving claim carried on television by American Home Products Corp. (Easy-Off oven cleaner) which said product has "33% more 'power cleaner' than the other popular oven spray."

**Rep appointments.** WLOL-AM-FM, Minneapolis: Avco Radio Sales, New York ■ KAFM(FM) Dallas: CBS/FM Sales, New York.

**Harbinger of spring.** KMPC(AM) Los Angeles announces renewal by all sponsors of California Angels baseball team play-by-play radio broadcasts for 1974 season. Sponsors: Standard Oil of California (BBDO San Francisco), for 13th year; Anheuser-Busch for Busch beer (Gardner Advertising, St. Louis), for 10th year; Continental Airlines (Benton & Bowles, New York), for eighth year; and Chevrolet (Campbell-Ewald, Detroit), for third year.

**Radio commercials.** Richard Clorfene, for last three years head of own New York radio-commercial firm and before that creative director, Mel Blanc Associates, Beverly Hills, Calif., has opened own shop in Sherman Oaks, Calif., under name The Richard Clorfene Radio Comm'l.

**Teaching tool.** Jalco Inc., Los Angeles, is offering 15 quarter-hour lectures for radio salesmen on sales techniques, each consisting of film strip and audio cassette. Course price is \$750. Firm, which has station representation division, J. A. Lucas Co., also offers custom station presentation, using same technique, consisting of five to 12-minute segments using up to 80 visuals to provide station with its own advertising market product on fee basis. Station can use own machines, or buy one of two from Jalco.



**Getting together.** Edward N. Ney (l), president and chief executive officer of Young & Rubicam International, and his counterpart at Wunderman, Ricotta & Kline, Lester Wunderman (c), last week signed a letter of intent to merge the two agencies. Through the merger, WR&K, which claims to be largest direct-response agency, billing some \$32 million, will operate as Y&R subsidiary. Mr. Wunderman will continue as WR&K president as well as assuming senior VP post at Y&R. William P. Reilly (r), vice chairman and chief corporate development officer at Y&R will join WR&K board. Other corporate realignments at Y&R were announced earlier by Mr. Ney. James E. Mortensen, executive VP and New York office manager, was appointed vice chairman of agency and chairman of the operations committee. He's succeeded by James Makrianes, formerly a senior VP and management supervisor.

## Five pioneer TV stars get TVB recognition

Hall of Fame is started with hopes for home at Smithsonian in Washington

The Television Bureau of Advertising inaugurated its Television Industry Hall of Fame Tuesday (Nov. 20) by honoring five TV personalities who "built the audiences that built television" over the past 25 years. Elected by TVB members to the "Hall of Fame" were Lucille Ball, Milton Berle, Walt Disney, Edward R. Murrow and Ed Sullivan. Mr. Sullivan accepted his award, an inscribed plexiglass plaque, in person during ceremonies at the MGM theater in New York. Mrs. Edward R. Murrow accepted the award for her late husband "and for CBS, whose airwaves he graced for so many years." Accepting for the late Mr. Disney was W. H. O. (Pete) Smith, ranking officer of Walt Disney Productions. Thomas Loeb, director of CBS program sales, accepted the award for Miss Ball. No one accepted for Mr. Berle.

"We want to salute those stars and personalities who over the past quarter century have built the audiences that attracted the advertisers who invested the money which brought other stars to television who would sell more sets and bring in still more advertisers," said Norman E. (Pete) Cash, TVB president, at the awards ceremonies.

The awards will be "officially unveiled tomorrow (Tuesday) during 19th annual TVB convention in Houston, where the first annual "Man of the Year" award will also be announced. The latter award will honor a sixth Hall of Fame inductee.

Award ballots with 32 nominees were sent to TVB members, advertisers and broadcasters—including all 696 TV stations.



## AMST boils down OTP drop-in list to possible eight

**Criteria of Whitehead office used  
by trade association in its rebuttal;  
charge is made that acceptance of  
plan would imply UHF abandonment**

Where Clay T. Whitehead, director of the Office of Telecommunications Policy, once talked of the technical possibility of inserting 85 new VHF channels into the table of television allocations, and where OTP's formal report on the subject referred to 66 in the top-100 markets (BROADCASTING, Oct. 29), a number reduced to 62 after subsequent corrections were made, the Association of Maximum Service Telecasters now says there are only eight—maybe.

AMST made the statement last week in a report on a "preliminary analysis" of the OTP report, and concluded: The report not only fails to support the need for a re-evaluation of existing separation and allocation criteria—its claimed purpose demonstrates that no new considerations justify "forsaking UHF and impairing VHF service for the illusion of an abundance of VHF drop-in possibilities."

Mr. Whitehead, in interviews, has maintained that the obstacle to additional VHF channels is not technical but the opposition on the part of broadcasters who do not welcome additional competition by changes in the television table of allocations. FCC Chief Engineer Raymond Spence has also maintained that technical capability for adding to the number of VHF channels exists, but that economic and political factors must also be considered.

But AMST, which regularly opposes proposals it feels will degrade the technical standard of existing television service, cites technical considerations almost entirely in paring down the list of channels OTP says could be inserted into the table of allocations. Its analysis is based

on the criteria specified by OTP (co-channel separation requirements would be reduced by 10% or, where necessary, 15%, with the additional 5% reduction offset by antenna directionalization), and disposes of the purported drop-ins in wholesale lots:

- Thirty-four of the 62 "do not meet OTP's own foreshortened separation criteria." To meet those criteria, these 34 drop-ins would have to be located so far from the city of license that they could not satisfy the minimum city-grade service requirements.

- Three of the remaining 28 would be prevented by terrain-caused signal obstruction and/or adjacent-channel interference from providing required service to the city of license.

- Seventeen of the remaining 25 drop-ins "suffer from obvious critical defects." Nine would be located at sites where they would encounter serious antenna-orientation problems, where they could provide only a weak or wholly inadequate signal over vital parts of their markets and/or where FAA safety requirements would "very likely prevent construction of an acceptable tower." Eight others—as well as three of the nine—would be located in UHF markets "where they would serve no use and indeed would threaten successful UHF operations."

The eight surviving drop-ins are channel 13 in San Francisco (the only top-50 market) and Salt Lake City; channel 6 in Wichita, Kan.; Davenport, Ill.; Knoxville, Tenn., and Sioux Falls, S.D., and channels 8 and 10 in Wilmington, N.C. And even these, AMST says, are not necessarily clear of problems; "a preliminary analysis," it says, will not disclose many site problems in situations where "suitable sites must be found within the confines of a very small area."

AMST suggests that the "grave defects" of the OTP study result from OTP's lack of familiarity with television-allocation matters. AMST says that the study overlooked "educational stations, Canadian stations, and apparently some commercial stations, and from numerous other mistakes of the sort not unexpected in a preliminary study." (The Salinas, Calif., reference point for a pro-

**Another evaluation.** The Association of Maximum Service Telecasters' will not be the only critical eye cast over the report of the Office of Telecommunications Policy on VHF drop-ins. The FCC's Broadcast Bureau and Chief Engineer's Office are also preparing analyses. The bureau, which is expected to submit its report this week or next, is reported to agree with OPT on about half of the 62 drop-ins OTP claims are feasible ("Closed Circuit, Nov. 19). Work on the chief engineer's report last week was not as far along.

posed drop-in of channel 10, AMST notes, as an example, "is 81 miles short-spaced to KXTV(TV) Sacramento, Calif., under the established criteria"; if criteria were reduced by 15%, it would be short-spaced by 53 miles. Nine adjacent-channel drop-ins were eliminated by AMST on the ground that they could not be located at a site that meets OTP's separation criteria to all stations and still provide the minimum required signal to the city of license). AMST adds:

"The study also took no account of critical practical considerations arising from the special complexities of television allocations and broadcast engineering, for which OTP was not prepared by the considerable skill and creativity it has developed in dealing with nonbroadcast spectrum matters."

AMST, in addition, finds fault with the technical premises of the OTP study and its conclusions. It asserts that "sacrificing the mileage requirements as suggested by OTP would result in substantial service losses, particularly in outlying areas"—contrary to OTP's contention that the drop-ins could be added without adverse impact on existing stations' service. It also argues that past FCC waivers of the separation requirements have been more modest than the 10% or 15% that OTP has proposed—2.9% on the average, except in rare cases, where the percentage has been substantially greater.

In any case, AMST says, the OTP report provides no basis for assuming that VHF drop-ins could lead to the establishment of a fourth television network. Mr. Whitehead has said that additional VHF channels that he believes technically feasible provide the basis for an additional network. But AMST says that even assuming the feasibility of the 62 drop-ins listed in the OTP report, this would add a channel in only 41 markets—and a fourth VHF in only 23 markets. And counting existing fourth VHF-channel stations, according to AMST, there would be only 37 four-channel markets in the top 100, 23 in the top 50 and 15 in the top 15. "No amount of wishing could make a fourth network of these stations," AMST says, adding, "Far better to encourage the development of full-coverage UHF facilities."

It is UHF that is the potential source of additional television service, not channels "squeezed into the interstices of the VHF table of allocations," AMST says. Yet, it adds, it is UHF that would be

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hurt by the commission's "entertainment of the OTP proposal" in the absence of any change in the technological base of the established separation criteria. For "it would be an unmistakable sign"—to investors, programers and advertisers—"that the commission has given up on UHF after many years of careful nurturing—that UHF has turned out in the end to be simply not good enough."

AMST also attempts to cover all bets by ruling out the possibility that technical criteria other than those specified in the OTP report would open the door to VHF drop-ins. Various alternative techniques suggested by OTP, AMST says, "have been considered and rejected in the past."

As for OTP's observation that the government has been able to squeeze additional use out of frequencies on the government's side of the spectrum, AMST says, "those changes were made possible by technological developments for which there have been no counterparts in television." Furthermore, it says, the viewing public has spent billions of dollars on television sets designed in accord with existing policies. "Such policies cannot be casually set aside."

## Manhattan transfer

The New York area's 10 television stations, nine of which transmit from the Empire State Building (WXTV[TV] transmits from a site in lower Manhattan), have asked the FCC to act on their applications to transplant their antennas to the nearly completed World Trade Center in lower Manhattan.

As predicted, severe interference has resulted in local reception because of the trade center. But now the Port Authority of New York, owner of the building, is balking on the 1967 agreement to permit the transfer, because, it says, the interference is not as bad as expected, and relocation might create new problems. The agreement between the broadcasters and the Port Authority also provided for sharing the cost of the move.

The Port Authority has requested an evidentiary hearing, but the broadcasters say that there is no new evidence and that this is merely a delaying tactic.

As an alternative, six of the 10 stations involved say they would agree to temporary permits to test how the new site atop the trade center pans out.

## Technical Briefs

**Way cleared.** Principal remaining obstacle to settlement of AT&T rate case involving television program-transmission charges—special rates requested by UPITN (BROADCASTING, Nov. 19)—is said to have been removed. Representatives of telephone company and electronic news service reportedly agreed on tariff under which UPITN, which uses telephone lines 30 hours per month, will pay \$15 per mile per month in first year of two-year trial period and \$18 in second.

**Camera pieces.** Frezzolini Electronics

Inc. is offering as optional equipment to its 16mm cameras, models LW-16 and MC-571-DC audio monitoring system with standard quarter-inch headphone jack output, installed and contained within camera body. Unit list price is \$250. 7 Valley Street, Hawthorne, N.J. 07506.

## OTP wants updating of satellite act

It calls it 'housekeeping,' but Comsat feels threatened

After 11 years, the Office of Telecommunications Policy feels, the Communications Satellite Act of 1962 is due for modification. It is drafting amendments to the act that would, among other things, provide for executive-branch involvement in the establishment of international communications-satellite systems occupying fields outside the scope of Intelsat, in which the Communications Satellite Corp. is the U.S. representative.

Whether the modifications OTP has in mind are significant appears to depend on one's point of view. An OTP spokesman described the proposed amendments as "noncontroversial" and "housekeeping" in nature, designed to smooth the "rough edges" that have become evident in international-satellite policy over the years.

But a Comsat spokesman did not

agree. He said the company regards as "significant" any move to open the door to new companies in international communications.

OTP is said to feel that national administrations have a direct stake in the development of foreign communications links. And the proposed legislation would provide for high-level government-to-government consultation in the development of satellite systems—which would presumably deal with such non-Intelsat matters as maritime communications and aeronautical communications—as well as for U.S. government participation in them.

Another provision of the bill would strip Comsat of its three presidentially appointed directors. OTP reportedly feels that, while presidential appointees might have been desirable at the time the new venture in space communications was established, that kind of special class of directors is no longer needed.

OTP would also reduce the amount of stock the international common carriers could own in Comsat, from 50% to 5%. However, the carriers now own less than 5%. AT&T, in accordance with a condition the FCC attached to its entry into the domestic-satellite field, has disposed of all of its interest in Comsat.

It was not certain last week when the draft legislation would be submitted to Congress. The proposal is now circulating among executive-branch departments and the FCC for comment.

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## An end and a beginning for record industry probes

**Buckley winds up investigation having found apparently contradictory drug-lyric policy in CBS top echelons; meanwhile, copyright subcommittee, on the tail of promotional practices, schedules interviews with record firms**

Senator James Buckley (C-R-N.Y.) last week ended his investigation into allegations of wrong-doing in the music industry just as the staff of the Senate Subcommittee on Copyrights began another probe into the same controversy. Senator Buckley placed in the *Congressional Record* a 40-page report on the relationship of drug-oriented lyrics and illegal-drug usage in which he said that CBS, among other companies, suffered from a "corporate schizophrenia" concerning drug-lyrics policy. Earlier in the week, two staff members of the Copyright Subcommittee began to follow-up on the information the subcommittee has gleaned from a mail survey on promotional practices of the recording industry.

"I cannot help but feel," Senator Buckley said in his report titled "The Record Industry and the Drug Epidemic," "that the recording of lyrics and the promotion of rock acts extolling the use of drugs, either directly or through code words, must have had their effect on the predominately young audiences who listened to the records and flocked to rock concerts during the late 1960's."

The New York senator, whose six-month "informal" probe has integrally involved him in the controversy surrounding the music industry since the firing of Clive J. Davis as president, CBS/Records Group, last May (BROADCASTING, June 4 et seq.), said that his investigation has revealed a "corporate schizophrenia concerning the degree of responsibility that a corporation ought to exercise when it is dealing with a product whose main consumer is the young. Nowhere has this been better shown than in the policies which existed simultaneously at CBS concerning lyrics of songs that might be interpreted by youths as approving the use of drugs," he said.

The senator went on to list a series of seemingly conflicting policy statements by executives of CBS's broadcast division and Mr. Davis, then head of the records group. Reacting to an FCC statement that each licensee was responsible for knowing the lyric content of the music it exposed, Richard Jencks, then president, CBS/Broadcast Group, and Robert Cole, vice president, CBS FM Stations, issued statements saying that the broadcast division would closely scrutinize records before airplay and would "not knowingly" broadcast material that tends to "promote or glorify the use of illegal drugs."

Senator Buckley then cited a statement by Clive Davis in response to the FCC

policy, which read: "The charges that music—specifically rock music—supports and encourages drug experimentation which leads to addiction is at least erroneous and, at the most, a complete reversal of a cultural process. Music is a reflection of a culture, a footnote to the events within a society."

"With whom did CBS chief executives agree?" Mr. Buckley asked. "If Mr. Cole and Mr. Jencks were correct then it was not only permissible but desirable to have lyrics screened. But if Mr. Davis is correct, it was an attempt at abridgement of freedom of speech to even hint at any such screening on the part of CBS. . . . If, finally, CBS as a corporate entity was content to live with those diametrically opposed points of view, it can only be assumed that the question of drug-lyrics was not thought to be important enough to call for a company-wide policy or that somehow both views reflected CBS policy. . . . Certainly the ambivalence of CBS policy invites such a question," Senator Buckley said.

The senator admitted at one point that the controversy over whether drug-lyrics "contributed significantly to the drug epidemic" or were "doing nothing more than reflecting the mood that already existed in the young audience" was "academic insofar as lyrics are concerned." Approving references to drugs have virtually disappeared from popular songs, he said.

In order to avoid government regulation, Mr. Buckley said, the music industry should "go about the business of housecleaning in an open and effective manner. Above all, the industry must demonstrate that it understands its special responsibility to American youth."

CBS spokesmen said that since corporate officials had not seen Senator Buckley's report they could not comment on its allegations. A spokesman for the Record Industry Association of America cited a report of the National Commission on Marijuana and Drug Abuse of last March that says: "While [the] polemic continues, there is still no empirical evidence either favoring or opposing the hypothesis that there is causative relationship between drug-related lyrics and drug consumption."

Elsewhere on Capitol Hill last week, the staff of the Senate Subcommittee on Copyrights began interviews with record-company personnel to supplement information on promotion practices gathered from written questionnaires submitted earlier this month. The probe is expected to last at least through the first week of December, a spokesman said, and is being conducted by Ed Williams, assistant counsel for the subcommittee, and a staff secretary. The staff will submit a report of its findings to the copyright subcommittee and its chairman, Senator John McClellan (D-Ark.), who requested the investigation last summer. The spokesman would not say how many companies will be included in the probe, nor would he comment on what specifically was being focused on in those interviews. He said the companies that were being contacted are selected on "more or less a random basis."

## It takes all kinds in songwriting, too; witness Don McLean vs. Levine and Brown

**One resists radio reality, the others embrace it; all have managed to make a mark**

Don McLean ("American Pie," "And I Love You So") is a radio hermit. He speaks of "purifying oneself to hear what matters," and makes it clear that radio doesn't matter much, especially as a means of staying plugged into the mass musical consciousness of which, by his eminence, he is very much a part.

Irwin Levine and Larry Brown ("Tie a Yellow Ribbon 'Round the Old Oak Tree," "Who's in the Strawberry Patch With Sally") on the other hand, "punch the buttons on the car radio as if it were a typewriter" in their search for the current sense of what is commercial.

Their approaches are a study in contrast—one the songwriter-artist who at times scorns the medium that helps feed him, the other a team of tunesmiths who make the most of it. Both have tasted the fruits of success.

Messrs. Levine and Brown see themselves "writing the kinds of songs people want to hear every hour" while Mr. McLean contends "the best thing is not the most commercial." Radio has its own way of determining what song will get air time, but not all successful songwriters care to use media feedback to guide them.

Mr. Levine, aware of the tight playlist situation at most top-40 radio stations, claims "sympathy with the broadcasters" and does not see his own position as one

**Tracking the Playlist.** Half a dozen records enter the top-40 positions of the chart this week, close on the heels of another massive turn-over the week before. Some of the records making their way up now are Marvin Gaye's "Come Get to This" (28), Stylistics' "Rock and Roll Baby" (34), Steve Miller Band's "The Joker" (36), Stevie Wonder's "Living in the City" (37), Paul McCartney's "Helen Wheels" and Stories' "Mammy Blue" (39). New to the top 10 this week is Elton John's "Goodbye Yellow Brick Road" (16), whose journey has also been quick. New and bulleted on the chart this week are Ann Peebles's cross-over R&B hit "I Can't Stand the Rain" (46), the Persuaders' "Some Guys Have All the Luck" (56), another cross-over, and Cheech and Chong's "Sister Mary Elephant" (62). New at the lower end of the scale are Frank Sinatra's comeback song, "Let Me Try Again" (71), Donny Osmond's "Are You Lonesome Tonight" (72), another re-make for that artist, Johnnie Taylor's "Cheaper to Keep Her" (73), David Essex's "Rock On" (74) and War's "Me and My Brother" (75).

# The Broadcasting Playlist™ Nov 26

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

| Over-all rank | Last week | This week | Title (length)<br>Artist—label   | Rank by day parts |        |      |       |
|---------------|-----------|-----------|--|-------------------|--------|------|-------|
|               |           |           |  | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 1             | 1         |           | Photograph (3:59)<br>Ringo Starr—Apple                                       | 1                 | 1      | 1    | 1     |
| 2             | 2         |           | Midnight Train to Georgia (3:55)<br>Gladys Knight & the Pips—Buddah          | 2                 | 3      | 2    | 3     |
| 4             | 3         |           | Top of the World (2:56)<br>Carpenters—A & M                                  | 3                 | 2      | 3    | 8     |
| 5             | 4         |           | Just You 'n' Me (3:44)<br>Chicago—Columbia                                   | 4                 | 4      | 6    | 2     |
| 6             | 5         |           | Heartbeat, It's a Love Beat (2:59)<br>DeFranco Family—20th Century           | 6                 | 9      | 9    | 4     |
| 12            | 6         |           | Goodbye Yellow Brick Road (3:13)<br>Elton John—MCA                           | 5                 | 7      | 10   | 5     |
| 7             | 7         |           | I Got a Name (3:09)<br>Jim Croce—ABC/Dunhill                                 | 7                 | 5      | 8    | 9     |
| 11            | 8         |           | Paper Roses (2:39)<br>Marie Osmond—MGM                                       | 8                 | 8      | 5    | 11    |
| 3             | 9         |           | Angie (4:30)<br>Rolling Stones—Rolling Stones                                | 9                 | 6      | 7    | 6     |
| 10            | 10        |           | Space Race (3:21)<br>Billy Preston—A & M                                     | 11                | 11     | 4    | 7     |
| 9             | 11        |           | Keep on Truckin' (3:21)<br>Eddie Kendricks—Tamla                             | 10                | 12     | 11   | 10    |
| 14            | 12        |           | The Love I Lost (3:39)<br>Harold Melvin & the Blue Notes—Philadelphia Int'l. | 14                | 10     | 12   | 12    |
| 13            | 13        |           | All I Know (3:48)<br>Art Garfunkel—Columbia                                  | 12                | 14     | 13   | 14    |
| 8             | 14        |           | Half Breed (2:42)<br>Cher—MCA  | 15                | 13     | 15   | 15    |
| 18            | 15        |           | Hello It's Me (3:27)<br>Todd Rundgren—Bearsville                             | 16                | 15     | 16   | 16    |
| 16            | 16        |           | Let Me Serenade You (3:13)<br>Three Dog Night—ABC/Dunhill                    | 19                | 16     | 14   | 13    |
| 17            | 17        |           | Leave Me Alone (Ruby Red Dress) (3:26)<br>Helen Reddy—Capitol                | 13                | 19     | 18   | 18    |
| 15            | 18        |           | Ramblin' Man (3:36)<br>Allman Brothers—Capricorn                             | 17                | 18     | 19   | 17    |
| 23            | 19        |           | The Most Beautiful Girl (2:42)<br>Charlie Rich—Epic                          | 18                | 17     | 17   | 19    |
| 21            | 20        |           | We May Never Pass This Way Again (3:50)<br>Seals & Crofts—Warner Brothers    | 20                | 22     | 20   | 20    |
| 25            | 21        |           | Show and Tell (3:28)<br>Al Wilson—Rocky Road                                 | 22                | 20     | 22   | 23    |
| 22            | 22        |           | Ooh Baby (3:14)<br>Gilbert O'Sullivan—Mam                                    | 21                | 25     | 21   | 26    |
| 31            | 23        |           | Mind Games (3:59)<br>John Lennon—Apple                                       | 26                | 23     | 23   | 21    |
| 20            | 24        |           | Knockin' on Heaven's Door (2:28)<br>Bob Dylan—Columbia                       | 23                | 21     | 25   | 30    |
| 29            | 25        |           | Time in a Bottle (2:24)<br>Jim Croce—ABC/Dunhill                             | 24                | 24     | 30   | 24    |
| 30            | 26        |           | My Music (3:04)<br>Loggins & Messina—Columbia                                | 25                | 26     | 26   | 25    |
| 27            | 27        |           | Smokin' in the Boys Room (2:57)<br>Brownsville Station—Big Tree              | 36                | 35     | 24   | 22    |
| 44            | 28        |           | Come Get To This (2:40)<br>Marvin Gaye—Tamla                                 | 31                | 27     | 28   | 27    |
| 24            | 29        |           | Yes We Can Can (3:55)<br>Pointer Sisters—Blue Thumb                          | 30                | 29     | 27   | 31    |
| 19            | 30        |           | That Lady (3:09)<br>Isley Brothers—T-Neck                                    | 27                | 32     | 35   | 28    |
| 34            | 31        |           | Be (3:52)<br>Neil Diamond—Columbia   | 29                | 28     | 37   | 32    |
| 28            | 32        |           | You're a Special Part of Me (3:15)<br>Diana Ross & Marvin Gaye—Motown        | 28                | 30     | 33   | 37    |
| 36            | 33        |           | D'yer Mak'er (3:15)<br>Led Zeppelin—Atlantic                                 | 37                | 36     | 29   | 29    |
| 60            | 34        |           | Rockin' Roll Baby (3:15)<br>Stylistics—Avco                                  | 35                | 31     | 32   | 34    |
| 40            | 35        |           | Painted Ladies (3:30)<br>Ian Thomas—Janus                                    | 32                | 34     | 38   | 33    |
| 43            | 36        |           | The Joker (3:36)<br>Steve Miller Band—Capitol                                | 40                | 42     | 31   | 35    |
| 53            | 37        |           | Living for the City (3:12)<br>Stevie Wonder—Tamla                            | 45                | 33     | 36   | 36    |
| 47            | 38        |           | Heaven Wheels (3:45)<br>Paul McCartney & Wings—Apple                         | 46                | 37     | 39   | 39    |
| 59            | 39        |           | Mammy Blue (3:41)<br>Stories—Kama Sutra                                      | 33                | 39     | 40   | 41    |
| 33            | 40        |           | Free Ride (3:05)<br>Edgar Winter Group—Epic                                  | 47                | 45     | 34   | 38    |
| 42            | 41        |           | If You're Ready (Come Go With Me) (3:19)<br>Staple Singers—Stax              | 41                | 38     | 42   | 40    |
| 48            | 42        |           | Never Never Gonna Give You Up (3:58)<br>Barry White—20th Century             | 43                | 40     | 46   | 43    |

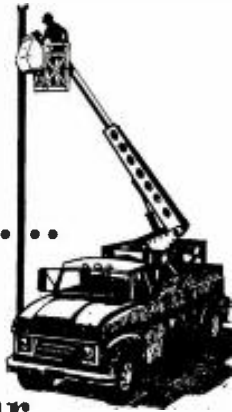
| Over-all rank | Last week | This week | Title (length)<br>Artist—label                                   | Rank by day parts |        |      |       |
|---------------|-----------|-----------|--|-------------------|--------|------|-------|
|               |           |           |  | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 32            | 43        |           | Who's in the Strawberry Patch with Sally (2:23)<br>Dawn—Bell     | 34                | 41     | 45   | 46    |
| 37            | 44        |           | Higher Ground (3:10)<br>Stevie Wonder—Tamla                      | 42                | 46     | 43   | 45    |
| 35            | 45        |           | Summer (The First Time) (4:37)<br>Bobby Goldsboro—United Artists | 39                | 44     | 47   | 50    |
| —             | 46        | *         | I Can't Stand the Rain (2:31)<br>Ann Peebles—London              | 49                | 43     | 48   | 47    |
| 39            | 47        |           | Loves Me Like a Rock (3:32)<br>Paul Simon—Columbia               | 44                | 51     | 44   | 51    |
| 41            | 48        |           | Jesse (4:00)<br>Roberta Flack—Atlantic                           | 38                | 48     | 61   | 61    |
| 61            | 49        |           | Spiders & Snakes (3:03)<br>Jim Stafford—MGM                      | 50                | 50     | 51   | 55    |
| 38            | 50        |           | Let's Get It On (3:58)<br>Marvin Gaye—Tamla                      | 52                | 53     | 50   | 54    |
| 69            | 51        |           | Tell Her She's Lovely (3:50)<br>El Chicano—MCA                   | 53                | 47     | 54   | 58    |
| 52            | 52        |           | My Maria (2:32)<br>B. W. Stevenson—RCA                           | 48                | 59     | 49   | 59    |
| 62            | 53        |           | Let Me Be There (3:00)<br>Olivia Newton-John—MCA                 | 54                | 52     | 53   | 57    |
| 46            | 54        |           | China Grove (3:14)<br>Doobie Brothers—Warner Brothers            | 51                | 60     | 58   | 49    |
| 45            | 55        |           | Rocky Mountain Way (3:39)<br>Joe Walsh—ABC/Dunhill               | *                 | *      | 41   | 42    |
| —             | 56        | *         | Some Guys Have All the Luck (3:29)<br>Persuaders—Atco            | 57                | 49     | 60   | 53    |
| 63            | 57        |           | Pretty Lady (3:10)<br>Lighthouse—Polydor                         | 55                | 57     | 55   | 52    |
| 50            | 58        |           | We're an American Band (3:25)<br>Grand Funk—Capitol              | 66                | 55     | 52   | 48    |
| 56            | 59        |           | Sweet Understanding Love (2:59)<br>Four Tops—ABC/Dunhill         | 56                | 56     | 59   | 60    |
| 67            | 60        |           | Sail Around the World (3:14)<br>David Gates—Elektra              | 58                | 58     | 64   | 62    |
| 51            | 61        |           | Corazon (3:56)<br>Carole King—Ode                                | 60                | 54     | 62   | 67    |
| —             | 62        | *         | Sister Mary Elephant (3:36)<br>Cheech & Chong—Ode                | *                 | *      | 56   | 44    |
| 57            | 63        |           | Dream On (3:25)<br>Aerosmith—Columbia                            | 62                | 61     | 66   | 63    |
| 49            | 64        |           | Let Me in (3:38)<br>Osmonds—MGM                                  | 65                | 62     | 65   | 70    |
| 58            | 65        |           | Why Me (3:25)<br>Kris Kristofferson—Monument                     | 61                | 63     | 71   | 74    |
| 66            | 66        |           | Never Let You Go (3:34)<br>Bloodstone—London                     | 63                | 65     | 69   | 65    |
| 65            | 67        |           | There Ain't No Way (3:14)<br>Lobo—Big Tree                       | 59                | 66     | 70   | *     |
| 64            | 68        |           | Nutbush City Limits (2:57)<br>Ike and Tina Turner—United Artists | 71                | 69     | 67   | 66    |
| 54            | 69        |           | Basketball Jones (4:04)<br>Cheech & Chong—Ode                    | *                 | *      | 57   | 56    |
| —             | 70        | *         | Mr. Skin (3:00)<br>Spirit—Epic                                   | 69                | *      | 63   | 68    |
| —             | 71        | *         | Let Me Try Again (3:30)<br>Frank Sinatra—Reprise                 | 64                | 70     | 68   | *     |
| —             | 72        | *         | Are You Lonesome Tonight (3:12)<br>Donny Osmond—MGM              | 67                | 71     | 72   | 75    |
| —             | 73        | *         | Cheaper to Keep Her (3:21)<br>Johnnie Taylor—Stax                | 72                | 67     | *    | 64    |
| —             | 74        | *         | Rock On (3:24)<br>David Essex—Columbia                           | 70                | 64     | *    | 72    |
| —             | 75        | *         | Me and Baby Brother (3:30)<br>War—United Artists                 | *                 | 74     | 74   | 69    |

Alphabetical list (with this week's over-all rank): All I Know (13), Angie (9), Are You Lonesome Tonight (72), Basketball Jones (69), Be (31), Cheaper to Keep Her (73), China Grove (54), Come Get to This (28), Corazon (61), D'yer Mak'er (33), Dream On (63), Free Ride (40), Goodbye Yellow Brick Road (6), Half Breed (14), Heartbeat, It's a Love Beat (5), Helen Wheels (38), Hello It's Me (15), Higher Ground (44), I Can't Stand the Rain (46), I Got a Name (7), If You're Ready (Come Go With Me) (41), Jesse (48), The Joker (36), Just You 'n' Me (4), Keep on Truckin' (11), Knockin' on Heaven's Door (24), Leave Me Alone (Ruby Red Dress) (17), Let Me Be There (53), Let Me In (64), Let Me Serenade You (16), Let Me Try Again (71), Let's Get It On (50), Living for the City (37), The Love I Lost (12), Loves Me Like a Rock (47), Mammy Blue (39), Me and Baby Brother (75), Midnight Train to Georgia (2), Mind Games (23), The Most Beautiful Girl (19), Mr. Skin (70), My Maria (52), My Music (26), Never Let You Go (66), Never Never Gonna Give You Up (42), Nutbush City Limits (68), Ooh Baby (22), Painted Ladies (35), Paper Roses (8), Photograph (1), Pretty Lady (57), Ramblin' Man (18), Rock On (74), Rockin' Roll Baby (34), Rocky Mountain Way (55), Sail Around the World (60), Show and Tell (21), Sister Mary Elephant (62), Smokin' in the Boys Room (27), Some Guys Have All the Luck (56), Space Race (10), Spiders & Snakes (49), Summer (The First Time) (45), Sweet Understanding Love (59), Tell Her She's Lovely (51), That Lady (30), There Ain't No Way (67), Time in a Bottle (25), Top of the World (3), We May Never Pass This Way Again (20), We're an American Band (58), Who's in the Strawberry Patch with Sally (43), Why Me (65), Yes We Can Can (29), You're a Special Part of Me (32).

\* Asterisk indicates rank below *Broadcasting's* statistical cut-off.



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**Different drummers.** Songwriter-singer Don McLean (l) takes a going-it-my-way approach to the art of record creation. The writing team of Larry Brown and Irwin Levine (r) takes its cue from the radio audience. Each has led to conspicuous success.

of preaching change from without. "Whether or not tight playlists are right for us is immaterial," Mr. Levine explains. "Radio will not do what it is not to its advantage to do." Mr. McLean takes issue with programing policies much more basic than the playlist itself. But while making his points, he stresses the fact that the "media has an existence all its own," an existence in which he claims to take no part. What bothers Mr. McLean about radio is the way in which it has developed into a "selling medium," an event he views as being in exact opposition to a higher purpose which it could have achieved had it chosen to "educate and help, rather than to continue to drain us of communal feelings." To Mr. McLean, current radio exudes a "package atmosphere" controlled by and reflective of "a generation no longer in power."

With such a negative attitude toward radio, it should not surprise that Don McLean doesn't listen much. "To cater to radio people," he maintains, "is to cater to their prejudices. I would prefer to bring them along on my trip." And so Don McLean writes his music in an environment almost totally devoid of radio input, but not, he insists, devoid of musical input from other writers. While his *American Pie* LP provided top-40's with the title hit as well as "Vincent," and his second LP begat another, "Driedel," he chose for his third album to remove himself from the songwriting sphere. *Playin' Favorites* is a set of 12 country songs, none originals, and none standard top-40 fare. He is preparing a fourth LP, for which he is writing again, but whether or not top-40 reaction to his career picks up where it left off remains to be seen.

In vivid contrast, Levine and Brown, most recently known for their string of hits for Dawn, regard radio as a songwriter's best tool, if not his best friend. They agree with Mr. McLean that most listeners don't want to hear anything too personal, but their opinion of what is then universal is structured by certain of their own concepts. "People don't need an injection of aggravation from the music they hear on the radio," Mr. Brown insists. "Drugs and war are not my best subjects."

Maintaining that songwriters can set

trends since "artists and producers must work within the confines of their material," Messrs. Levine and Brown have chosen to write songs of a kind that still sounds somewhat apart from what most writers are doing at the time. Their current style is labeled "rag-rock," a fusion of ragtime and contemporary influences, but they are already hypothesizing what the next trend might be so that they can anticipate it.

The two regard music as "a business" and would dispute the McLean assertion that it should "simply happen" rather than be "engineered." They maintain that their job is not to write for radio, but to write for people.

### Breaking In

**Half a Million Miles from Home—Albert Hammond (Mums)** ■ None of the singles Albert Hammond has released since "It Never Rains In Southern California" has failed to generate some excitement, but none has gotten off the ground this quickly. His string of near-hits may be broken this time by a change of pace.

"Half a Million Miles from Home" has a much fuller sound than other current offerings from the solo-singer-songwriter crowd. Larry Stevens, program director at WHYY(AM) Montgomery, Ala. calls it "one of the best records we heard last week," citing its adult demographic appeal to the over-20's, especially women. "The melody runs over and over in your head until it really grabs you," Mr. Stevens notes, remarking how its appeal seems to increase with additional listenings.

Other stations programing the new Albert Hammond single include WPGC(AM) Washington, KJR(AM) Seattle, KIMN(AM) Denver and WJRQ(FM) Buffalo, N.Y.

**Helen Wheels—Paul McCartney and Wings (Apple)** ■ With three records by former Beatles on the chart this week, American radio is running the most extensive "best of Liverpool" campaign since the British invasion of 1964. Paul McCartney is the latest entry with a rocker called "Helen Wheels," on the

Playlist, this week at 38 (see page 49).

John Lennon is the media freak of the Beatles, George Harrison the musician of the group, and Ringo the living symbol of Beatle. Paul McCartney, then, is the composer. And McCartney-the-composer has, since the breakup three years ago, returned, far less obtrusively than John Lennon, to the theme of romantic love in his songwriting. As the rest of the Beatles have ranged far in song subject and musical styles since the parting of the ways, Mr. McCartney has stayed with his efforts to write "beautiful" songs about love.

Those playing "Helen Wheels" last week included: KLIF(AM) Dallas, WHBQ(AM) Memphis, KKDJ(FM) Los Angeles, WIXY(AM) Cleveland, WCFL(AM) Chicago, WRKO(AM) Boston, WFIL(AM) Philadelphia, WPOP(AM) Hartford, Conn., KELP(AM) El Paso and KJR(AM) Seattle.

**Are You Lonesome Tonight?**—Donny Osmond (MGM) ■ Donny Osmond is becoming increasingly known for two-sided hits based on oldies ballad material. While the split airplay situation on his latest release resembles his last time around with "A Million to One" and "Young Love," preferential airplay seems to be going to "Are You Lonesome Tonight?" over the older "When I Fall In Love."

"Are You Lonesome Tonight?" was originally brought home by the deeper tones of an early sixties Elvis Presley, but the youthful Osmond's tenor doesn't seem to be doing it any harm. Johnny Dark, music director at WOXY(AM) Milwaukee, where the phenomena of family groups like the Osmonds and the DeFrancos runs deep with teen-aged males and females finds a commercial bonanza in "redoing hits for a whole new generation of kids." Mr. Dark believes Donny's on to a good thing and is happy he hasn't changed his style. Other stations programing "Are You Lonesome Tonight?" last week included KYA(AM) San Francisco, KILT(AM) Houston, WIXY(AM) Cleveland and WCOL(AM) Columbus, Ohio.

**Will You Love Me Tomorrow**—Melanie (Neighborhood) ■ Motherhood seems to be agreeing with Melanie. She's been looking for another hit since before the birth of her first child, and seems to have it now in this old Shirelles hit.

Frankie Valli and the Four Seasons tried updating the Carole King-Gerry Goffin song in the late sixties, but Melanie gets more mileage out of it by sticking more faithfully to the simplicity of the original. By highlighting her lower register for the



Melanie

lyrical body of the tune and saving her highs for the introductory ahs and ohs, Melanie saves the performance from nostalgic overkill.

Dave Ambrose, program director of KLIF(AM) Dallas, finds this new version "more enjoyable than the original." Among stations that seemingly agree are WCAR(AM) Detroit, KFJZ(AM) Ft. Worth and WBBM-FM Chicago.

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

- AIN'T GOT NO HOME, Rand (Capitol).
- AMERICAN TUNE, Paul Simon (Columbia).
- BIG TIME OPERATOR, Keith Hampshire (A&M).
- COULD YOU EVER LOVE ME AGAIN, Gary and Dave (London).
- FUNKY STUFF, Kool & the Gang (De-lite).
- GOOD OLD SONG, Dobie Gray (MCA).
- I'M A ROCKER, Raspberries (Capitol).
- LAST KISS, J. Frank Wilson & the Cavaliers (Josie).
- LOVE HAS NO PRIDE, Linda Ronstadt (Asylum).
- LOVE REIGN O'ER ME, Who (MCA).
- MY OLD SCHOOL, Steely Dan (ABC/Dunhill).
- REASON TO FEEL, Scuffy Schew (Metro-media).
- RIVER OF LOVE, B. W. Stevenson (RCA).
- SALLY FROM SYRACUSE, Stu Nunnery (Evolution).
- A SONG I'D LIKE TO SING, Kris Kristoferson & Rita Coolidge (A&M).
- STEALIN', Uriah Heep (Warner Bros.).
- TAKE ME TO YOUR HEART, Monkey Meeks (Roxbury).
- WALK LIKE A MAN, Grand Funk (Capitol).

- WHEN I FALL IN LOVE, Donny Osmond (MGM).
- WHEREFORE AND WHY, Glen Campbell (Capitol).

## Music Briefs

**Flat note over Deano.** American Federation of Musicians has filed suit against NBC in U.S. Southern District Court of New York, charging network had failed to report and pay for "known re-uses" in Puerto Rico of *Dean Martin Show*. AFM said that since 1959 its collective bargaining agreements provide that networks make additional payments for each of first eight re-runs in same market of programs shown once and that they notify AFM each month of re-use of any programs. Federation charged breach of both of these provisions and asked court to direct NBC to furnish union with a complete accounting of rebroadcast of all productions and to make any payments that may be due under re-use provisions. Also named as defendant in the suit was Claude Productions, producer of *Martin* program. Union said this was the first action of its kind ever taken by AFM.

**For second season.** *Music Country U.S.A.*, 1973 summer replacement for *The Dean Martin Show* returns to NBC-TV Jan. 17, filling Thursday slot, 10-11 p.m. vacated by cancellation of *NBC Follies*. Producer of weekly series is Dean Martin-Greg Garrison Productions, with Mr. Garrison as executive producer. Each program spotlights at least 15 country-music acts, taped by Nashville and Los Angeles production units on location. There will be no permanent host. Occasional non-country guest stars will be presented performing country selections. *Music Country U.S.A.* is first NBC-TV regularly scheduled prime-time country-music series, and is first national network series of its kind since CBS-TV's *Hee Haw*.

**Station competition.** RCA Records, New York, and Coca-Cola Co., Atlanta, last week launched cooperative promotional campaign for Dottie West's single, "Country Sunshine," based on Coca-Cola commercial. Radio stations who build promotional ideas around record will be eligible for grand prize of Henry's Taxi, vintage vehicle similar to one used in beverage's TV commercial. Retail record dealers who design display windows around disk will be eligible for 17 prizes in separate competition. Judges for contests, which close Dec. 8, are Harold Brown, marketing executive, Coca-Cola, and Dottie West.

## Broadcasting's index of 138 stocks allied with electronic media

| Stock symbol         | Exch. | Closing Tues. Nov. 20 | Closing Wed. Nov. 14 | Net change In week | % change In week | 1973   |        | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |
|----------------------|-------|-----------------------|----------------------|--------------------|------------------|--------|--------|-----------|--------------------------|-----------------------------------|
|                      |       |                       |                      |                    |                  | High   | Low    |           |                          |                                   |
| <b>Broadcasting</b>  |       |                       |                      |                    |                  |        |        |           |                          |                                   |
| ABC                  | N     | 20 3/4                | 22 7/8               | - 2 1/8            | - 9.28           | 34 1/4 | 20 3/4 | 8         | 17,029                   | 353,351                           |
| CAPITAL CITIES COMM. | CCB   | N 37                  | 40 1/2               | - 3 1/2            | - 8.64           | 62 1/2 | 35     | 15        | 7,074                    | 261,738                           |
| CBS                  | N     | 27 1/8                | 29 1/2               | - 2 3/8            | - 8.05           | 52     | 27 1/8 | 8         | 28,315                   | 768,044                           |
| CONCERT NETWORK**    | D     | 3/8                   | 3/8                  |                    | .00              | 5/8    | 1/4    |           | 2,200                    | 825                               |
| COX                  | N     | 18 3/4                | 19 1/2               | - 3/4              | - 3.84           | 40 1/4 | 18 1/4 | 10        | 5,828                    | 109,275                           |



| Stock symbol                                   | Exch. | Closing Tues. Nov. 20 | Closing Wed. Nov. 14 | Net change in week | % change in week | High 1973 | Low    | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |                  |
|--|-------|-----------------------|----------------------|--------------------|------------------|-----------|--------|-----------|--------------------------|-----------------------------------|------------------|
| FEDERATED MEDIA*                               | D     | 5                     | 5                    |                    | .00              | 5 1/2     | 2      | 16        | 820                      | 4,100                             |                  |
| GROSS TELECASTING                              | GGG   | 10 1/4                | 12                   | - 1 3/4            | - 14.58          | 18 3/8    | 10 1/4 | 6         | 800                      | 8,200                             |                  |
| LIN  | LINB  | 4 3/4                 | 4 3/4                |                    | .00              | 14 3/4    | 4 3/4  | 5         | 2,296                    | 10,906                            |                  |
| MOONEY   | MDDN  | 3 3/8                 | 4 1/8                | - 3/4              | - 18.18          | 10 1/4    | 3 3/8  | 9         | 385                      | 1,299                             |                  |
| PACIFIC & SOUTHERN                             | PSOU  | 7 1/4                 | 7 3/4                | - 1/2              | - 6.45           | 13 3/4    | 7      |           | 1,750                    | 12,687                            |                  |
| RAHALL   | RAHL  | 4                     | 5                    | - 1                | - 20.00          | 12 1/4    | 4      | 5         | 1,297                    | 5,188                             |                  |
| SCRIPPS-HOWARD                                 | SCRP  | 16 1/4                | 16 3/4               | - 1/2              | - 2.98           | 21 1/4    | 16 1/4 | 7         | 2,589                    | 42,071                            |                  |
| STARR  | SBG   | 8 3/4                 | 9 1/4                | - 1/2              | - 5.40           | 24 1/2    | 8 3/4  | 7         | 1,069                    | 9,353                             |                  |
| STORER   | SBK   | 14 3/8                | 15                   | - 5/8              | - 4.16           | 44        | 14 3/8 | 7         | 4,751                    | 68,295                            |                  |
| TAFT   | TFB   | 19 5/8                | 20 7/8               | - 1 1/4            | - 5.98           | 58 5/8    | 19 3/8 | 8         | 4,219                    | 82,797                            |                  |
| WHDH CORP.**                                   | O     | 28                    | 28                   |                    | .00              | 28        | 14     |           | 589                      | 16,492                            |                  |
| WOODS COMM.                                    | O     | 3/4                   | 3/4                  |                    | .00              | 1 5/8     | 3/4    | 6         | 292                      | 219                               |                  |
| <b>Broadcasting with other major interests</b> |       |                       |                      |                    |                  |           |        |           | <b>TOTAL</b>             | <b>81,303</b>                     | <b>1,754,840</b> |
| ADAMS-RUSSELL                                  | AAR   | 2 1/2                 | 2 3/4                | - 1/4              | - 9.09           | 5 3/8     | 2 3/8  | 6         | 1,259                    | 3,147                             |                  |
| AVCO   | AV    | 8 1/4                 | 8 1/2                | - 1/4              | - 2.94           | 16        | 8      | 3         | 11,482                   | 94,726                            |                  |
| BARTELL MEDIA                                  | BMC   | 1 3/8                 | 1 1/8                | + 1/4              | + 22.22          | 3 1/2     | 1 1/8  | 9         | 2,257                    | 3,103                             |                  |
| CAMPTOWN INDUSTRIES                            | O     | 1/4                   | 1/2                  | - 1/4              | - 50.00          | 2         | 1/4    | 3         | 1,138                    | 284                               |                  |
| CHRIS-CRAFT                                    | CCN   | 3 1/4                 | 3 7/8                | - 5/8              | - 16.12          | 6 5/8     | 3 1/4  | 12        | 4,161                    | 13,523                            |                  |
| COMBINED COMM.                                 | CCA   | 14                    | 14 1/4               | - 1/4              | - 1.75           | 44        | 12 1/2 | 10        | 3,524                    | 49,336                            |                  |
| COWLES   | CWL   | 6 1/2                 | 7 1/4                | - 3/4              | - 10.34          | 9 5/8     | 4 3/4  | 15        | 3,969                    | 25,798                            |                  |
| QUN & BRADSTREET                               | DNB   | 35                    | 37 1/8               | - 2 1/8            | - 5.72           | 42        | 32 3/4 | 24        | 26,042                   | 911,470                           |                  |
| FAIRCHILD INDUSTRIES                           | FEN   | 5                     | 5 1/2                | - 1/2              | - 9.09           | 13 3/8    | 5      | 45        | 4,550                    | 22,750                            |                  |
| FUQUA  | FQA   | 8 3/8                 | 9 1/8                | - 3/4              | - 8.21           | 20 3/8    | 8 3/8  | 3         | 9,741                    | 81,580                            |                  |
| GENERAL TIRE                                   | GY    | 15 1/8                | 15 1/2               | - 3/8              | - 2.41           | 28 3/4    | 15     | 4         | 20,668                   | 312,603                           |                  |
| GLOBETROTTER                                   | GLBTA | 4 1/8                 | 4 1/8                |                    | .00              | 8 1/8     | 4 1/8  | 5         | 2,820                    | 11,632                            |                  |
| GRAY COMMUNICATIONS                            | O     | 9 1/2                 | 10 1/2               | - 1                | - 9.52           | 12 7/8    | 9      | 7         | 475                      | 4,512                             |                  |
| HARTE-HANKS                                    | HHN   | 8 1/2                 | 9                    | - 1/2              | - 5.55           | 29 1/4    | 8      | 7         | 4,337                    | 36,864                            |                  |
| JEFFERSON-PILOT                                | JP    | 35                    | 35 3/4               | - 3/4              | - 2.09           | 40 7/8    | 27     | 16        | 24,075                   | 842,625                           |                  |
| KAISER INDUSTRIES                              | KI    | 5 3/4                 | 6 1/4                | - 1/2              | - 8.00           | 9 3/8     | 4      | 4         | 27,487                   | 158,050                           |                  |
| KANSAS STATE NETWORK                           | KSN   | 4                     | 4 1/8                | - 1/8              | - 3.03           | 6 1/8     | 4      | 7         | 1,741                    | 6,964                             |                  |
| KINGSTIP                                       | KTP   | 5                     | 5 1/2                | - 1/2              | - 9.09           | 14 1/4    | 5      | 5         | 1,155                    | 5,775                             |                  |
| LAMB COMMUNICATIONS                            | P     |                       |                      |                    | .00              | 2 5/8     | 1 1/2  | 30        | 475                      | 712                               |                  |
| LEE ENTERPRISES                                | LNT   | 11 3/4                | 13                   | - 1 1/4            | - 9.61           | 25        | 11 3/4 | 8         | 3,366                    | 39,550                            |                  |
| LIBERTY  | LC    | 16 1/8                | 16 1/2               | - 3/8              | - 2.27           | 23 7/8    | 15 3/4 | 8         | 6,631                    | 106,924                           |                  |
| MCGRAW-HILL                                    | MHP   | 7 1/8                 | 8                    | - 7/8              | - 10.93          | 16 7/8    | 7 1/8  | 7         | 23,525                   | 167,615                           |                  |
| MEDIA GENERAL                                  | MEG   | 25 1/2                | 28 3/8               | - 2 7/8            | - 10.13          | 43 1/2    | 25 1/2 | 10        | 3,546                    | 90,423                            |                  |
| MEREDITH                                       | MDP   | 10 1/8                | 10 7/8               | - 3/4              | - 6.89           | 20 1/2    | 9 7/8  | 6         | 2,887                    | 29,230                            |                  |
| METROMEDIA                                     | MET   | 8 1/2                 | 9 1/2                | - 1                | - 10.52          | 32 1/4    | 8 1/2  | 5         | 6,493                    | 55,190                            |                  |
| MULTIMEDIA                                     | O     | 13                    | 15                   | - 2                | - 13.33          | 30 1/4    | 13     | 9         | 4,388                    | 57,044                            |                  |
| OUTLET CO.                                     | DTU   | 9 3/8                 | 9                    | + 3/8              | + 4.16           | 17 5/8    | 9      | 5         | 1,379                    | 12,928                            |                  |
| POST CORP.                                     | POST  | 10                    | 10 1/4               | - 1/4              | - 2.43           | 17        | 10     | 5         | 893                      | 8,930                             |                  |
| PSA  | PSA   | 8 1/4                 | 7 1/2                | + 3/4              | + 10.00          | 21 7/8    | 7 1/2  | 11        | 3,768                    | 31,086                            |                  |
| REEVES TELECOM                                 | RBT   | 1 1/2                 | 1 1/2                |                    | .00              | 3 1/4     | 1 1/2  | 8         | 2,376                    | 3,564                             |                  |
| RIDDER PUBLICATIONS                            | RPI   | 14 1/2                | 16                   | - 1 1/2            | - 9.37           | 29 7/8    | 12 1/2 | 10        | 8,312                    | 120,524                           |                  |
| ROLLINS  | ROL   | 17                    | 18 3/4               | - 1 3/4            | - 9.33           | 36 1/2    | 14 1/4 | 15        | 13,305                   | 226,185                           |                  |
| RUST CRAFT                                     | RUS   | 9 1/2                 | 11 5/8               | - 2 1/8            | - 18.27          | 33 3/4    | 9 1/2  | 5         | 2,366                    | 22,477                            |                  |
| SAN JUAN RACING                                | SJR   | 14 7/8                | 15 3/4               | - 7/8              | - 5.55           | 23 3/4    | 14     | 12        | 2,152                    | 32,011                            |                  |
| SCHERING-PLOUGH                                | SGP   | 78                    | 82                   | - 4                | - 4.87           | 87 5/8    | 69 3/8 | 41        | 52,590                   | 4,102,020                         |                  |
| SONDERLING                                     | SDB   | 8                     | 9 5/8                | - 1 5/8            | - 16.88          | 16 3/8    | 7 5/8  | 5         | 816                      | 6,528                             |                  |
| TECHNICAL OPERATIONS                           | TO    | 6 1/8                 | 7                    | - 7/8              | - 12.50          | 13 1/2    | 5 1/8  | 8         | 1,376                    | 8,428                             |                  |
| TIMES MIRROR CO.                               | TMC   | 17 3/8                | 19 1/2               | - 2 1/8            | - 10.89          | 25 7/8    | 16 1/2 | 12        | 31,145                   | 541,144                           |                  |
| TURNER COMM.                                   | O     | 4                     | 4                    |                    | .00              | 6         | 3 3/4  | 7         | 1,486                    | 5,944                             |                  |
| WASHINGTON POST CO.                            | WPD   | 19 1/2                | 19 1/2               |                    | .00              | 37        | 18 5/8 | 7         | 4,749                    | 92,605                            |                  |
| WOMETCO  | WOM   | 9 3/4                 | 9 7/8                | - 1/8              | - 1.26           | 19 3/8    | 9 3/4  | 8         | 6,295                    | 61,376                            |                  |
| <b>Cablecasting</b>                            |       |                       |                      |                    |                  |           |        |           | <b>TOTAL</b>             | <b>335,200</b>                    | <b>8,407,180</b> |
| AMECO**  | ACO   | 1/4                   | 1/8                  | + 1/8              | + 100.00         | 3         | 1/8    |           | 1,200                    | 300                               |                  |
| AMER. ELECT. LABS**                            | AELBA | 1 1/2                 | 1 3/4                | - 1/4              | - 14.28          | 3 5/8     | 1 3/8  |           | 1,672                    | 2,508                             |                  |
| AMERICAN TV & COMM.                            | AMTV  | 12 1/4                | 14 1/4               | - 2                | - 14.03          | 39        | 12 1/4 | 42        | 3,056                    | 37,436                            |                  |
| ATHENA COMM.**                                 | O     | 1/2                   | 3/4                  | - 1/4              | - 33.33          | 5 1/2     | 1/2    |           | 2,126                    | 1,063                             |                  |
| BURNUP & SIMS                                  | BSIM  | 20                    | 24 1/4               | - 4 1/4            | - 17.52          | 31 3/4    | 20     | 28        | 7,692                    | 153,840                           |                  |
| CABLECOM-GENERAL**                             | CCG   | 3                     | 3 1/4                | - 1/4              | - 7.69           | 8 7/8     | 3      |           | 2,536                    | 7,608                             |                  |
| CABLE FUNDING CORP.+                           | CFUN  | 8                     | 7 7/8                | + 1/8              | + 1.58           | 9 3/4     | 4 1/2  |           | 1,233                    | 9,864                             |                  |
| CABLE INFORMATION**                            | O     | 3/4                   | 3/4                  |                    | .00              | 2 1/2     | 3/4    |           | 663                      | 497                               |                  |
| CITIZENS FINANCIAL                             | CPN   | 3 1/2                 | 3 3/4                | - 1/4              | - 6.66           | 9 1/2     | 3 1/2  | 7         | 2,685                    | 9,397                             |                  |
| COMCAST  | O     | 1 3/4                 | 2                    | - 1/4              | - 12.50          | 5 3/8     | 1 3/4  | 9         | 1,705                    | 2,983                             |                  |
| COMMUNICATIONS PROP.                           | CDMU  | 2 5/8                 | 2 3/4                | - 1/8              | - 4.54           | 9 3/4     | 2 5/8  | 19        | 4,435                    | 11,641                            |                  |
| COX CABLE                                      | CXC   | 11 1/8                | 11                   | + 1/8              | + 1.13           | 31 3/4    | 10 3/4 | 22        | 3,560                    | 39,605                            |                  |
| ENTRON   | ENT   | 7/8                   | 7/8                  |                    | .00              | 9 1/4     | 1/4    | 6         | 1,358                    | 1,188                             |                  |
| GENERAL INSTRUMENT                             | GRL   | 14 1/8                | 16 5/8               | - 2 1/2            | - 15.03          | 29 1/2    | 13 1/4 | 10        | 6,790                    | 95,908                            |                  |
| GENERAL TELEVISION*                            | O     | 2 1/2                 | 3                    | - 1/2              | - 16.66          | 4 1/2     | 2 1/2  | 125       | 1,000                    | 2,500                             |                  |
| HERITAGE COMM.**                               | O     | 4 3/4                 | 4 3/4                |                    | .00              | 17 1/2    | 4 3/4  |           | 345                      | 1,638                             |                  |
| LVD CABLE                                      | LVOC  | 4                     | 3 7/8                | + 1/8              | + 3.22           | 11 1/4    | 3 7/8  | 17        | 1,879                    | 7,516                             |                  |
| SCIENTIFIC-ATLANTA                             | SFA   | 8 3/4                 | 10 1/4               | - 1 1/2            | - 14.63          | 15 3/8    | 6 1/4  | 11        | 917                      | 8,023                             |                  |
| TELE-COMMUNICATIONS                            | TCOM  | 4 1/2                 | 4 1/2                |                    | .00              | 21        | 4 1/2  | 11        | 4,617                    | 20,776                            |                  |
| TELEPROMPTER                                   | TP    | 4 1/8                 | 4 1/2                | - 3/8              | - 8.33           | 34 1/2    | 4      | 6         | 16,482                   | 67,988                            |                  |
| TIME INC.                                      | TL    | 30 5/8                | 33 1/4               | - 2 5/8            | - 7.89           | 63 1/4    | 29 1/2 | 7         | 10,380                   | 317,887                           |                  |
| TOCOM  | TOCM  | 3 3/4                 | 3 3/4                |                    | .00              | 12 1/8    | 3 3/4  | 9         | 634                      | 2,377                             |                  |
| UA-COLUMBIA CABLE                              | UACC  | 5                     | 5                    |                    | .00              | 15        | 5      | 9         | 1,794                    | 8,970                             |                  |
| VIACOM   | VIA   | 4 7/8                 | 6                    | - 1 1/8            | - 18.75          | 20        | 4 5/8  | 8         | 3,851                    | 18,773                            |                  |
| VIKOA  | VIK   | 2 5/8                 | 3 1/8                | - 1/2              | - 16.00          | 9 1/8     | 2 5/8  | 38        | 2,591                    | 6,801                             |                  |
| <b>Programming</b>                             |       |                       |                      |                    |                  |           |        |           | <b>TOTAL</b>             | <b>85,201</b>                     | <b>837,087</b>   |
| COLUMBIA PICTURES**                            | CPS   | 4                     | 4 3/8                | - 3/8              | - 8.57           | 9 7/8     | 3 3/4  |           | 6,335                    | 25,340                            |                  |
| DISNEY   | DIS   | 46 1/2                | 52 5/8               | - 6 1/8            | - 11.63          | 123 7/8   | 46 1/2 | 29        | 28,552                   | 1,327,668                         |                  |
| FILMWAYS                                       | FWY   | 3 1/2                 | 4 1/8                | - 5/8              | - 15.15          | 5 3/8     | 2 1/8  | 7         | 1,837                    | 6,429                             |                  |
| GULF + WESTERN                                 | GW    | 25 3/8                | 28 1/8               | - 2 3/4            | - 9.77           | 35 3/4    | 21 3/8 | 6         | 14,054                   | 356,620                           |                  |
| MCA  | MCA   | 22 5/8                | 24 7/8               | - 2 1/4            | - 9.04           | 34 1/4    | 18 1/2 | 8         | 8,380                    | 189,597                           |                  |
| MGM  | MGM   | 13                    | 14 1/2               | - 1 1/2            | - 10.34          | 24        | 13     | 14        | 5,958                    | 77,454                            |                  |

| Stock symbol         | Exch. | Closing Tues. Nov. 20 | Closing Wed. Nov. 14 | Net change in week | % change in week | High 1973 | Low    | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |                   |
|----------------------|-------|-----------------------|----------------------|--------------------|------------------|-----------|--------|-----------|--------------------------|-----------------------------------|-------------------|
| TELE-TAPE**          | O     | 3/4                   | 7/8                  | - 1/8              | - 14.28          | 1 3/4     | 3/8    |           | 2,190                    | 1,642                             |                   |
| TELETRONICS INTL.    | O     | 3 1/4                 | 3 1/2                | - 1/4              | - 7.14           | 10 1/2    | 3 1/4  | 7         | 943                      | 3,064                             |                   |
| TRANSAMERICA         | TA    | 9 7/8                 | 10                   | - 1/8              | - 1.25           | 17 5/8    | 9 7/8  | 8         | 66,561                   | 657,289                           |                   |
| 20TH CENTURY-FDX     | TF    | 6 5/8                 | 6 1/2                | + 1/8              | + 1.92           | 12 3/8    | 6 1/2  | 7         | 8,557                    | 56,690                            |                   |
| WALTER READE**       | WALT  | O                     | 3/8                  |                    | .00              | 1 3/8     | 3/8    |           | 2,203                    | 826                               |                   |
| WARNER               | WCI   | N                     | 12                   | 11 3/8             | + 5/8            | + 5.49    | 39 1/8 | 10 3/8    | 5                        | 17,064                            | 204,768           |
| WRATHER              | WCO   | A                     | 4 5/8                | 4 1/2              | + 1/8            | + 2.77    | 16 5/8 | 4 1/2     | 39                       | 2,229                             | 10,309            |
| <b>Service</b>       |       |                       |                      |                    |                  |           |        |           | <b>TOTAL</b>             | <b>164,863</b>                    | <b>2,917,696</b>  |
| BDDO INC.+           | O     | 11 7/8                | 13 1/4               | - 1 3/8            | - 10.37          | 17 7/8    | 11 7/8 |           | 706                      | 8,383                             |                   |
| JOHN BLAIR           | BJ    | N                     | 6 3/8                | 6 5/8              | - 1/4            | - 3.77    | 13     | 6 3/8     | 5                        | 2,411                             | 15,370            |
| COMSAT               | CQ    | N                     | 44 3/4               | 46 5/8             | - 1 7/8          | - 4.02    | 64 1/2 | 42 1/4    | 14                       | 10,000                            | 447,500           |
| CREATIVE MANAGEMENT  | CMA   | A                     | 4 3/4                | 5 1/4              | - 1/2            | - 9.52    | 9 1/2  | 4         | 5                        | 1,016                             | 4,826             |
| DOYLE DANE BERNBACH  | DDYL  | O                     | 9 1/4                | 10 1/2             | - 1 1/4          | - 11.90   | 23 1/2 | 9 1/4     | 5                        | 1,910                             | 17,667            |
| ELKINS INSTITUTE**   | ELKN  | O                     | 3/4                  | 7/8                | - 1/8            | - 14.28   | 1 1/4  | 1/2       |                          | 1,664                             | 1,248             |
| FOOTE CONE & BELDING | FCB   | N                     | 8 3/4                | 9 3/4              | - 1              | - 10.25   | 13 3/8 | 8 1/8     | 7                        | 2,129                             | 18,628            |
| GREY ADVERTISING     | GREY  | O                     | 7 3/4                | 8 1/2              | - 3/4            | - 8.82    | 17 1/4 | 7 3/4     | 4                        | 1,263                             | 9,788             |
| INTERPUBLIC GROUP    | IPG   | N                     | 11 3/4               | 12 1/2             | - 3/4            | - 6.00    | 25 3/8 | 11 3/4    | 4                        | 2,464                             | 28,952            |
| MARVIN JOSEPHSON     | MRVN  | O                     | 10 1/4               | 11 1/4             | - 1              | - 8.88    | 18 1/2 | 8         | 8                        | 1,085                             | 11,121            |
| MCCAFFREY & MCCALL   | O     | 6 3/4                 | 6 3/4                |                    | .00              | 10 3/4    | 6 3/4  | 3         |                          | 585                               | 3,948             |
| MCI COMMUNICATIONS+  | MCIC  | O                     | 4 7/8                | 5 5/8              | - 3/4            | - 13.33   | 8 7/8  | 4 5/8     |                          | 12,825                            | 62,521            |
| MOVIELAB**           | MOV   | A                     | 1 1/8                | 1 1/2              | - 3/8            | - 25.00   | 1 7/8  | 1 1/8     |                          | 1,407                             | 1,582             |
| MPO VIDEOTRONICS**   | MPO   | A                     | 2                    | 2 1/8              | - 1/8            | - 5.88    | 4 7/8  | 2         |                          | 540                               | 1,080             |
| NEEOHAM, HARPER      | NOHMA | O                     | 7 1/2                | 8 1/4              | - 3/4            | - 9.09    | 26 1/4 | 7 1/2     | 4                        | 916                               | 6,870             |
| A. C. NIELSEN        | NIELS | O                     | 26 3/4               | 28 3/8             | - 1 5/8          | - 5.72    | 40 1/2 | 26 3/4    | 24                       | 10,598                            | 283,496           |
| OGILVY & MATHER      | OGIL  | O                     | 16                   | 15 3/4             | + 1/4            | + 1.58    | 32 1/2 | 14 1/2    | 6                        | 1,777                             | 28,432            |
| PKL CO.              | PKL   | O                     |                      | 3/4                |                  | .00       | 2 5/8  | 3/4       | 1                        |                                   | 818               |
| J. WALTER THOMPSON   | JWT   | N                     | 10                   | 11 3/4             | - 1 3/4          | - 14.89   | 24 3/4 | 10        | 5                        | 2,635                             | 26,350            |
| UNIVERSAL COMM.*     | O     | 2 3/4                 | 2 1/2                | + 1/4              | + 10.00          | 12 1/4    | 2      | 5         |                          | 715                               | 1,966             |
| WELLS, RICH, GREENE  | WRG   | N                     | 9 1/8                | 10 1/8             | - 1              | - 9.87    | 21 1/8 | 9 1/8     | 4                        | 1,568                             | 14,308            |
| <b>Electronics</b>   |       |                       |                      |                    |                  |           |        |           | <b>TOTAL</b>             | <b>59,032</b>                     | <b>994,649</b>    |
| AOMIRAL              | ADL   | N                     | 10 5/8               | 12 3/8             | - 1 3/4          | - 14.14   | 18     | 7 1/4     | 5                        | 5,817                             | 61,805            |
| AMPEX                | APX   | N                     | 4 1/8                | 4 1/4              | - 1/8            | - 2.94    | 6 7/8  | 3 1/4     | 10                       | 10,878                            | 44,871            |
| CCA ELECTRONICS      | CCAE  | O                     | 7/8                  | 1                  | - 1/8            | - 12.50   | 3      | 7/8       | 1                        | 881                               | 770               |
| COLLINS RADIO        | CRI   | N                     | 24 3/4               | 24 3/4             |                  | .00       | 25 7/8 | 15 1/4    | 17                       | 2,968                             | 73,458            |
| COMPUTER EQUIPMENT   | CEC   | A                     | 1 7/8                | 1 5/8              | + 1/4            | + 15.38   | 2 7/8  | 1 5/8     | 12                       | 2,366                             | 4,436             |
| CONRAC               | CAN   | N                     | 15                   | 16                 | - 1              | - 6.25    | 31 7/8 | 14 1/4    | 8                        | 1,261                             | 18,915            |
| GENERAL ELECTRIC     | GE    | N                     | 62 3/8               | 65 5/8             | - 3 1/4          | - 4.95    | 75 7/8 | 55        | 20                       | 182,348                           | 11,373,956        |
| HARRIS-INTERTYPE     | HI    | N                     | 29 1/2               | 32 3/4             | - 3 1/4          | - 9.92    | 49 1/4 | 24 1/2    | 11                       | 6,223                             | 183,578           |
| INTERNATIONAL VIDEO  | IVCP  | O                     | 4 3/4                | 6                  | - 1 1/4          | - 20.83   | 14 3/4 | 4 3/4     | 9                        | 2,745                             | 13,038            |
| MAGNAVOX             | MAG   | N                     | 8 1/8                | 8 1/2              | - 3/8            | - 4.41    | 29 5/8 | 8 1/8     | 17                       | 17,806                            | 144,673           |
| 3M                   | MMM   | N                     | 81 1/4               | 84 1/4             | - 3              | - 3.56    | 91 5/8 | 76 1/4    | 32                       | 113,054                           | 9,185,637         |
| MOTOROLA             | MOT   | N                     | 51 3/4               | 54 1/2             | - 2 3/4          | - 5.04    | 68 3/4 | 41 1/4    | 18                       | 27,740                            | 1,435,545         |
| OAK INDUSTRIES       | OEN   | N                     | 10 3/8               | 11 3/4             | - 1 3/8          | - 11.70   | 20 1/2 | 10 3/8    | 5                        | 1,639                             | 17,004            |
| RCA                  | RCA   | N                     | 19 3/4               | 20 5/8             | - 7/8            | - 4.24    | 39 1/8 | 19 3/4    | 9                        | 74,515                            | 1,471,671         |
| RSC INDUSTRIES       | RSC   | A                     | 2                    | 2                  |                  | .00       | 2 1/2  | 1 3/8     | 14                       | 3,458                             | 6,916             |
| SONY CORP            | SNE   | N                     | 30                   | 29                 | + 1              | + 3.44    | 57 1/4 | 28 5/8    | 25                       | 66,250                            | 1,987,500         |
| TEKTRONIX            | TEK   | N                     | 39 1/4               | 45 1/2             | - 6 1/4          | - 13.73   | 56 5/8 | 29 7/8    | 19                       | 8,185                             | 321,261           |
| TELEVISION**         | TIMT  | O                     | 1 1/2                | 1 1/2              |                  | .00       | 4 3/4  | 1 1/2     |                          | 1,050                             | 1,575             |
| TELEPRO INDUSTRIES   | O     | 3/8                   | 5/8                  | - 1/4              | - 40.00          | 2 1/2     | 3/8    | 2         |                          | 1,717                             | 643               |
| WESTINGHOUSE         | WX    | N                     | 32 3/8               | 31 3/4             | + 5/8            | + 1.96    | 47 3/8 | 29 7/8    | 15                       | 88,595                            | 2,868,263         |
| ZENITH               | ZE    | N                     | 29 1/4               | 31 3/8             | - 2 1/8          | - 6.77    | 56     | 29 1/4    | 9                        | 18,888                            | 552,474           |
|                      |       |                       |                      |                    |                  |           |        |           | <b>TOTAL</b>             | <b>638,384</b>                    | <b>29,767,989</b> |
|                      |       |                       |                      |                    |                  |           |        |           | <b>GRAND TOTAL</b>       | <b>1,363,983</b>                  | <b>44,679,441</b> |

Standard & Poor's Industrial Average

110.87

115.10

-4.23

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over the counter (bid price shown)  
P-Pacific Coast Stock Exchange

Over-the-counter bid prices supplied by  
Homblower & Weeks, Hemphill-Noyes Inc.,  
Washington.  
A 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. Earn-  
ing figures are exclusive of extraordinary  
gains or losses.

\* P/E ratio computed with  
earnings figures 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

| Company                       | Period     | CURRENT AND CHANGE |         |            | YEAR EARLIER |           |             |            |           |
|-------------------------------|------------|--------------------|---------|------------|--------------|-----------|-------------|------------|-----------|
|                               |            | Revenues           | Change  | Net Income | Change       | Per Share | Revenues    | Net Income | Per Share |
| CBS Inc.                      | 9 mo. 9/30 | 1,088,587,000      | + 10.5% | 69,932,000 | + 28.8%      | 2.42      | 985,166,000 | 53,513,000 | 1.85      |
| Citizens Financial Corp.      | 9 mo. 9/30 | 39,282,000         | + 91.9% | 313,000    | *            | .10       | 20,468,000  | 3,512,000  | 1.33      |
| Comcast Corp.                 | 9 mo. 9/30 | 4,489,787          | + 10.0% | 255,352    | + 48.4%      | .15       | 4,080,792   | 172,047    | .12       |
| Rahall Communications Corp.   | 3 mo. 9/30 | 1,979,000          | + 10.4% | 80,000     | *            | .06       | 2,209,000   | 346,000    | .27       |
| Schering-Plough Corp.         | 9 mo. 9/30 | 460,144,000        | + 20.9% | 84,745,000 | + 42.1%      | 1.58      | 380,478,000 | 59,621,000 | 1.11      |
| Sonderling Broadcasting Corp. | 9 mo. 9/30 | 18,480,000         | + 3.2%  | 1,833,000  | + 86.5%      | 1.94      | 17,908,000  | 983,000    | .98       |
| Starr Broadcasting Group Inc. | 3 mo. 9/30 | 6,626,064          | + 37.1% | 480,650    | + 9.8%       | .42       | 4,833,694   | 437,644    | .40       |
| Telepro Industries Inc.       | 9 mo. 9/30 | 8,394,398          | + 70.8% | 751,740    | +350.7%      | 2.36      | 4,913,290   | 214,376    | .98       |
| Wrather Corp.                 | 9 mo. 9/30 | 15,213,626         | + 9.7%  | 118,245    | *            | .05       | 13,865,528  | 4,807,591  | 2.13      |

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

Note: Net income figures are after special credits or charges, where applicable.



# Fates & Fortunes.

## Media

**Dave Newton**, former station manager, KFMB-AM-FM San Diego, appointed general manager, KTW-AM-FM Seattle.



Mahoney

**John R. Mahoney**, former manager, retail sales unit, WCAU-TV Philadelphia, named general manager, WTVR-TV Ithaca, N.Y., and executive VP, licensee Roy H. Park Broadcasting Inc.

**Don LeBrecht**, formerly station manager, CHFI(FM) Toronto, joins WPAT-AM-FM Paterson, N.J., as operations manager.

**John T. Bradley**, with sales staff, KEZM (FM) Los Angeles, joins KEZR (FM) Anaheim, Calif., as manager. Both are PSA Broadcasting stations.

**R. Miller Hicks**, president, Advance Inc., licensee of KRMH (FM) San Marcos, Tex., elected board chairman; **Norman Fischer**, executive VP, named president and chief operating officer; **C. B. Smith**, controller, elected VP for financial affairs. Advance

is also acquiring, subject to FCC approval, KTAP (AM) Austin, Tex.

**Joyce Robbins**, with Wonn (AM) Lakeland, Fla., named assistant station manager.

**George Wichterman**, with WTVT (TV) Tampa-St. Petersburg, Fla., appointed business manager, succeeding **Frank Ridolphi**, who has retired. Mr. Ridolphi will continue as business manager of licensee's research and development arm, Optivision.

**Peter Ballard**, with WMAR-TV Baltimore, appointed business manager.

**Richard H. Depew**, president of Television Program Services, New York, and formerly VP for media and TV programming, Fuller & Smith & Ross, New York, named director of corporate underwriting for noncommercial WNET (TV) Newark, N.J.-New York, responsible for raising funds from corporations for programs and series.

**Stan McKenzie**, with KWED (AM) Sequin, elected president, Texas Association of Broadcasters. **Nathan Safir**, with KCOR (AM) San Antonio, and **Rush Evans**, with KCEN-TV Temple-Waco, elected VP and secretary/treasurer, respectively.

post consolidates operations traditionally performed in media and accounting departments.

**Timothy Eland**, account supervisor, Young & Rubicam, N.Y., elected VP.



Vernon

**William S. Vernon**, for 13 years executive of Blair Television, and later president of own broadcast consultancy and of Camp Chemical Co., has joined executive staff of The Katz Agency, N.Y., as director of special sales, including both radio and TV rep arms and New Orleans Superdome sales.

**Robert J. Warner**, national sales manager, KNXT (TV) Los Angeles, appointed general sales manager.

**James C. Kelley**, national sales manager, WOR (AM) New York, named VP-director of sales.



Miller

**William E. Miller**, general sales manager, WLW (AM) Cincinnati, joins WJJD-AM-FM Chicago in same capacity.

**Richard P. Levy**, with Tele-Rep Inc., joins WLWC (TV) Columbus, Ohio, as general sales manager.

**Richard R. Bennett**, producer/art director; **Terence K. Boyle**, group head, and **James S. Pollak**, account manager, all with J. Walter Thompson, New York, elected VP's.

**New at NARB.** Eight new members named to 60-member National Advertising Review Board to replace eight whose terms expired or who had become ineligible through job changes or other factors. New members of NARB, advertising's self-regulatory arm, are **William H. Pedersen**, Eastman Kodak Co.; **Bruce R. Abrams**, Continental Insurance Co.; **Earl A. Clasen**, Pillsbury Co.; **Marvin Koslow**, Bristol-Myers; **Eugene F. Novak**, Rumrill-Hoyt; **Charles F. Adam**, D'Arcy, MacManus & Masius, and, as advertising agency alternate, **Mrs. Myra Janco Daniels**, Draper Daniels Inc. Four members were elected to NARB's eight-member steering committee: **Harry F. Schroeter**, Nabisco Inc.; **Earl G. Tyree**, Glenbrook Laboratories division of Sterling Drug; **Alfred J. Seaman**, SSC&B Inc., and **Benny L. Kass** of Washington law firm of Boasberg, Hewes, Klores, Smith & Kass.

## Broadcast Advertising



Korda

**Reva Korda**, executive creative director; **Charles Fredericks**, international management supervisor; and **William Phillips**, all senior VP's and board members, Ogilvy & Mather, New York, elected executive VP's.

**Peter A. Nelson**, managing partner, & Steers, Chicago, elected senior VP. **Howard F. Bertkau**, account supervisor, NH&S, New York, elected VP.

**Robert E. Welsh**, senior VP and general manager, Clinton E. Frank's Los Angeles office, appointed manager, international division. He is succeeded in Los Angeles post by **John T. Sterling**, VP, CEF. **Leonard B. Gross**, senior VP and manager, CEF's San Francisco office, named Western operations manager.



Ziegler

**Isabel Ziegler**, VP and media director in charge of spot broadcast unit, Ted Bates & Co., New York, named senior VP. **Theresa M. Falgiator**, director of EDP systems applications, named senior VP, systems and EDP services department. Newly created

## Request for CATV Proposals

The municipalities of Union, Vandalia, Trotwood and Englewood, Ohio (Dayton, Ohio Television Market) will accept proposals for an interconnected CATV system or systems. For an "Invitation to Submit Proposals for a Cable Communications System and Proposed Franchise" for each municipality, write

**Donald E. Cromer**  
CATV Franchise Coordinator  
City of Englewood  
201 North Main Street  
Englewood, Ohio 45322

Enclose non-refundable check for \$50.00 to the City of Englewood, Ohio.

Proposals will be accepted until 12:00 noon on May 17, 1974.

**James G. Aldrich**, with D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., appointed account supervisor on General Tire account, succeeding **William G. Osborn**, named VP-senior account executive, Pontiac account.

**Curtiss Hanson**, former general manager, KOZN-FM San Diego, joins KTW-AM-FM Seattle as sales manager.

**Joseph Bilotta**, with WIBG(AM) Philadelphia, joins Buckley Radio Sales, New York, as assistant director of research and promotion.

**F. Thomas Boise**, with LaRue and McGavren Media Brokers, Newport Beach, Calif., joins KGSC-TV San Jose, Calif., as regional sales manager.

**John Clemens**, with grocery products division, Lawry's Foods, Los Angeles, joins Botsford Ketchum, San Francisco, as account supervisor. **Stanley Risdon**, senior product manager, American Chicle division, Warner Lambert, named account executive, Botsford Ketchum.

**A. E. Churvis**, **Joseph DeVivo Jr.** and **Richard B. Fizdale**, associate creative directors, Leo Burnett, Chicago, named creative directors. **Melody K. Douglas**, with Burnett, appointed association research director.

**John Beddia**, assistant media director, Kenyon & Eckhardt, New York, named associate media director.

**Anthony R. Rosa**, with *Cue* magazine, joins Warwick, Welsh & Miller Inc., New York, as media supervisor. **Geraldine Cassano**, media buyer, Bozell & Jacobs, joins WW&M as media buyer.

**Howard W. Davis**, formerly advertising manager, American Airlines, joins Tracy-Locke, Houston, as account executive.

**Evi Landrum**, with Byer & Bowman Advertising, Columbus, Ohio, named media buyer at Tracy-Locke's Columbus office.

## Programing

**Dale Wright**, business manager, WMAR-TV Baltimore, appointed program director. **Janet Covington**, producer, named assistant program director.

**Don Evans**, program director, WEEP-AM-FM Pittsburgh, joins WRCP-AM-FM Philadelphia in same capacity.

**Barney Lane**, production manager, WRVR (FM) New York, named to additional duties as program director.

**Lou Kirby**, with KXOK(AM) St. Louis, appointed program director.

**Raysa Bonow**, public-affairs director, WBZ-TV Boston, appointed executive producer, KDKA-TV Pittsburgh. Both are Westinghouse Broadcasting stations.

**Lawrence Manheimer**, VP, Filmways Inc., New York, elected senior VP.

**John B. Spires**, director, international sales, non-TV, named VP.

**Jack Meyers**, executive producer, Hollywood Radio Theater's *Zero Hour Series* on MBS, appointed director, new program development.

**Scott Robbins**, with WPRO(AM) Providence, R.I., joins WCOD-FM Hyannis, Mass., as music director and personality.

**Hugh B. Terry**, general manager of KMGH-TV Denver and VP of McGraw-Hill Broadcasting Co., will retire Dec. 31. One of nation's most honored broadcasters, he is cited for number of industry breakthroughs, particularly in broadcast journalism—among them editorial campaign protesting Colorado Supreme Court ban on cameras and microphones in courtrooms that resulted in first open hearing on American Bar Association's then-in-effect Canon 35. Canon subsequently was modified to give individual judges right to admit or exclude. Mr. Terry was first winner of Paul White Memorial Award of Radio Television News Directors Association. He later was named to Journalism Hall of Honor at U. of Missouri.



Terry

Mr. Terry entered broadcasting with WKY(AM) Oklahoma City in 1932, was named manager of KVOR(AM) Colorado Springs, Colo., in 1936. He began career-long association with KLZ Denver as manager in 1941, was part owner in Aladdin Radio and Television Inc. when that company sold KLZ-AM-FM-TV to Time Inc. in 1954.

## Broadcast Journalism

**Michael Ludlum**, assistant director of news operations and programs, CBS's WCBS(AM) New York, appointed news director, CBS-owned WEEI(AM) Boston. He succeeds **Melvin Miller** who continues as program director, WEEI.



Gottschald

**Dick Gottschald**, news director, WIOU-TV Duluth, Minn., joins WITI-TV Milwaukee in same capacity.

**Carolyn Mauritz**, assistant producer, *ABC Evening News*, joins NBC News as editor, Northeast bureau, based in New York.

**Greg Dobbs**, producer, ABC News's Midwest bureau, appointed news correspondent there.

**George E. Work**, with KITE(AM) San Antonio, Tex., appointed news director.

**William D. Laffler**, national editor, United Press International, New York, appointed editor, news features.

**R. Scott Lynch**, with news staff, WNBC-TV New York, joins WLWC(TV) Columbus, Ohio, as executive news producer.

**Gordon Baker**, assistant general manager and program director, WGLI(AM) Babylon, N.Y., joins WSNL-TV Patchogue, N.Y., new station which went on-air earlier this month, as associate news director. Vic-

November, 1973

\$1,700,000

## Husco Cablevision Corporation

A wholly owned subsidiary of Husco Broadcasting and Electronics Corporation

### Senior Secured Loan, due 1983

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.



Becker Communications Associates

1800 North Meridian Street, Suite 410, Indianapolis 46202 • 317/923-2353  
Chicago: 312/786-6093 • New York: 212/747-4440 • Los Angeles: 213/553-6231



toria Hershey, Long Island bureau chief, WNBC-TV New York, and Ed Zeidner, former writer, ABC-TV, join WSLN-TV as investigative reporters. Jeffrey Seideman, with Poughkeepsie (N.Y.) Cablevision, and George Kreisberg, with WNBC-TV, join WSNL-TV as assignment editors. Tom Haynes, with *Kalamazoo* (Mich.) *Gazette*, named reporter, WSNL-TV.

**Joe Benton**, with WTOP-TV Washington, joins WJXT(TV) Jacksonville, Fla., as reporter. Both are Post-Newsweek stations.

**Ron Smith**, with WTEN(TV) Albany, N.Y., joins WBAL-TV Baltimore as reporter and Saturday anchorman.

**H. Joseph Lowenthal Jr.**, with WGH(AM) Newport News, Va., joins WCMS(AM) Norfolk, Va., as director of news and public affairs.

**Rob Stone**, with news staff, WLWI(TV) Indianapolis, joins WIRE(AM) there as farm editor.

## Allied Fields

**John Eger**, legal assistant to FCC Chairman Dean Burch, joins Office of Telecommunications Policy as consultant pending Senate confirmation of President Nixon's appointment of him as deputy director, OTP. He is succeeded at FCC by **Tony Thompson**, now with Chairman Burch's staff.

## Engineering and Equipment

**W. Wallace Warren** and **Eugene L. Bidun**, with RCA Broadcast Systems, Moorestown, N.J., appointed marketing analyst-FM transmitters and audio products specialist, respectively.

**Stanley D. Becker**, formerly with Echo Sciences Corp., Mountain View, Calif., joins CMX Systems, Santa Clara, Calif., as director of product development. CMX produces video-tape editing systems.

**James R. Kanely**, with Western Electric Co., Atlanta, joins Superior Continental Corp., Hickory, N.C., as director of engineering for wire and cable group.

## Deaths

**Irving Shechter**, 29, assistant manager of programs, WCBS-TV New York, died Nov. 11 of leukemia at Maimonides hospital, Brooklyn. Mr. Shechter had been production manager at WNEW-TV New York before joining WCBS-TV last year. He is survived by wife, Loretta, parents and two sisters.

**William T. Wagner**, 50, assistant to director, Don Martin School of Communications, Hollywood, died of cancer at Hollywood Presbyterian Hospital Nov. 13. Before joining Don Martin School in 1963, Mr. Wagner had been program director, KTRK-TV Houston. He is survived by mother and sister.

# For the Record®

As compiled by BROADCASTING Nov. 12 through Nov. 16 and based on filings, authorizations and other FCC actions.

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

## Existing TV stations

### Final actions

■ WLS-TV Chicago—Broadcast Bureau granted CP to install alt. main trans., at main trans.-ant. location (BPCT-4667); granted mod. of CP to change type trans. (BMPCT-7500). Action Nov. 14.

■ \*WVUT(TV) Vincennes, Ind.—Broadcast Bureau granted request to operate transmitter by remote control from 1029 North Fourth Street, Vincennes (BRCETV-54). Action Nov. 14.

■ WTMJ-AM-FM-TV Milwaukee—FCC denied request by United States Department of Justice for extension of time through Dec. 1 in which to file petition to deny license renewal applications for WTMJ-AM-FM-TV. Action Nov. 14.

### Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Panama City, Fla. (Panhandle Broadcasting Co. [WDTB-TV]), TV license proceeding, scheduled hearing for Jan. 29, 1974 (in lieu of Jan. 3), exchange of exhibits for Jan. 15 and certain other procedural dates set according to agreement of parties (Doc. 19836). Action Nov. 7.

■ Administrative Law Judge Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV], Furniture City Television Co.), TV proceeding, granted petition by Southern Broadcasting Co. to amend application to indicate change in broadcast holdings and to note disposition of certain antitrust suits previously reported against Reynolds Securities Inc.; accepted amendment to application (Docs. 18906-7). Action Nov. 6.

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, by agreement of parties, scheduled Nov. 19 for notification of further evidence and name of witness and Dec. 3 for non-witness further hearing session, as further procedural dates (Doc. 19627). Action Nov. 8.

■ Acting Chief, Office of Opinions and Review in Charlotte, N.C. (Jefferson-Pilot Broadcasting Co. [WBT(TV)]), TV proceeding, on motion by WFMY

Television Corp. (WFMY-TV), granted request and extended through Nov. 20 time in which to file oppositions to WBTV's application for review (Dec. 18880). Action Nov. 9.

### Other action

■ WJYY-TV Jacksonville, Ill.—FCC scheduled oral argument for Dec. 17 before Commission *en banc* on exceptions and briefs to initial decision proposing grant of application of Look Television Corp. for renewal of license of WJYY-TV Jacksonville. (Doc. 19340). Action Nov. 14.

### Fine

■ WCJB-TV Gainesville, Fla.—FCC ordered Minshall Broadcasting Co., licensee, to forfeit \$1,000 for repeated failure to comply with sponsorship identification requirements of rules. Action Oct. 31.

## New AM stations

### Final action

■ Tracy, Calif.—FCC denied petition by West Side Radio for waiver of rules regarding applications for frequencies adjacent to class 1-A channels and West Side's application for new AM on 710 khz at Tracy has been retained in pending file (BP-14016). Action Nov. 14.

### Initial decision

■ Yabucoa, Puerto Rico—Administrative Law Judge James F. Tierney proposed in initial decision grant of application of James Calderon for 840 khz 250 w. (Doc. 19057) P.O. Address 13 Villa Rica, Bayamon, Puerto Rico. Estimated construction cost \$8,294; first-year operating cost \$18,000; revenue \$20,000. Principals James Calderon (100%). Mr. Calderon has interest in WVOZ(AM) Carolina, Puerto Rico; he is also engineer at WVOZ and WIA(AM) San Juan, Puerto Rico. Competing application of Lucas Tomas Muniz for same facilities at Yabucoa would be denied (Doc. 19056). Ann. Oct. 24.

■ Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield both Connecticut (Quinnipac Valley Service Inc. and Radio Ridgefield, Inc.), AM proceeding, granted request for extension of time by Radio Ridgefield to extent that opposition to Westport's motion for summary decision may be filed no later than one week from Nov. 12 (Docs. 19686-7). Action Nov. 9.

### Call letter application

■ Angel M. Rivera, Barceloneta, Puerto Rico—Seeks WIDL.

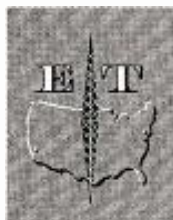
### Call letter actions

■ Clovis Broadcasters, Clovis, Calif.—Granted KGPD.

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■ Mt. Whitney Broadcasters Inc., Independence, Calif.—Granted KINC.

■ Arlille Broadcasting Co., Houston—Granted KGGH.

## Existing AM stations

### Applications

■ KZIQ Ridgecrest, Calif.—Seeks mod. of CP to change tower to 186 ft. Ann. Nov. 13.

■ WAPR Avon Park, Fla.—Seeks CP to increase power to 5 kw and change trans. Ann. Nov. 13.

■ WQIK Jacksonville, Fla.—Seeks CP to change DA system by deletion of critical hours pattern and substitute day pattern at 10 kw. Ann. Nov. 13.

■ WAAM Ann Arbor, Mich.—Seeks CP to make changes in daytime pattern MEOVs. Ann. Nov. 13.

■ WHLS Port Huron, Mich.—Seeks CP to change ant. height to 350 ft. to accommodate new FM ant. Ann. Nov. 15.

■ KTGR Columbia, Mo.—Seeks CP to increase ant. height to 290 ft. to improve FM facilities. Ann. Nov. 15.

■ WJDM Elizabeth, N.J.—Seeks CP to change ant. trans. site to St. George Avenue, Roselle, N.J. and change type excitation to shunt. Ann. Nov. 15.

■ WMVO Mt. Vernon, Ohio—Seeks CP to increase MEOVs on 210° radial. Ann. Nov. 15.

### Final actions

■ WFFG Marathon, Fla.—FCC waived certain provisions of rules and granted WHOO Radio Inc. program test authority for WFFG. (1300 khz 500 w-D). Action Nov. 14.

■ KHAK Cedar Rapids, Iowa—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1117 First Avenue, S.E., Cedar Rapids (BRC-3662). Action Nov. 5.

■ KXWL Waterloo, Iowa—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from KXEL Building, Highway 281 East, Waterloo (BRC-3633). Action Nov. 5.

■ WKIK Leonardtown, Md.—FCC granted application by Sound Media Inc., for CP to allow full time operation by daytime only WKIK Leonardtown (BP-19398). Petition to either deny or designate application for consolidation hearing filed by Key Broadcasting Corp., licensee of WPTX Lexington Park, Md., was denied. (Sound Media and Key Broadcasting are presently involved in comparative hearing in Doc. 19410 for new FM to operate on ch. 249 in Leonardtown and Lexington Park, respectively. Action Nov. 14.

■ WNBC New York—FCC denied Accuracy in Media Inc. review of Aug. 22 ruling of Broadcast Bureau that Alger Hiss interview presented by WNBC did not violate fairness doctrine. Action Nov. 14.

■ WGY Schenectady, N.Y.—FCC denied application by Robert C. Greene for review of Broadcast Bureau ruling of Aug. 17 that no further action was warranted on his fairness complaint against WGY. Action Nov. 14.

■ WLOA Braddock, Pa.—Broadcast Bureau granted CP to replace existing tower with taller tower and install new trans. (BP-19526). Action Nov. 5.

■ WKTO Pittsburgh—Broadcast Bureau granted mod. of license to change license name to Heftel Broadcasting—Contemporary Inc. (BML-2489, BMLRB-3701). Action Nov. 12.

■ WCHQ Camuy, Puerto Rico—Broadcast Bureau granted CP to add 500 w nighttime operation with DA-2 (BP-19444). Action Oct. 26.

■ WETE Knoxville, Tenn.—Broadcast Bureau granted mod. of license to operate trans. by remote control from main studio location at 1515 Magnolia Avenue, Knoxville (main and aux.) DA; conditions (BRC-3671). Action Nov. 12.

■ KJET-AM-KWIC(FM) Beaumont, Tex.—Broadcast Bureau granted mod. of licenses to change corporate name to Gibson Broadcasting Co. (BML-2482, BMLH-471). Action Oct. 23.

■ KPNG Port Neches, Tex.—Broadcast Bureau granted CP to change ant.-trans. site to 0.6 mile east of Jap Lane and 0.64 mile north of Highway 105, 4.5 miles southeast of center of Vidor, Tex. (BP-19520). Action Nov. 12.

■ WTTN Watertown, Wis.—Broadcast Bureau granted CP to increase ant. height to 300 ft. to accommodate new FM ant.; conditions (BP-19521). Action Nov. 12.

### Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone in Milton, Fla. (Radio Milton Inc.), renewal of license of WSRA, upon being advised by letter of Nov. 2 that applicant will not prosecute its application and will file petition to dismiss, cancelled hearing scheduled for Dec. 10, with matter subject to further order (Doc. 19788). Action Nov. 7.

### Fines

■ KSLY San Luis Obispo, Calif.—FCC ordered KSLY Broadcasting Co., licensee, to forfeit \$1,000

## Summary of broadcasting According to the FCC, as of Oct. 31, 1973

|                      | Licensed | On air STA* | CP's | Total on air | Not on air CP's | Total authorized |
|----------------------|----------|-------------|------|--------------|-----------------|------------------|
| Commercial AM        | 4,372    | 4           | 17   | 4,393        | 47              | 4,439            |
| Commercial FM        | 2,428    | 0           | 54   | 2,482        | 128             | 2,610            |
| Commercial TV-VHF    | 505      | 1           | 7    | 513          | 7               | 520              |
| Commercial TV-UHF    | 189      | 0           | 3    | 192          | 41              | 245              |
| Total commercial TV  | 694      | 1           | 10   | 705          | 48              | 765              |
| Educational FM       | 598      | 0           | 27   | 625          | 92              | 717              |
| Educational TV-VHF   | 88       | 0           | 3    | 91           | 4               | 96               |
| Educational TV-UHF   | 123      | 0           | 14   | 138          | 4               | 143              |
| Total educational TV | 212      | 0           | 17   | 229          | 8               | 239              |

\* Special temporary authorization.

for willful violation of personal attack and political editorializing rules by broadcasting personal attack against an individual while discussing controversial issue of public importance. Action Nov. 14.

■ WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla.—FCC ordered Van Patrick Broadcasting Co., licensee, to forfeit \$2,000 for repeated failure to comply with sponsorship and logging requirements of Communications Act and commission rules. Action Nov. 14.

■ WCAT Orange, Mass.—FCC notified Berkshire Broadcasting Co., licensee, that it has incurred apparent liability of \$500 for violation of station license and rules by operating more than five percent above authorized power during presunrise hours on six days in Dec. 1972. Action Nov. 14.

■ WCCO Minneapolis—FCC notified Midwest Radio-Television Inc., licensee, that it has incurred apparent liability of \$3,000 for violation of Communications Act and commission rules by failing to make sponsorship identification announcements for six paid programs broadcast during January. Action Nov. 14.

### Call letter application

■ KWLG Wagoner, Okla.—Seeks KJEM.

### Call letter action

■ KAYE Puyallup, Wash.—Granted KUPY.

### Designated for hearing

■ Birmingham and Fairfield, both Alabama—FCC designated for hearing applications of Hertz Broadcasting of Birmingham Inc. for renewal of license for WENN-AM-FM Birmingham (BR-2875, BR-1-2454) and Johnston Broadcasting Co. for renewal of licenses for WILD(AM) Fairfield and WJLN(FM) Birmingham (BR-1174, BRH-328, BRSCA-970). Action Nov. 14.

■ Stamford, Conn.—FCC designated for hearing mutually exclusive applications of Western Connecticut Broadcasting Co. for renewal of license of WSTC Stamford, Conn. (BR-1150) and Radio Stamford Inc. for new AM on same facilities in Stamford (BP-19162). In decision adopted Oct. 17, commission declined revocation of license of WSTC, but ordered Western Connecticut to forfeit \$10,000 (Doc. 19043). Action Nov. 14.

## New FM stations

### Applications

■ Gainesville, Fla.—Dae Broadcasting Co. Seeks 100.9 mhz, 3 kw. HAAT 218.2 ft. P.O. Box, Gainesville 32602. Estimated construction cost \$160,373; first-year operating cost \$55,000; revenue \$55,000. Principals: Ray Danner (90%) and Larry Edwards (10%). Dae Broadcasting also owns WDVH(AM) Gainesville and WDLF-FM Panama City, both Florida. Ann. Oct. 24.

■ Nampa, Idaho—Nampa Broadcasting Co. Seeks 96.9 mhz, 44 kw. HAAT 2,503 ft. P.O. address 113 3rd Street South, Nampa 83651. Estimated construction cost \$6,360, equipment to be leased; first-year operating cost \$16,735; revenue \$18,000. Principals: Brent Larson (100%). Mr. Larson also owns KAIN(AM) Nampa, Ann. Nov. 6.

■ Geneseo, Ill.—Geneseo Broadcasting Co. Seeks 104.9 mhz, 3 kw. HAAT 265 ft. P.O. address Box 67, Geneseo 61254. Estimated construction cost \$30,445; first-year operating cost \$6,000; revenue \$6,000. Principals: Joseph E. Loboito (33½%) is president and general manager of WGEN(AM) Geneseo. Ann. Nov. 5.

■ Boone, Iowa—Ken Kilmer Broadcasting Co. Seeks 98.3 mhz, 3 kw HAAT 207 ft. P.O. address 813 Keeler Street, Boone 50036. Estimated construction cost \$12,159; first-year operating cost \$11,020; revenue \$12,500. Principals: Ken Kilmer (66%) and E. C. Wenrick (34%). Messrs. Kilmer and Wenrick own KWBG(AM) Boone. Mr. Wenrick also has interest in KBOE(AM) Oskaloosa, Iowa and KTTN(AM) Trenton, Mo. Ann. Nov. 5.

■ Fort Kent, Me.—University of Maine. Seeks 90.3 mhz, TPO 10 w. HAAT 40 ft. P.O. address Alumni Hall, University of Maine, Orono, Me. 04473. Estimated construction cost \$5,245; first-year operating

cost \$1,500; revenue none. Principals: Thomas McCormack is business manager, University of Maine, Fort Kent. Ann. Nov. 5.

■ Ripley, Miss.—Country-Politan Broadcasting Inc. Seeks 102.3 mhz, 3 kw. HAAT 258 ft. P.O. address Box B, Ripley 38663. Estimated construction cost \$30,500; first-year operating cost \$40,225; revenue \$40,000. Principal: Kerry W. Hill (100%). Mr. Hill owns retail tire, wholesale oil and other businesses in Ripley. Ann. Nov. 6.

### Final actions

■ Yuba City, Calif.—Cascade Broadcasting Corp. Broadcast Bureau granted 103.9 mhz, 3 kw. HAAT 110 ft. P.O. address Box 02155, Portland, Ore. 97202. Estimated construction cost \$14,813; first-year operating cost \$1,000; revenue \$4,500. Principals: David M. Jack, president, et al. Cascade Broadcasting is licensee of KLIQ-AM-FM Portland, Ore., and KEGAL(AM) San Jose and KUBA(AM) Yuba City, both California. It is parent company of licensee of KUDY(AM) Spokane, Wash. (BPH-8217). Action Nov. 8.

■ Fairfield, Conn.—Fairfield University. Broadcast Bureau granted 88.5 mhz, TPO 10 w. HAAT does not apply. P.O. address North Benson Road, Fairfield 06430. Estimated construction cost \$10,175; first-year operating cost \$5,000; revenue none. Principals: William P. Schimpf, vice president in charge of student services, et al. (BPED-1604). Action Oct. 26.

■ Bastrop, La.—Jamie Patrick Broadcasting Ltd. Broadcast Bureau granted 94.3 mhz, 3 kw. HAAT 290 ft. P.O. address Box 1075, Shelton Road, Bastrop 71220. Estimated construction cost \$27,300; first-year operating cost \$10,000; revenue \$27,500. Principals: James E. Patrick and Diane Patrick (together 51%) and Charles E. Brown (49%). Mr. and Mrs. Patrick own 51% interest in KTRY(AM) Bastrop. Charles E. Brown is 49% owner of KTRY. Mr. Brown is Louisiana state senator. (BPH-8477). Action Nov. 6.

■ Liberty, Mo.—William Jewell College. Broadcast Bureau granted 91.9 mhz, 10 w. HAAT 48 ft. P.O. address William Jewell College, Liberty 64068. Estimated construction cost \$13,821; first-year operating cost \$1,800; revenue none. Principals: Dr. Thomas S. Field is president of William Jewell College. Georgia Bowman is chairman, department of communications (BPED-1651). Action Oct. 26.

■ Havre, Mont.—North Montana Broadcasters Inc. Broadcast Bureau granted 92.5 mhz, 100 kw. HAAT 1,789 ft. P.O. address 426½ First Street, Havre 59501. Estimated construction cost \$103,731; first-year operating cost \$49,592; revenue \$66,000. Principals: Carlyle D. Leeds Sr., president, Stanley G. Stephens and Lila L. Robinson (each 30%), et al. North Montana Broadcasters is licensee of KOJM(AM) Havre. Both Mr. Leeds and Mr. Stephens have cable TV interests in Montana (BPH-8387). Action Nov. 7.

■ Las Vegas—FCC denied application by James B. Francis for review of decision of review board which granted application of Quality Broadcasting Corp. for new FM in Las Vegas and denied mutually exclusive application of Mr. Francis (Docs. 18437-8). Action Nov. 14.

■ Gallup, N.M.—KYVA Inc. FCC granted 94.5 mhz, 27.5 kw. HAAT minus 134 ft. P.O. address Drawer K, Gallup 87301. Estimated construction cost \$29,800; first-year operating cost \$17,500; revenue \$20,000. KYVA Inc. is licensee of KYVA(AM) Gallup. Principals: Raymond I. Kandal, president, et al. (BPH-8377) Action Nov. 14.

■ Luquillo, Puerto Rico—Carlos Rivera. Broadcast Bureau granted 92.1 mhz, 3 kw. HAAT minus 86 ft. P.O. address Box 10547, Caparra Heights, Puerto Rico, 00922. Estimated construction cost \$32,558; first-year operating cost \$20,000; revenue \$20,000. Principal: Mr. Rivera (100%). Mr. Rivera owns Carvill Productions, advertising and public relations firm in Hato Rey, Puerto Rico (BPH-8325). Action Oct. 26.

■ Centerville, Tenn.—Trans-Air Broadcast Corp. Broadcast Bureau granted 96.7 mhz, 3 kw. HAAT 300 ft. P.O. address State Route 50, Centerville 37033. Estimated construction cost \$7,750; first-year operating cost \$10,000; revenue \$30,000. Trans-Air Broadcast is licensee of WHLP(AM) Centerville.



Principals: David R. Price (100%). Mr. Price is president and general manager of WHLP (BHP-8414). Action Oct. 26.

\*Milton, Wis.—Milton College. Broadcast Bureau granted 89.9 mhz, 10 w. HAAT 65 ft. P.O. address Milton 53563. Estimated construction cost \$2,726; first-year operating cost \$2,000; revenue none. Principals: Kenneth E. Mitt, president, et al. (BPED-1620). Action Oct. 26.

#### Action on motion

Administrative Law Judge James F. Tierney in Fulton, Miss. (Itawamba County Broadcasting Co. and Tombigbee Broadcasting Co.), FM proceeding, scheduled hearing for Feb. 5, 1974 (in lieu of Jan. 7) and certain other procedural dates (Docs. 19838-9). Action Nov. 8.

#### Other actions

Review board in Sun City, Ariz., FM proceeding, scheduled oral argument on exceptions and briefs to initial decision released March 28 proposing grant of application of Sun City Broadcasting Corp. for new FM at Sun City and denial of competing application of Alvin L. Korngold (Docs. 19087-8). Action Nov. 8.

Review board in Sacramento, Calif., FM proceeding, reopened record in proceeding involving mutually exclusive applications of Interest Inc. and Royce International Broadcasting for new FM at Sacramento and added misrepresentation, abuse of commission processes and lack of candor issues against Interact and its principals (Docs. 19516, 19611). Action Nov. 13.

Review board in West Palm Beach, Fla., FM proceeding, granted petition by Marshall W. Rowland for extension of time through Nov. 21 in which to file oppositions to petition to add issues by Broadcast Bureau (Docs. 19601, 19602, 19604). Proceeding involves competing applications of Guy S. Erway, Sandpiper Broadcasting Co. and Marshall W. Rowland for new FM at West Palm Beach. Action Nov. 9.

Review board in Fulton, Miss., FM proceeding, granted request of Tombigbee Broadcasting Co. and extended through Dec. 3 time within which to file oppositions to petition to enlarge issues filed by Itawamba County Broadcasting Co. (Docs. 19838-9). Proceeding involves mutually exclusive applications of Itawamba and Tombigbee for new FM at Fulton. Action Nov. 12.

Review board in Ogallala, Neb., FM proceeding, in response to request by Ogallala Broadcasting Co., extended until Nov. 23 time in which to file exceptions to initial decision granting application of Industrial Business Corp. for new FM at Ogallala and denying mutually exclusive application of Ogallala Broadcasting Co. (Docs. 19559-60). Action Nov. 15.

Review board in Atlanta, Tex., FM proceeding, denied petition by Cass County Broadcasting Co. to add staffing, truthfulness, legality of proposal, financial, engineering, and other issues against KALT-FM Inc. (Docs. 19782-83). Cass and KALT are mutually exclusive applicants for new FM station at Atlanta. Action Nov. 9.

#### Rulemaking actions

Chief, Broadcast Bureau in Melbourne and Satellite Beach, both Florida, extended through Dec. 9 time in which to file reply comments in matter of amendment of FM table of assignments at Melbourne and Satellite Beach (Doc. 19811, RM-2013, RM-2271). Action Nov. 15.

Chief, Broadcast Bureau in Dowagiac, Mich., on request of Dowagiac Broadcasting Co., licensee of WDOV-FM Dowagiac extended through Nov. 30 time for filing comments, and through December 10 for reply comments on notice of proposed rulemaking in matter of amendment of FM table of assignments at Goshen and South Bend, both Indiana and Wovagiac (Doc. 19831, RM-2044). Action Nov. 9.

Sioux Falls, S.D. and Windom, Minn.—FCC amended FM table of assignments to add class C ch. 284 to Sioux Falls and to substitute ch. 232A for ch. 285A at Windom (Doc. 19734). Action Nov. 14.

#### Call letter applications

Elektra Broadcasting Corp. of Florida, Crystal River, Fla.—Seeks WXTR(FM).

\*Lincoln College, Lincoln, Ill.—Seeks \*WLNX(FM).

\*Stonehill College, Easton, Mass.—Seeks \*WSHL(FM).

\*Rockland Public School, Rockland, Mass.—Seeks \*WPRS(FM).

Wats Broadcasting Inc., Waverly, N.Y.—Seeks WAVR(FM).

\*Shepherd College, Shepherdstown, W. Va.—Seeks \*WSHC(FM).

#### Call letter actions

Horne Industries Inc., Searcy, Ark.—Granted KWKC-FM.

Arnold E. and Verla M. Wilson, Harrisonville, Mo.—Granted KITE(FM).

Fulton Broadcasting Co., Mercersburg, Pa.—Granted WRCV(FM).

\*Carnegie-Mellon Student Government Corp., Pittsburgh—Granted \*WRCT(FM).

New Era Broadcasting Co., Cedar City, Utah—Granted KBRE-FM.

\*Central Wyoming College, Riverton, Wyo.—Granted \*KCWC(FM).

#### Designated for hearing

Santa Paula and Fillmore, both California—FCC designated for hearing mutually exclusive applications of Jerry Lawrence (BPH-8051) and William F. Wallace and Anne Wallace (BPH-8105), for new FM in Santa Paula, and applications of Clark Ortone Inc. (BPH-8111) and Class A Broadcasters Inc. (BPH-8234) for new FM in Fillmore, Calif. All four applicants proposed operation on ch. 244 allocated to Santa Paula. Action Nov. 11.

### Existing FM stations

#### Final actions

KKNU(FM) Fresno, Calif.—Broadcast Bureau granted CP to change transmission line and change from directional to nondirectional operations; ERP 1.6 kw; ant. height 1,980 ft.; remote control from main studio at 1041 East Belmont Avenue, Fresno. (BPH-8646). Action Nov. 14.

KEZM(FM) Los Angeles—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 34 kw and ant. height 2,800 ft.; remote control from 7919 Sunset Boulevard, Los Angeles (BPH-8636). Action Nov. 9.

KRUZ(FM) Santa Barbara, Calif.—Broadcast Bureau granted CP to install new trans.; install new ant.; change transmission line; ERP 105 kw (BPH-8544). Action Nov. 5.

\*KUSP(FM) Santa Cruz, Calif.—Broadcast Bureau granted CP to change frequency to 88.9 mhz, ch. 205; change trans. location to 1 mile northwest of Mt. Toro near Salinas, Calif.; change trans.; change ant.; make changes in ant. system (increase height); change TPO; ERP 860 w; ant. height 2,530 ft.; remote control from main studio at 2222 East Cliff Drive, Santa Cruz (BPED-1510). Action Nov. 13.

WHFL(FM) Winter Haven, Fla.—Broadcast Bureau granted CP to change ant.-trans. location to 1.35 miles northwest of Dundee, Fla.; install new trans. and ant.; make change in ant. system (increase height); ERP 100 kw; ant. height 400 ft. (BPH-8535). Action Oct. 26.

WVMG-FM Cochran, Ga.—Broadcast Bureau granted CP to make changes in transmission line; ERP 3 kw; ant. height 220 ft. (BPH-8624). Action Nov. 5.

WPCB(FM) Decatur, Ga.—FCC granted application of Sudbrink Broadcasting Inc. of Georgia, licensee of WAVO(AM)-WPCB(FM) Decatur, Ga., for mod. of license to change station location of FM from Decatur to Atlanta. Action Nov. 14.

WYEN(FM) Des Plaines, Ill.—Broadcast Bureau granted CP to install new ant. and make changes in transmission line (BPH-8623). Action Nov. 5.

WGRD-FM Grand Rapids, Mich.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz to transmit remote control telemetry associated with authorized STL operation on multiplex basis using 67 khz (BSCA-1289). Action Nov. 9.

KBEQ(FM) Kansas City, Mo.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 950 ft. (BLH-5953). Action Nov. 9.

\*WNYE(FM) Brooklyn, N.Y.—Broadcast Bureau granted CP to install new trans. and install new ant. (BPED-1702). Action Nov. 9.

\*WMHT-FM Schenectady, N.Y.—Broadcast Bureau granted CP to change trans. location to Pinacle Road, RD#1, Voorheesville, N.Y.; change transmission line; make changes in ant. system (decrease height); change ERP to 11 kw and ant. height 930 feet; remote control from main studio at 17 Fern Avenue, Schenectady (BPED-1697). Action Nov. 9.

WOUR(FM) Utica, N.Y.—Broadcast Bureau granted CP to change trans. location to Smith Hill, approximately two miles northeast of Utica limits; install new trans. and ant.; make change in ant.; ERP 16 kw; ant. height 790 ft.; remote control permitted (BPH-8558). Action Nov. 5.

WEZC(FM) Charlotte, N.C.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz and to conduct background music service on multiplex basis using subcarrier frequency of 67 khz (BSCA-1292). Action Nov. 9.

WXEZ(FM) Sylvania, Ohio—FCC reaffirmed grant of application to assign license of WXEZ(FM) (formerly WGLN(FM)) from Twin States Broadcasting Inc. to Midwestern Broadcasting Co. In action, commission also approved modified agreement between Midwestern and Citizens Committee to Keep Progressive Rock under which Committee withdrew its objections to WXEZ's change from progressive rock to MOR format. Action Nov. 4.

WPQR-FM Uniontown, Pa.—Broadcast Bureau granted mod. of license to change studio location

to 540 Morgantown Road, South Union township, Uniontown (BMLH-476). Action Nov. 2.

WIVA-FM Aguadilla, Puerto Rico—Broadcast Bureau granted CP to install new trans.; make change in transmission line and change ERP 50 kw; over-all height of ant. above ground 112.5 ft. (BPH-8634). Action Nov. 9.

WAID(FM) Memphis, Tenn.—Broadcast Bureau granted CP to change trans. location to 7192 Raleigh La Grange Road, Memphis; install new ant.; make change in ant. system; change transmission line; ERP 100 kw; ant. height 750 ft. (BPH-8425). Action Oct. 26.

WOKI-FM Oak Ridge, Tenn.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz to transmit remote control telemetry on multiplex basis using 67 khz (BSCA-1291). Action Nov. 9.

KMBS(FM) Harlingen, Tex.—Broadcast Bureau granted SCA on sub-carrier frequency of 67 khz upon commencement of program test operation to conduct background music service on multiplex basis using subcarrier frequency of 67 khz (BSCA-1288). Action Nov. 9.

KSFA-FM Nacogdoches, Tex.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1,287). Action Nov. 7.

\*WNHS(FM) Portsmouth, Va.—Broadcast Bureau granted license covering new FM; ERP 300 kw; ant. height 115 ft. (BLED-1165). Action Nov. 7.

WKLP-FM Keyser, W. Va.—Broadcast Bureau granted license covering new FM; ERP 6 kw; ant. height 790 ft. (BLH-5982). Action Nov. 7.

WRDB-FM Reedsburg, Wis.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 3 kw and ant. height 230 ft.; condition (BPH-8637). Action Nov. 9.

#### Call letter applications

WEZX(FM) Tampa, Fla.—Seeks WRBQ(FM).

WGLD(FM) Oak Park, Ill.—Seeks WBMX(FM).

WFSB(FM) Framingham, Mass.—Seeks WDJM-FM.

WAKN-FM Aiken, S.C.—Seeks WNEZ(FM).

### Renewal of licenses, all stations

Broadcast Bureau granted renewal of licenses, co-pending auxs. and SCA's when appropriate, for following stations: KMRC-AM-FM Morgan City, La.; WCBY-AM-FM Cheboygan and WCER-AM-FM Charlotte, both Michigan; WCIR-AM-FM Beckley, W. Va.; WFBF(FM) Flint, Mich.; WFKY-(AM) Frankfort, Ky.; WFOB-AM-FM Fostoria, Ohio; WFYC-AM-FM Alma and WGHN-AM-FM Grand Haven, both Michigan; WHFD(FM) Archbold, Ohio; WHLT(AM) Huntington and WLWI-(TV) Indianapolis, both Indiana; WNBV(AM) Newberry, Mich.; WVCM(FM) Carrollton, Ky.; WWNH(AM) Rochester, N.H. and WSVI(TV) St. Croix, Virgin Islands. Action Nov. 9.

WBNS-AM-FM-TV Columbus, Ohio—FCC granted renewal applications of RadioOhio Inc. and WBNS-TV Inc., commonly owned licensees of WBNS-AM-FM and WBNS-TV, respectively, both Columbus. Motion by Columbus Broadcasting Coalition to defer action on 1973 renewal applications until court of appeals has acted on coalition's prior appeal of commission's 1970 renewal of WBNS licenses was denied. Action Nov. 14.

WSIX(AM) Nashville—Broadcast Bureau granted conditional renewal of license to General Electric Broadcasting Co. pending outcome of several court proceedings involving General Electric Co. Action Nov. 9.

### Modification of CP's, all stations

\*WGTB-FM Washington—Broadcast Bureau granted mod. of CP to extend completion date for FM to Feb. 28, 1974 (BMPED-1,033). Action Nov. 6.

WQUH(FM) De Funiak Springs, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 15, 1974 (BMPH-13,910). Action Nov. 6.

WAMR-FM Venice, Fla.—Broadcast Bureau granted mod. of CP to operate by remote control from studio site one-half mile north of East Venice Avenue on Auburn Road, Venice; change trans.; change ant.; change transmission line; change ERP to 2.75 kw and ant. height to 285 ft.; condition (BMPH-13916). Action Nov. 9.

WSPY(FM) Plano, Ill.—Broadcast Bureau granted mod. of CP to change trans. location to 2 miles southwest of Plano, RFD #1, Plano; change trans.; change ant.; make change in ant. system; ERP 3 kw; ant. height 165 ft. (BMPH-13,903). Action Nov. 5.

WQHI(FM) Jeffersonville, Ind.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system (increase height); change TPO; ERP 33 kw and ant. height 580 ft. (BMPH-13881). Action Nov. 9.

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■ **\*WSAE(FM)** Spring Arbor, Mich.—Broadcast Bureau granted mod. of CP to change trans. location to 1.6 miles west of Horton, Mich.; make change in ant. system; ERP 1.1 kw; ant. height 200 ft.; remote control permitted (BMPED-1029). Action Nov. 2.

■ **WLRC-FM** Whitehall, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to April 17, 1974 (BMPH-13,912). Action Nov. 6.

■ **\*KUMD-FM** Duluth, Minn.—Broadcast Bureau granted mod. of CP to change ant.-trans. location (same site, coordinates only); change ant. to circularly polarized; change transmission line; change ERP to 490 w and ant. height to 290 ft.; remote control from main studio at 2400 Oakland Avenue, Duluth (BMPED-1038). Action Nov. 9.

■ **\*WVHC(FM)** Hempstead, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to May 21, 1974 (BMPED-1,031). Action Nov. 6.

■ **WMYK(FM)** Elizabeth City, N.C.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change transmission line (BMPH-13,914). Action Nov. 5.

■ **WREI(FM)** Quebradillas, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to March 11, 1974 (BMPH-13,908). Action Nov. 6.

■ **\*WUOT(FM)** Knoxville, Tenn.—Broadcast Bureau granted mod. of CP to extend completion date to April 27, 1974 (BMPED-1,032). Action Nov. 6.

■ **\*KTEP(FM)** El Paso—Broadcast Bureau granted mod. of CP's for main trans. and for aux. trans. to make changes in transmission line and change ant.; ERP 94 kw; ant. height 1,910 ft. for main and ERP 5 kw for aux.; trans. (BMPED-1036, BMPED-1037). Action Nov. 9.

■ **KPFM(FM)** Kerrville, Tex.—Broadcast Bureau granted mod. of CP for new FM to extend completion date to May 1, 1974 (BMPH-13837). Action Nov. 14.

■ **WVVV(FM)** Blacksburg, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 13, 1974 (BMPH-13,909). Action Nov. 6.

■ **WZAM(AM)** Norfolk, Va.—Broadcast Bureau granted mod. of CP to change ant.-trans. site to state road 662, 0.3 miles northeast of Highway 17, Carrollton, Va. (BMP-13692). Action Nov. 12.

■ **KMO(AM)** Tacoma, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 15 (BMP-13,696). Action Nov. 5.

■ **WRDN-FM** Durand, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 24, 1974 (BMPH-13,913). Action Nov. 6.

## Ownership changes

### Applications

■ **KREZ-TV** Durango, Colo.—Seeks assignment of license from XYZ Television Inc. to Hubbard Broadcasting Inc. for \$100,000. Seller: Rex G. Howell, Carl Anderson, et al. (100%). XYZ Broadcasting is licensee of KREX-AM-FM-TV Grand Junction and KREY-TV Montrose, both Colorado. Buyers: Stanley G. Hubbard (62%) et al. Hubbard Broadcasting is licensee of KSTP-AM-FM-TV St. Paul; KOB-AM-FM-TV Albuquerque, N.M.; WKTO-AM-FM-TV Cypress Gardens and WTOG-TV St. Petersburg, both Florida. Ann. Oct. 23.

■ **KAOL-AM-FM** Carrollton, Mo.—Seeks assignment of license from Homeland Enterprises Inc. to Ray County Radio Inc. for \$50,000. Sellers: R. Hamilton Stator, president, et al. (100%). Buyers: Jewett C. and Janet L. Adler (together 99.8%). Mr. Adler has insurance and real estate interests in Richmond, Mo. Ann. Nov. 5.

■ **KBCH(AM)** Lincoln City, Ore.—Seeks assignment of license from Yaquina Radio Inc. to Lincoln City Broadcasting Inc. for \$175,000. Seller: Thomas R. Becker, president, et al. (100%). Mr. Becker has interest in KNPT(AM) Newport, Ore. Buyers: Leo A. McLachlan, (100%) president, Mr. McLachlan recently sold interest in KLTZ(AM) Glasgow, Mont. Ann. Nov. 5.

■ **WKRZ(AM)-WDJR(FM)** Oil City, Pa.—Seeks assignment of license from WKRZ Inc. to Venango Broadcasters Inc. for \$183,750. Seller: Olivia T. Rennekamp as executrix of estate of Kenneth E. Rennekamp, Mrs. Rennekamp, also owns WOTR-AM-FM-TV Corry, Pa. and through husband's estate has interest in WKBI(AM) St. Marys and WTRA(AM) Latrobe, both Pennsylvania. Buyers: Venango Broadcasters is wholly owned subsidiary of Progressive Publishing Co. William K. Ulerich is president of Progressive and has interest in WCPA-AM-FM Clearfield, Pa. and WDAQ(AM)-WQMU(FM) Indiana, both Pennsylvania. Ann. Nov. 5.

■ **KAAR(FM)** Yakima, Wash.—Seeks assignment of license from Marinar Broadcasting Co. to KUTI Communicators Inc. for \$80,000. Sellers: John E. Grant, president, et al. (100%). Sellers also own KRDR(AM) Gresham, Ore. Buyers: Clarence Jensen, C. Loal Smith (each 30.4%) and Donald M. Heinen (39.2%). KUTI Communicators own KUTI-AM-FM-TV Yakima and KSMX(AM) Kennewick, both Washington. Ann. Oct. 30.

### Actions

■ **KATO(AM)** Safford, Ariz.—Broadcast Bureau granted assignment of license from Al. G. Stanley

to KSIL Inc. for \$160,000. Seller: Mr. Stanley (100%). Buyers: Denis Behan, Marvin Strait, Harlan Johnson (each 30%) and Harry S. McMurray (10%). Group owns KSIL(AM) Silver City, N.M. Mr. Behan also has interest in KLMR(AM) Lamar, Colo. and cable television franchise there (BAL-7936, BALRE-2543). Action Nov. 1.

■ **KPEN(FM)** Los Altos, Calif.—Broadcast Bureau granted assignment of license from Peninsula Broadcasting Corp. to Los Altos Broadcasting Inc. for \$250,000. Sellers: Florence L. Bailey, president, et al. (100%). Buyers: Mark and Maxine Hurd (each 45%) and Grace H. Andreas (10%). Mr. Hurd is vice president and general manager of KFRC(AM) —KKEE(FM) San Francisco (BALH-1898, BASCA-596, BALRE-2601, BALST-213). Action Nov. 8.

■ **WBLG-TV** Lexington, Ky.—FCC granted transfer of control of WBLG-TV Inc. from Roy B. White Jr. and Reeves Telecom Corp. (100% before, none after) to Starr Broadcasting Group Inc. (none before, 100% after). Consideration: \$1.5 million. Principals: Starr Broadcasting is group broadcast owner with stations in North Little Rock, Ark., Oakland and San Francisco, both California; Fairway and Kansas City, both Kansas; New Orleans; Memphis; Houston, and Bristol, Va. (BTC-7172). Action Nov. 14.

■ **WSME(AM)** Sanford, Me.—Broadcast Bureau granted assignment of license from Natalie Urso to Southern Maine Broadcasting Corp. for \$110,000. Seller: Natalie Urso (100%). Ms. Urso owns 55% interest in WERI-AM-FM Westerly, R.I. and WNHC(AM) New Haven, Conn. Buyers: Alvin Yudkoff (70%) and Leon H. Nelson (30%). Mr. Yudkoff has interest in film production companies in New York and Westport, Conn. Mr. Nelson is newscaster at WNAC-TV Boston (BAL-7965). Action Nov. 8.

■ **WQBC(AM)** Vicksburg, Miss.—Broadcast Bureau granted assignment of license from Twelve-Thirty Inc. to Hol-Co. Inc. for assumption of liabilities totaling \$122,000. Sellers: Miller P. Holmes, vice president, (60%) et al. Twelve-Thirty also owns WAZF(AM) Yazoo City, Miss. Buyers: W. Frank and Lilly Holifield. (100%). Mr. Holifield is president of Twelve-Thirty and already owns 40% of stock in that company (BAL-7924, BALRE-2537). Action Oct. 31.

■ **KGGM(AM)** Albuquerque, N.M.—FCC granted assignment of license from New Mexico Broadcasting Co. to WKY Television System Inc. for \$720,000 (BAL-79073). Sellers: Bruce Heberstret, president, et al. New Mexico Broadcasting owns KGGM(TV) Albuquerque and KV5F(AM) Santa Fe, N.M. Buyers: Oklahoma publishing Co. (100%). Oklahoma Publishing Co. publishes *The Oklahoman* and *Times*. E. K. Gaylord is president and director of company. WKY Television System Inc. is licensee of WKY-TV Oklahoma City, KTVI(TV) Fort Worth, KHTV(TV) Houston, WTVT(TV) Milwaukee and WTVT(TV) Tampa, Fla. Action Nov. 14.

■ **WNEP-TV** Scranton, Pa.—Broadcast Bureau granted assignment of license from Taft Broadcasting Co. to NEP Communications Inc. for \$3.9 million. Sellers: Charles S. Mechem is board chairman and Lawrence H. Rogers is president of Taft, licensee of WBRC-TV Birmingham, Ala.; WDAF-AM-FM-TV Kansas City, Mo.; WGR-AM-FM-TV Buffalo, N.Y.; WKRC-AM-FM and WKRC(FM) Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio and WTAJ-TV Philadelphia. Buyers: Thomas P. Shelburne (32.9%), Frank M. Henry (21.6%), Catherine W. Shelburne (21.9%), et al. Mr. Shelburne is president and general manager of WNEP-TV. Mr. Henry owns trucking, truck retail, real estate and other business interests in Wilkes-Barre, Pa. (BALCT-532, BALTT-133, BALRE-2525, BALTP-435, BALTS-356). Action Nov. 1.

■ **KSOO-TV** Sioux Falls and KCOO-TV Aberdeen, both South Dakota—FCC granted assignment of license from KSOO-TV Inc. to Forum Communications Inc. for \$2,250,000 (BALCT 497, 498). Sellers: Gordon H. Ritz, board chairman et al. Buyer: Forum Publishing Co., Sioux City, S.D. (100%). Forum Communications stock will be voted by William C. Marcell, president of Forum Publishing. Forum is licensee of WDAY-AM-FM-TV Fargo and WDAZ-TV Devils Lake, both North Dakota. Action Nov. 14.

■ **WSVI(AM)** Christiansted, St. Croix, Virgin Islands—Broadcast Bureau granted assignment of license from Quality Telecasting Corp. to Peoples Broadcasters Corp. for \$650,000. Sellers: Radio Americas Corp. (98%), et al. Quality Telecasting is licensee of WORA-TV Mayaguez, Puerto Rico. Buyers: Robert A. Sheen, president, and Sidney Lee, et al. Mr. Sheen is lawyer. Mr. Lee has real estate interests in Virgin Islands (BALCT-517). Action Nov. 9.

## Cable

### Final actions

■ **CATV** Bureau granted following operators of cable television systems certificates of compliance: Cable TV Co. of York, Springettsbury (CAC-469), Dallastown (CAC-470), Spring Garden township (CAC-471), West York borough (CAC-472), North York borough (CAC-473), West Manchester township (CAC-474), York township (CAC-475) and Manchester township (CAC-476), all Pennsylvania. United Cablevision Inc., Yucaipa, Calif. (CAC-1270); Salina Cable T.V. Systems Inc., Salina, Kan. (CAC-1340); Manhattan Cable TV Service Inc.,

Manhattan, Kan. (CAC-1341); Junction City Television Inc., Grandview (CAC-1380) and Junction City (CAC-1383), both Kansas; Fort Riley Cable TV Service Inc., Ogden, Kan. (CAC-1384); Manchester Cable TV Co., Manchester, Md. (CAC-1539); Northeastern Pennsylvania TV Cable Co., Olyphant borough, (CAC-1672), Pitston township (CAC-1674), Laffin borough (CAC-1675), Duryea (CAC-1676), Jenkins township (CAC-1677) and Dupont borough (CAC-1786), all Pennsylvania; Communications Systems, Inc., Hutchinson, Minn. (CAC-1794); Storer Cable Communications, Inc., Sylvester, Ga. (CAC-1922); Tele-Media Co. of Mercer County, Celina, Ohio (CAC-1993) and Comcast Corp., Philadelphia (CAC-2199). Action Nov. 9.

■ **CATV** Bureau granted following operators of cable television systems certificates of compliance: Anthony Cable TV, Anthony, Kan. (CAC-2221); Cablevision Inc., Gastonia (CAC-2248) and Bessmer (CAC-2249), both North Carolina; Television Transmission Co., Bureau county (CAC-2256) and La Salle county (CAC-2257), both Illinois; Community Electronics Systems Inc., Wilmington (CAC-2258), Braidwood (CAC-2259), Coal City (CAC-2260) and Will county (CAC-2261), all Illinois; Cypress Cable Corp., Navasota, Tex. (CAC-2269); Kewanee Cablevision Inc., Kewanee, Ill. (CAC-2273); Buckeye Cablevision Inc., Perrysburg, Ohio (CAC-2274); Annapolis CATV Inc., Annapolis, Md. (CAC-2287); Northeastern Pennsylvania TV Cable Co., Jessup, Pa. (CAC-2288); Clear Vision Cable Co. of Alabama, Marion, Ala. (CAC-2296); Comtec Inc., South Hilo district, Hawaii (CAC-2297); Warren Cable TV Inc., Warren, Minn. (CAC-2298) and Telepromper of Florida Inc., Polk county, Fla. (contiguous to Haines City, Lake Hamilton, Dundee and Davenport, all Florida), (CAC-2322). Action Nov. 9.

■ **Delta** Junction, Alaska—FCC waived certain provisions of rules and granted application of University of Alaska for new 10-w VHF translator to serve Delta Junction on ch. 5 by rebroadcasting programs of \*KUAC-TV Fairbanks, Alaska (BPTTV-4651). Action Nov. 14.

■ **Sierra Vista, Ariz.**—FCC authorized Sierra Vista CATV Co. to add signal of XEPM-TV (Spanish language) Juarez, Mexico to its cable TV system at Sierra Vista (CAC-943). Opposition by Spanish International Communications Corp., licensee of KMEV-TV (Spanish language) Los Angeles was denied. Action Nov. 14.

■ **Patterson, Calif.**—FCC authorized Televents of San Joaquin Valley Inc. to carry signals of KCRA-TV, KVIE, KXTX, KTXL and KMU-TV (CP), all Sacramento; KQVR-Sierrita, KLOC-TV Modesto, KTVU-Oakland and KBHK-TV San Francisco, all California (CAC-1230). Oppositions by Camellia City Telecasters, licensee of KTXL and Kelley Broadcasting Co., licensee of KCRA-TV, were dismissed as moot and objection by Great Western Broadcasting Corp., licensee of KXTV, was denied. Action Nov. 14.

■ **Blackfoot, Idaho**—FCC authorized Bingham County Cable Television Co. to carry signals of KID-TV and KIFI-TV, both Idaho Falls, KBGL-TV and KPOT (CP), both Pocatello, both Idaho; KCPX-TV and KUED, both Salt Lake City; KWGN-TV Denver and KBYU-TV Provo, Utah (CAC-1091). KID Broadcasting Corp. (KID-TV) and Post Co. (KIFI-TV) objected to carriage of KCPX-TV and to Bingham's proposal to also carry KSL-TV and KUTV, both Salt Lake City. Action Nov. 14.

■ **Peru, Ind.**—FCC waived certificate of compliance requirements and granted Hoosier Telecast Corp., operator of cable television systems at Peru, Grisom Air Force Base, and Miami county, all Indiana, temporary authority to carry signal of WLFI-TV Lafayette, Ind., on its cable TV systems. Action Nov. 14.

■ **Salisbury, Md.**—FCC authorized General Television of Maryland Inc. to carry signals of WBOC-TV and WCPB, both Salisbury, Md.; WTTG, WTOP-TV, WMAL-TV, WRC-TV and WDCA-TV, all Washington; WBAL-TV, WJZ-TV, and WMAR-TV, all Baltimore, on its cable TV system in Salisbury (CAC-846). Objection by BOC-TV Inc., licensee of WBOC-TV Salisbury was denied. Action Nov. 14.

■ **Groton, N.Y.**—FCC authorized Ostrander TV & Cable Inc. to add following signals to its cable TV system at Groton: WROC-TV Rochester, N.Y., WPXI and WNEW-TV both New York (CAC-973). Opposition to carriage of WROC-TV by Newhouse Broadcasting Corp., licensee of WSYR-TV Syracuse, N.Y., was denied. Action Nov. 14.

■ **McGregor, Tex.**—FCC waived certificate of compliance requirements and granted Cablevision Investors Inc., operator of cable TV system at McGregor, temporary authority to carry signal of \*KNCT Belton, Tex. Action Nov. 14.

■ **Danville, Va.**—FCC denied request by Danville Cablevision Co., operator of cable television system at Danville, for waiver of exclusivity provisions of rules. Opposition to waiver request was filed by Multimedia Inc., licensee of WXII(TV) Winston-Salem, N.C. Action Nov. 14.

■ **Elkins, W. Va.**—FCC denied petition by Tygart Valley Cable Corp., operator of 20-channel cable system at Elkins, for waiver of rules so that it need not provide WDTV West Virginia, W. Va. with program exclusively against signals of KDKA-TV Pittsburgh and WSTV-TV Steubenville, Ohio (CSR-447). Action Nov. 14.

# Classified Advertising

## RADIO

### Help Wanted Management

**Management Trainee** for midwest broadcasting group to replace 25 year old who joined us right out of college and has moved to sales manager's position with one of our stations. If you are willing to work hard and learn, we have the program to move you into management at a young age. Degree is necessary. Masters degree and/or some sales experience helpful. Starting salary is \$15,000 to \$18,000. Send resume to Box M-180, BROADCASTING.

**Radio Sales Manager** for medium intermountain West market. Beautiful country, great skiing and outdoor sports. If you're ready and highly motivated, hard working salesperson, we'll make money together. Full details. Box M-218, BROADCASTING.

**Sales Manager** for North Carolina medium market AM-FM. Must have a successful sales background in similar market. Box M-245, BROADCASTING.

**WKOL, Amsterdam, New York** wants aggressive broadcasting sales veteran to move into sales management. Adequate salary for small market. You'll make more on your percentage of station's gross. Resume to P.O. Box 288, Horseheads, N.Y. 14845.

**Chief Engineer.** FM stereo station, NYC, news, telephone talk, music, sideband. Resumes only to Gen. Mgr. WRVR, 85 Claremont Avenue, New York, NY 10027.

**Sales Manager:** Black station in California. Fine opportunity for advancement. Call collect G. H. Hroblek, 202-265-4734.

### Help Wanted Sales

**1974 can earn an aggressive, proven-track-record "closing" sales expert \$18,000 or more.** Location, an ideal Southern California resort community. Potential on performance is percentage participation. Send complete references to Box M-141, BROADCASTING.

**This year our 50,000 watt stereo FM will bill over \$80,000 without a salesperson.** What could it do with you selling it? Excellent draw against commission, plus all normal fringes. No competition except our AM sister, in great college town in Virginia. Opening immediate. Reply Box M-157, 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 pro** needs in a medium size market (250,000) to sell the #1 facility. You have 1-2 year successful track record in a small New England market and are ready to learn more and earn the greater financial rewards your ambition craves. If you fit, sell me in a written presentation—more than a resume. This is an equal employment situation. Write Box M-205, BROADCASTING.

**If you're a competitive, creative person** who knows broadcasting & advertising and you're looking for a job with challenge, travel and excellent financial prospects, we're looking for you. We're a rapidly expanding firm with exciting, superior products and we need a person to represent us with radio stations and agencies in major mid-U.S. market. Equal opportunity employer. Send resume and salary requirements RUSH to Box M-237, BROADCASTING.

**Las Vegas AM station** specializing in R & B and Spanish has immediate opening for 1 Sales Manager and 1 salesperson. Previous successful experience a "must." Right person could advance to General Manager inside of a year. Contact Cy Newman (702) 564-2591 or write KVOV, Box 400, Henderson, NE.

**Lucrative sales 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.

**NYC Suburban—Year old AM,** seeking an experienced producer who likes work. Your income is up to you. Send Sales Record, Resume and References Now. If you're the mover for our sales department we'll call pronto. WPRJ, Parsippany, N.J. 07054.

**Great opportunity** for right person to join one of Oklahoma's most progressive radio groups. Must love people, work, and radio. Experience helpful but not necessary. Good list of accounts. Contact Bob Brewer, 918-756-3646. Send resume, picture. Box 756, Okmulgee, OK 74447.

### Help Wanted Sales Continued

**Sales Manager** small midwest FM market. Commission plus net profit percentage. Box 205, Savanna, IL 61074.

**New York City.** Excellent opportunity. P.A. Productions provides professionally recorded announcements for stores to use over their public address systems, in six states. We offer a lucrative position for a creative soft selling pro who wants a solid future. Contact Ed Auerbach 212-979-0900.

**See New Hampshire Association of Broadcasters** ad under help wanted, announcers.

### Help Wanted Announcers

**Northern Indiana AM-FM-TV outlet** looking for experienced 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 tight production: send tape and resume at once. Box M-126, BROADCASTING.

**Southeast: Mature announcer** for Top 40, nights, who can do MOR and good production. Good job and benefits for right person. Tape and resume to Box M-158, 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 combo-announcer experienced in classical format, preferably commercial. 3rd Phone. Equal Opportunity Employer. Send tape and resume to Box M-171, BROADCASTING.

**Major market rocker** seeks one or two top notch entertainers. Minority applicants are encouraged to apply. Experienced, all-around pros only. Send tape and resume to Box M-207, BROADCASTING.

**Eastern large market contemporary MOR** needs a topical, quick-witted real personality. You need youth appeal. Send tape & resume to Box M-208, BROADCASTING.

**Need good announcer** for program or music director. Must have some experience. Send tape, resume at once. Great opportunity. Box M-212, BROADCASTING.

**Kentucky, top announcer** with ideas and a self-starter. Sales and/or play-by-play. Immediate opening. Send resume and tape to Box M-219, BROADCASTING.

**Morning staff announcer** and salesperson for small automated station in Northern New England. 5:30-9:30 a.m. shift includes preparation and airing of news and sports, production of commercials, no DJ work. Rest of day on sales. Health plan, three week vacation. Base salary and travel allowance totals \$8,000. Commissions and arrangement will put you well over \$10,000 in the first year. Send short tape of news and production, resume, and letter telling us why we need you. Box M-224, BROADCASTING.

**I need real Human Beings,** not machines—that's why the automation is going. A top-fifty market station in the Northeast is coming alive and I need a professional staff from scratch. If you can communicate with a contemporary audience, contact me at Box M-242, BROADCASTING.

**If you want to work six nights a week** and get well paid for enjoying a contemp/gold format in a top New England area and station, rush a picture, tape, and resume. We want experienced people only, single preferred. Fringe benefits and good people. Reply to Box M-247, BROADCASTING.

**Good opportunity** for enthusiastic morning person in one of New Mexico's best radio markets. Contact Jack Chapman, KGAK Radio, Gallup. 505-863-4444.

**Wanted: Rock Jack** for night shift. Good voice, tight broadcast musts. Tape and resume. No phone calls. Bob Miller. KLSS/KSMN, Box 1446, Mason City, IA 50401.

**Radio Career? Willing to learn?** Contact Steve Campbell, KPOW Powell. P.O. Box 968 Powell, WY 82435.

**Staff announcer.** Some experience preferred. Pleasant, growing community. Member of Forward Group. Contact George Donley, operations manager, KVGB Radio, Great Bend, KS.

**Immediate opening** for experienced announcer with news and production experience. Day shift. Contact George Wilburn, KWHW Radio, Altus, OK.

### Help Wanted Announcers Continued

**Southern Delaware's top station** needs country jocks. Call 1-302-422-7575 or send tape and resume to WAFI, Box 324, Milford, DE 19963.

**Have immediate opening** for Announcer with First Class License. Write WAMD, Aberdeen, MD 21001.

**New address** for the New Hampshire Association of Broadcasters job bank: c/o Rod Stevens, WBBX Radio, Portsmouth NH 03801. Openings for salespeople, announcers, newsmen, engineers. Send short tape, 5 resumes, salary requirements. One no charge listing reaches all NHBAB members. WASR, P.O. Box 900, Wolfeboro, NH 03894.

**Experienced C & W** early morning jock. Ill., Iowa, Wis. applicants preferred. Above average salary. Solid future. No tapes or auditions now. Write Andy Karsen, PD, WDMP, Dodgeville, WI. Will call you if we feel you qualify for our operation. Equal Opportunity Employer.

**If you have basic MOR experience,** the potential and desire to learn from experts, here's a golden opportunity from one of the leading 50 KW's. Full time in production and music, with a weekend air stint for the right person. Third class endorsed required. Contact Bill Kimble, P.D., WHAM, Rochester, N.Y. 14604.

**Exceptional Personality** announcer wanted for number one station in fast growing Florida coastal area. We're looking for someone who wants to combine above average pay with delightful living, who is strong on M.O.R. format, news and production, yet has gift of gab which will hold the lead in this three county market. If you think we can't afford you, at least try us. Shift 6-9 A.M. and 11-1:30 P.M. Monday thru Saturday with balance on production. No floater. Prefer family person with steady work record who seeks Florida living by the sea. Send resume, salary needs, and tape including 3 minute news, 4 spots and 1/4 hour record show to Hudson Millar, WIRA, Ft. Pierce, FL, an Airmedia station, equal opportunity employer.

**Announcer.** Some sales and service. WMJS, Box 547, Prince Frederick, MD 20678.

**WNIR, Indianapolis,** needs midday jock for country format. C & W background not required. Send tape, resume to: Bob Todd, 4800 E. Raymond Street, Indianapolis, IN 46203.

**Mature MOR Announcer:** CBS MOR station in 100,000+ market. Seeking announcer for afternoon drive program and evening shift. Two years experience preferred. Excellent benefits. Rush resume and 7/2 i.p.s. tape with commercial delivery and MOR format; tape will be returned. Program Director, Radio Station WSOY, P.O. Box 2250, Decatur, IL 62526.

**Staff Announcer/Newsreader** needed for top-rated FM-Stereo beautiful music station. Must also have production/copy skills. Tape & resume to WRSR, West Side Station, Worcester, MA 01602. Equal Opportunity Employer.

**Beautiful future** for announcer that can do it all plus heavy sales. Tape, resume and photo to WXTA Radio, Box 494, Greencastle, IN.

**If you can talk, do news and production—"WE"** wants to talk to you—mid-America's #1 talk station is looking—you must be good. No prima donnas. Rush tape, photo, resume, to Jim Fields, WE Radio, Mid-City Building, 1331 Union Avenue, Memphis, TN 38104.

**Small and medium market jox** and newsmen wanting to join one of Texas' fastest growing chains. Top pay for right people. No beginners—no floaters. For more information, call 817/773-5252, ask for Program Director. No collect calls. Calls taken from noon till 2 p.m.

**Milwaukee studio** available for recording auditions, etc. Hourly rate. Operate controls yourself and save. Broadcast performance. 463-1900.

**Wanted:** a professional radio broadcaster for p.m. drive time. Heavy production—good facilities and excellent studios. Air check and resume to PD—Box K, Greeley, CO 80631

### Help Wanted Technical

**Chief Engineer,** Pennsylvania Metro Radio. Only third opening in 25 years. Responsible for tape and audio maintenance, top of line equipment, contemporary station constantly looking for ways to improve winning sound. Need dedication to and ability to achieve superior audio. Above average salary, extra benefits, opportunity for advancement. Equal opportunity employer. Box M-206, BROADCASTING.



## Help Wanted Technical Continued

**Assistant Chief.** Up to \$10,400 to start. Pleasant suburban living in east. Please send resume to Box M-209, BROADCASTING.

**Chief Engineer** needed for fulltime AM and automated FM stereo. FM to go on air in few months. All new equipment and facilities. Must be experienced in all phases including remote operation. Good salary and benefits. Contact George Wilburn, KWHW Radio, Altus, OK. Personal interview a must.

**Chief for Christian 1 kw** directional plus 100 kw Stereo Easy Listening Format Automated. KWIL/KHPE Albany, OR 97321.

**Creative young engineer** needed immediately for 24 hour 100,000 watt Southern stereo rocker and 1000 watt full time AM. 601-442-4897.

**Chief Engineer—U.S. territory overseas.** Must have extensive experience, full color TV and AM-FM operations and know all phases of maintenance and operations. Two year minimum contract, housing, transportation furnished. Salary negotiable based on experience. Send resume to P.O. Box 4238, Burlingame, CA 94010.

**Michigan AM, directional night,** has immediate opening for Chief Engineer. No air work required. Prefer someone who is perfectionist on audio. Excellent working conditions on friendly staff of 20. Salary open. Call Bill Morgan 313-338-0444.

## Help Wanted News

**Male or female journalist-reporter** ready to move up to major market equal opportunity employment group operation. Above-average salary and benefits; chance to become part of aggressive news operation. Resume, photo, recent air check to Box M-233, BROADCASTING.

**Newsperson for No. 1 station** in Eastern suburban market, \$170 to start. You must be prepared to work long hours, dig and write, deliver authoritatively. AM experience required. Replies welcome from members of minority groups. Send tape to Box M-235, BROADCASTING.

**1st Phone Newsperson.** Organize, report local news. Morning shift. Start \$145. Contact Ed K. Smith, WCMB, Box 3433, Harrisburg, PA 17105.

**Experienced, dedicated newsperson.** Heavy local news. Full newsroom facilities. News is important at WDLB. Solid salary. Fringes. E.O.E. Contact Jack Hackman, Marshfield, WI. 715-384-2191.

**Take-charge pro** to head 2 person news staff. Dedicated newsperson with mature delivery, writing ability, and desire to get involved in the community. Rewarding career challenge, top salary, small city living you'll like. If news is your thing, rush tape, resume to John Casey, WIBM, Box 1450, Jackson, MI 49204. 517-787-1450. No collect calls.

**If you have broadcast reporting experience,** and now want to build and head a news department, we're interested in you. You'll have management support in building, but first you must be a reporter. Send tape and resume to W1QT-WQIX(FM), P.O. Box 288, Horseheads, NY 14845.

**Top Contemporary station** seeks unusual newsperson. Good Airtone, judgment, and experience—but not dogmatic on what is interesting, informative. Pay, facilities, climate very good. Tape, photo, resume. News Director, WLEE, Box 8477, Richmond, VA 23226.

## Help Wanted, Programming, Production Others

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

## Situations Wanted Management

**General Manager, 35** and ready to move up from this market of 150,000. Took this station from No. 4 to No. 1 in nine months. Programming and sales management experience. Box M-54, BROADCASTING.

**Sales Manager, 29,** looking for greater opportunity. Proven track record but have progressed as far as I can here. 6 years sales experience. Box M-55, BROADCASTING.

**Program Director, 10 years** experience with several formats. College grad with ability to motivate people. Prefer large size market with a challenge to upgrade the station. Box M-56, BROADCASTING.

**Who says sincere radio people are dead?** Enthusiastic radio pro desires management. Experienced programming and sales 6 years. No floater. Let's make money together. Box M-175, BROADCASTING.

## Situations Wanted Management Continued

**Vice President, GM, GSM.** Superbly qualified, bottom line professional! Can lead, train, motivate, sell! Creative programmer, promoter. Problem solver. Big league and medium market track record. Box M-232, BROADCASTING.

**Experienced broadcaster, 34,** is seeking a Top 50 market as General Sales Manager. Excellent background with top references. Has been G.M., but desire sales management. Box M-251, BROADCASTING.

## Situations Wanted Sales

**Sales Manager: Dynamic motivator** with ideas who knows how to sell. Welcomes responsibility. Check my record of success. Call area code 318-388-2157 after 6 P.M.

## Situations Wanted Announcers

**15 years experience—news—jock—any size market OK** but want good benefits, college nearby, no snow. Box M-106, BROADCASTING.

**I'm told I'm crazy! Successful Chicago agency writer/account exec** wants to leave secure job and return to broadcasting after 17 years in ad biz. Versatile voice with working mind attached. Will fill a niche or carve one: "good" music, MOR, country, classics, news. Air personality potential. Can also deliver ear-catching copy, saleable money-making program and promotion ideas, profit-oriented management talent. Now taking broadcasting course to bone up on basics, board, get 3rd. 2 months to go. Want to make Chicagoland contacts now, move ASAP. Will consider part-time slot with future. 39, married, dependable, effective. BA/Speech-English. Answer only if you'll talk eyeball to eyeball. No wiggly deals, please. Box M-117, BROADCASTING.

**Experienced, (Top 40, talk host, MOR, news), humorous, original, creative, powerful, exciting, stimulating.** Aren't these ads ridiculous? Med./Major markets. Box M-162, BROADCASTING.

**The wolf is at the door.** Being fired in near future due to format change. Looking for small-medium MOR. Heavy on production and music. Excellent references. Box M-163, BROADCASTING.

**Black Personality Jock, 3rd endorsed,** broadcasting school graduate, experience, good production, R&B top 40, rock progressive format. Tape, resume and references on request. Will relocate. Looking for stability. Box M-213, BROADCASTING.

**Tired of working with boobal!** Looking for stable position with "together" radio station. 1st phone, 4 years exp. Rock, CW, MOR. Married. Prefer West Coast but will consider others. Box M-215, BROADCASTING.

**N.Y. vicinity—Announcer Newsmen, 24,** college, broadcasting school. Two years Metro NY experience. Desires small-medium station N.Y., N.J., Conn. Week-end airshift OK. Box M-221, BROADCASTING.

**Sports: 25** and willing to work. Excellent knowledge of game(s) with experience. Desire to progress, learn and benefit—Radio/TV. B.A. with 3rd phone. Ready! Box M-238, BROADCASTING.

**The Nation's #1** new top 40 personality and special program award winner at '73 Billboard convention, seeks large medium/major market position. All inquiries answered. Box M-243, BROADCASTING.

**Staff Announcer—1st phone.** Mature voice, 11 years experience. Believable easy sell commercials. Authoritative news delivery. Light bookkeeping. Interested in easy listening format. Any size market. Will relocate. Box M-250, BROADCASTING.

**Talk and Entertainment—all night** desired. Six years experience, talk, news, DJ. Interested in human side of story, can do controversy. Single, 30, will travel anywhere. 617-767-3281.

**1st Phone, eager, enthusiastic, knowledgeable.** Some experience, desires opportunity. Tape and resume, 6514 Ridgecrest #310, Dallas, TX 75235.

**Announcer. 25 years** experience. Good music desired, preferably in New York state, but all considered. Carmine Diorio, 207 Elliot, Battleboro, VT.

**Experienced announcer (mornings)** seeks secure position—Northeast. Reply "Announcer," Box 133, Kenwood Station, Oneida, NY 13421.

**Six years** experience and have worked all phases. Currently news director. Seeking small to medium market in Florida or other warm weather state. Call: 1-414-275-6929.

**Make someone happy.** Offer me a job. Hard-working, responsibility-seeking d.j. with 3½ years combo experience wants position at contemporary top-40 medium market station in Midwest. Call 217-446-7591 before 10:30 A.M.

## Situations Wanted Announcers Continued

**Young mature man** four years experience seeking MOR station, prod., and chance to advance. No screamer but personable. Take direction, will relocate. Call David 915-698-2433. 1602 Glenwood, Abilene, TX.

**Sportscaster, PBP, DJ,** two years experience commercial, one year educational radio. Three years college, married and two children, want to work and continue education. Inquire Ellis Badon, 4316 E. Nancy Lane, Phoenix, AZ 84040.

**Announcer: obese, 3rd class,** two years experience. Top 40, music director, fair pipes, limited production, seeks evening slot Top 40, or mornings with cosmopolitan country. Prefer NBC affiliate, medium market and up. Salary and humane management a definite consideration. Contact: Gary Cross, 804-237-1715 or 846-3215, 2119 Westerly Drive, Lynchburg, VA 24501.

**Black, single and proud** of it. 3rd endorsed. Broadcasting School graduate. Some experience. J. S. Marshall, 1925 Main #409, K. C., MO 64108, 816-471-0311.

**Disc Jockey.** Experienced, dependable, third endorsed, creative, versatile, authoritative newscaster. Part or full time—metropolitan area. Call Ms. James, 201-824-4007 after 5.

**Beginner looking for start.** First phone. Recent Elkins grad. Jack Williams, Route 1, Box 448, Broken Arrow, OK 74012.

**Country Music** one to four station market, Northwest, Southwest. Ten years experience radio sales, dj, sportscasting. Last fifteen years Minor League baseball owner, GM, promoter. Would like some dj, sportscasting available with sales. Married 23 years, age 48, two teenagers. Salary: Mature. Personal interview. Ward Goodrich, P.O. Box 887, Elko, NV 89801, 702-738-3517.

**Tight, moving contemp/Top 40 jock** looking for new challenge. Three years experience. First phone. Call Dan 607-797-1398.

**Two decades** major sports, PD, talk-show experience. Seeks Midwest or Far West location. George Taylor, 617-674-3535.

**Two years** in small market ready to move up. Call Bill 616-467-4373.

**Would like weekend board shift** within 100-mile radius of Greenville, OH. 3rd endorsed, limited experience. 513-548-6426 after 4:30.

## Situations Wanted Technical

**Contract maintenance engineers** seeking stations. Construction, frequency checks, proofs. We have a deal to fit your budget. Box M-31, BROADCASTING.

**Chief Engineer,** extensive background since 1950. Strong on maintenance and audio. Working staff now but unable to move up. Relocate anywhere USA. Box M-184, BROADCASTING.

**First phone engineer,** experienced AM-FM, automation. No announcing. Edward Jurich, 5169 East State, Apt. 108, Rockford, IL, 815-397-1891.

## Situations Wanted News

**Experienced News Director** wants to connect with station that is truly committed to news. Heavy on writing, actualities, interviews, delivery. References and awards to prove it. Box M-222, BROADCASTING.

**Ambitious, responsible 33 year old** with 14 years broadcast news experience. Seeks news director or news announcer position in major market. Box M-234, BROADCASTING.

**Newscaster-reporter. 24 months** total experience. College graduate. My style? Up tempo or MOR. Prefer Midwest, Northeast or Canada. Doug Nagy, 1-313-534-0251.

**Sports play by play (basketball-baseball).** Tapes available. Immediate relocation. Marty Burns, 710 9th Street, SE, D.C., 202-543-0735.

**15 year broadcasting professional,** seeks major-medium News Director position. 1st phone, McLendon trained, will relocate. Charles Beach, 4020 Holland #212, Dallas, TX, 214-521-7877.

**Sports Director—excellent pbp** all sports, including hockey. News too. 5 years experience. University RTV degree. Tape, resume available. Steve Wheeler, 312-584-2538.

## Situations Wanted Programing, Production, Others

I'm told I'm crazy! Chicagoland stations, find out why. See my ad under Situations Wanted Announcers in this issue.

## TELEVISION

### Help Wanted Management

A TV news background, an MA, a creative imagination, ambition and management capability are required. You should be personable, responsible, persuasive and flexible. Write Box H-229, BROADCASTING.

### Help Wanted Technical

Wanted chief engineer AM-FM group owner—heavy on directional antennas, maintenance, audio proof of performance. 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, operation (especially VTR editing), maintenance and quality control. Some supervisory levels also needed. Good pay and working conditions. Box M-102, BROADCASTING.

Chief Engineer well established Pennsylvania television station. Excellent salary, rare opportunity, substantial benefits. Equal opportunity employer. Box M-220, BROADCASTING.

Wanted: technician for Hollywood mobile unit. Latest equipment, limited travel. Send resumes to Box M-255, BROADCASTING.

Broadcast Television technician I. Studio supervisor/technician. 5 years commercial, educational experience. First phone. ASEE, BSEE or equal. All RCA gear. Send resume to: J. A. Doiron, Director of Engineering, KRWG-TV, Box 3-J, New Mexico State University, Las Cruces, NM 88003. An equal opportunity employer.

1st Class Engineer-operators for small market, expanding station. Experienced or will train. Contact Chief Engineer, WCOV-TV Montgomery, AL. 205-288-7020. Equal Opportunity Employer.

Immediate opening for technician with first phone. Experienced with RCA equipment. Equal opportunity employer. Submit resume to P.O. Box 631, Decatur, IL 62525.

Fetzer Broadcasting Co., Cadillac, Michigan needs engineer with 1st class license. Some experience desirable. Call collect, 616-775-3478 or write P.O. Box 627, Cadillac, MI 49601.

### Help Wanted News

Anchorperson. Midwest top 30 market. Send resume and picture. Equal Opportunity Employer. Box M-137, BROADCASTING.

Sportscaster. Major Ohio VHF. If you're ready to move up, send resume and picture. An Equal Opportunity Employer. Box M-144, BROADCASTING.

Aggressive, hard-digging reporter-photographer needed by medium-sized midwest station. Some air work. We expect total dedication to news. Send photo, resume and sample of on-camera work. An equal opportunity employer. Box M-229, BROADCASTING.

Number One major market station with modern "eye-witness" format needs authoritative anchorman with show-biz personality and strong writing and production ability. Send tape to Box M-246, BROADCASTING.

We are looking for a hard news oriented field reporter with production know-how. Good appearance and voice. Experienced only need apply. Send audition VTR/Film and resume to Dave Choate, WCKT-TV, Miami. Equal opportunity employer.

Sports Director. On-air reporter, with knowledge of film and film editing. Must have ability to film and report pro football, hunting and fishing with occasional controversial comment. Send resume and VTR to Bob McMullen, News Director, WFRV-TV, Green Bay, WI 54301.

Sports Director for major league sports town. To produce and anchor both the early and late newscasts at WKRC-TV, Cincinnati, Ohio. We like lots of film, and commentaries. Salary negotiable. Send tape, resume, salary requirements to Joe Harris, Jr., News Director, WKRC-TV, 1906 Highland Ave., Cincinnati, OH 45219.

### Help Wanted News Continued

News film photographer and film editor—minimum 2 years commercial experience. Send resume and audition reel to News Director, WLWI-TV, 1401 N. Meridian St., Indianapolis, IN 46202.

Meteorologist with personality needed immediately by medium-market station under new progressive ownership. Send resume and VTR to News Director, WPTA-TV, Fort Wayne, IN 46818. An equal opportunity employer.

### Help Wanted Programing, Production, Others

Executive Producer (public affairs program) for public TV station. Solid TV journalistic background and producing experience required. We want shows that give off sparks but generate more light than heat. Send full resume and salary requirements. Equal Opportunity Employer. Box M-195, BROADCASTING.

ETV station in Northeast seeks top producer for music, dance, drama, art, and other cultural affairs programing. Must have broad expertise in cultural affairs and extensive TV producing credits. State salary minimum. Send resume. Equal Opportunity Employer. Box M-200, BROADCASTING.

Color origination coming to Nashville ETV. Immediate opening for CCU and VTR man. 3 years station experience preferred. First phone. Send resume including references and salary requirements to Chief Engineer, WDCN-TV, P.O. Box 12555, Nashville, TN 37212.

Still Photographer for TV station. Cinematography experience also desirable. Darkroom skill a necessity. Send portfolio and resume to WNED-TV, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

TV Director for PTV station. Must have good eye, good ear, be creative, unflappable perfectionist used to doing own switching. Sample tape required—with full explanation of directors role in all aspects of the production. Send tape and resume to WNED-TV, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

Art director, artist needed for bold new central Florida broadcast operation. Must be thoroughly experienced all phases TV. Rush resume, salary, work samples to . . . Sun World Broadcasters Inc., 11510 E. Colonial, Orlando, FL 32807.

Continuity director, copywriter required now. Must be experienced in writing for TV and TV production operation. Rush resume, salary, photo to Sun World Broadcasters Inc., 11510 E. Colonial, Orlando, FL 32807.

### Situation Wanted Management

General Manager, 38, with 6 years management experience in medium market. Both program and sales management background. A real "go-getter." Box M-57, BROADCASTING.

### Situations Wanted Announcer

Female News D.J. Production, 3rd class, video tape TK22. Experienced. Lana Luden, 444 Central Park West, New York, NY 10025, 212-661-3473.

### Situations Wanted Technical

First phone. 26 years AM, FM, and TV. Strong on FM and TV transmitters. Box M-177, BROADCASTING.

Transmitter Supervisor, professional with 23 years. Last 10 years staff in New York City. Unable to advance. Relocate anywhere USA. Box M-183, BROADCASTING.

Trade school, first phone, experience—projection, VT's, cameras, transmitters, sharp switcher, maintenance trainee. Southeast. Box M-231, BROADCASTING.

### Situations Wanted News

I offer reporting ability, professionalism, imagination, and as many hours of hard work as you require. Can you offer me a challenge? BA, Broadcast Communication Arts, and presently completing MS, Mass Communications. Available in January. Box M-160, BROADCASTING.

Sports: Pro DJ-Production Ace with strong on camera credits seeks transition to sports. Happily consider TV-Radio combo. Box M-190, BROADCASTING.

TV News Director/Anchorman/Commentator seeks new challenge. 25 years experience with top-rated, award-winning newscasts. 8 years experience as Legislative Correspondent. Box M-192, BROADCASTING.

### Situations Wanted News Continued

Understanding, meaning. Missing ingredients in most newscasts. Multidisciplined professional will supply extra dimension through features, documentaries. If you care to go beyond the headlines, you may be inclined to hire me. Box M-216, BROADCASTING.

Anchorman-Reporter: If you really want to be number 1 and beat all competitors, get one of the finest anchormen in the East. Top rated now, will make you the same. Skilled reporter, writer, editorialist. Award winner. Network credits. References to prove it all. 20 years exp. Totally professional in all ways. Call Sundays 716-673-1665 or write Box M-236, BROADCASTING.

Director/Producer with outstanding credentials in news is seeking opportunity as executive producer of news. I can improve your news presentation and air product. Will consider any market in top 50. Box M-249, BROADCASTING.

Experienced 25 year old college grad wants position as cameraman, reporter. Experienced air man. Have done some of everything. 512-672-3061.

Your TV newsroom needs Sheri Singer! Aggressive young woman offers imagination, intelligence and dazzling personality as a reporter/writer. Commercial experience, BA in Radio/TV. Available June. 1817 Lindsey, Norman, OK 73069.

Experienced TV news photographer seeking to move with a more stable TV station. Use my own equipment which includes two 16mm Canon Scoopics. Mike Sioss, 706 Stubbs Avenue, Monroe, LA 71201, 318-325-8153.

### Situations Wanted Programing, Production, Others

Writer Producer Director, age 35, ten years experience, seeks staff position to create a new series or contribute to an ongoing one, local or network. Box M-122, BROADCASTING.

Young, degreed, experienced in all phases of TV, film and theatre production. TV production supervisor past three years. Desire employment in D.C. area or neighboring states. TV station or Production House. Write Box M-227, BROADCASTING.

Cameraman/floorman. Directed program aired in N.Y.C. Seeks position within metro area or Long Island. Call 212-253-8845 nights.

Experienced, young director in Top Ten market wants Producer-Director position. Top references from fine, major broadcasting firm. Seven years experience. 301-460-1108.

B.A. in Radio-TV. Seek position in TV production. Short on experience, but willing to work hard. Resume available. Zach Tassell, 2690 Webb Avenue, Bronx, NY 10468.

Experienced TV News, commercial photographer, copywriter seeking to move with a more stable TV station. Use my own equipment which includes two 16mm Canon Scoopics. Mike Sioss, 706 Stubbs Avenue, Monroe, LA 71201, 318-325-8153.

## CABLE

### Help Wanted Technicians

CATV Technicians with practical experience in complex headend maintenance and Jerrold bi-directional equipment. To work in growing system now serving 27,000 subscribers. Minimum 4 years experience in CATV maintenance required. Send details to Paul Knox, Operations Manager, Buckeye Cablevision, 1122 N. Byrne Road, Toledo, OH 43607. Phone 419-531-5121.

## WANTED TO BUY EQUIPMENT

Wanted: Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

Audio STL and Marti remote pickup. KRKC, King City, CA 93930.

Wanted, Used Equipment—2 Record and Playback Cart Machines; Gates Preferred, 1 AG 500 Ampex Tape Recorder; 1 Marti Receiver. Send list to Cle Everette, WTBQ Warwick, NY 10990.

RCA TP-7B Drum Slide Projector, Tektronic 529 WFM Rack Mounted, Tektronic 520 Vectorscope. Call 313-477-6066.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.



## FOR SALE EQUIPMENT

1. GE 4TT24A1-3 UHF Driver, Ch. 22 removed from service 10/14/73. 2. 3-COHU 3200 cameras with 10 x 1 lens and remote CCU. 3. 2-SONY 5000 color camera chains with 6 x 1 lens and sync. gen. 4. 1 RCA TK21C film camera. Reply to D. Zulli, KVHY-TV, 213-466-5441, Los Angeles, 90028.

Just removed from service: Schafer Model 1200 Auto. Brain. Sell best offer. WGSV, Box 220, Guntersville, AL 35976.

Mari & Sparta new equipment. Remote pickup/STL/Remote Control. Consoles, Revox, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

Mari-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Haliac-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne, Box 1004, Rockville, MD 20850, 301-762-7626.

Antenna Tower, 300 ft., guyed; perfect condition. Loc. N.J. \$3500. M. A. Braunstein, Pittsburgh, PA 15217. 412-521-5097.

## COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

"Reminiscing in old-time radio". 5-hour old-time comedy spectacular. Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011, 703-342-2170.

## INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. (Also, FCC license training.) G.I. Bill Approved. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools.\*\* Write or phone the location most convenient to you. Elkins Institute in Dallas,\*\*\* 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta\*\*, 51 Tenth St. at Spring, N.W.

Elkins in Denver\*\*, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston\*\*\*, 3518 Travis.

Elkins in Memphis\*\*\*, 1362 Union Ave.

Elkins in Minneapolis\*\*\*, 4103 E. Lake St.

Elkins in Nashville\*\*\*, 2106-A 8th Ave. S.

Elkins in New Orleans\*\*\*, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio\*\*, 503 S. Main.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on Jan. 7, 1974. For information call or write Don Martin School of Communications, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

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

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

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

No tuition, rent. Memorize, study—Command's "1973 Tests-Answers" for FCC first class license. —plus— "Self-Study Ability Test" Proven! \$9.95. Moneyback guaranteed. Command Productions, Box 2634B, San Francisco 94126. (Since 1967)

## Instruction Continued

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin July 16, August 27, October 1, November 12. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1441.

Bryan Institute in St. Louis, 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

San Francisco. FCC license, 6 weeks, November 5. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

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Christmas Special Radio Tape free. Created for small markets especially. Request on Station Letterhead only. Starlight, Box 2401, Paterson, NJ 07509.

Cooper "in-car" survey!!!! At last an accurate "in-car" survey! Survey results within 7 days. Call for information and rates for your market. Mr. Cooper, 612-227-6606.

Catholics comprise 23.5% of the U.S. population (43.6% in Canada). Zero in on your market. The 1974 Catholic Almanac, cloth \$7.95, paper \$3.95. Write OSV, Dept. 003, Noll Plaza, Huntington, IN 46750.

Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

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

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### TWO EXECUTIVE SALESPERSONS RADIO BROADCAST PRODUCTIONS

Progressive 10 yr. old company selling a wide range of top quality broadcast productions to radio stations, advertisers and advertising agencies, is looking for two (2) energetic, self-starting salespersons for Northeast and Southwest territories. Excellent opportunity for earnings of \$15,000 or more per year. \$30.00 per diem expenses paid. 90% travel required. Broadcast sales experience preferred. Must have car. Send complete resume and record of past earnings to President:

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America's most attractive major market is yours if you can broadcast or talk professional sports, as well as talk about everything else. Send tape and resume to

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located in beautiful area . . .  
needs a top notch personality who can do a morning show.

More than just a record spinner. Is there a great pro who is tired of the big city rat race, and would want to settle in a small market and make big market money?

We want a mature person who is humorous, sincere, articulate, can talk on phone with listeners, spin records, is creative, and is an overall great personality. Our sign on is late, and we must be able to pull them away from the full time competition. You could also be our Program Manager.

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PROGRAM DIRECTOR for happy station in beautiful mid-eastern mountain state. Rated #2 of 18 in no-hassle market of 270,000. #1 rating is not necessary, but we want to SOUND better to ourselves. If you're a successful morning communicator, production expert, and a programmer who can help us reach our goals, write:

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Group owned. 50 KW—7 antennas AM. 100 KW FM. Solid state and digital experience helpful. Easy company to work for and good working conditions. Presently improving & upgrading equipment. Studio & transmitter move anticipated, salary open. Contact: James Schumacher, P.O. Box 2049, Ft. Worth, TX 76101, 817-826-5301.

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#### GET A TRANSFUSION—NOW!

Complete crew ready to move into your station. Program Director—Announcers—Sales Crew!!! Proven performance in our market—will do it in yours. Over thirty years combined experience including MAJOR MARKETS. All now employed.

*Our team will do it all—program it—sell it—AND—MAKE IT WORK!!!!*

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#### PRODUCTION DIRECTOR

of Hollywood's most famous radio production service, disillusioned and disappointed by present job, offering network-level production and voice skills, international credits, proven results. All replies welcomed.

Box M-223, BROADCASTING

#### MEL PHILLIPS

Ex. WXLO, WOR-FM, WRKO, seeks programming position with solid, together organization. All inquiries answered, call (212) 628-4251 or write: 399 E. 72 St., New York, N.Y. 10021

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# B

BROADCAST PERSONNEL AGENCY  
Sherlee Barish, Director

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Join a rapidly growing new company in television signal processing.

Our current line includes standalone time base and velocity correctors for Quad and helical VTR's. Development underway on other advance video time control products for commercial and military markets.

We are expanding our field sales force with several additional Regional Managers and Field Engineers. Sales Managers must have Bachelors or equivalent and 5 to 10 years television experience including several years of successful field sales. Field engineers must have video engineering experience and hands on experience with Quad and helical VTR's.

Locations out of Bloomfield, Conn. headquarters and Midwest and West Coast offices. Compensation open and dependent on qualifications. Liberal benefits package.

Career opportunities for qualified and aggressive person willing to assume independent responsibilities. Send resume to: Ms. J. Juttner.

TELEVISION MICROTIME, INC.  
a subsidiary of Andersen Laboratories, Inc.  
1280 Blue Hills Avenue  
Bloomfield, Conn. 06002  
#203-242-0761

### Help Wanted News Continued

Station with Top News ratings in Major Midwest market seeks strong performer-journalist as weekend and backup anchor person, heir apparent and reporter. Send letter, resume and videotape to:

Box M-194, BROADCASTING.

### Help Wanted Production

#### TV NEWS PRODUCER/DIRECTOR

New York based national Station Consultant needs Executive with experience in on-air-production and newsroom operation. Must be analytical and articulate. Send resume and salary requirements.

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## Field Service Opportunities!

Gates Radio needs 2 individuals trained in broadcast electronics to work in the areas listed below:

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Experience in R.F. required, in TV transmitters helpful. You must be willing to climb tall towers and travel extensively.

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Experience needed in AM/FM and FM stereo transmitters in maintenance and troubleshooting. Extensive travel required.

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Salaries commensurate with experience, full company benefits, including hospitalization & life insurance, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to: TOM BEDFORD, Employment Supervisor or Call (217) 222-8200.

GATES DIVISION

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#### HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

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#### SPORTS PRO!

Top market VHF looking now for experienced color person for major league baseball, football and basketball. You must have previous experience as an athlete or as part of a broadcast announce team. Tell us what you've done.

Box M-253, BROADCASTING

### Help Wanted Production Cont'd

#### PROGRAM DIRECTOR TOP TEN MARKET EDUCATIONAL TV STATION

Solid commercial background required. Looking for creative, personable professional with knowledge of show and commercial production and syndication sales.

Box M-185, BROADCASTING

### Miscellaneous

TV SLIDES: \$6<sup>ea</sup>

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\* SEASON'S GREETINGS  
\* CHRISTMAS GREETINGS  
\* MERRY CHRISTMAS  
\* HAPPY NEW YEAR

SEND FOR COMPLETE LIST  
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**Miscellaneous Continued**

**Communications at  
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2-year Communications programs leading to an A.S. degree are offered in:

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Admissions Office  
Communications  
Graham Junior College  
632 Beacon Street  
Boston, Massachusetts 02215  
617/ 536-2050



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—RADIO STATIONS  
—TV STATIONS  
**WOULD YOU BE INTERESTED  
IN A P.I. DEAL THAT PAYS  
YOU 100% ON LEADS . . . ???**  
FOR INFORMATION  
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gold or silver finish



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AND MANAGERS**

Three years in the field and a 90% renewal rate. This says we're doing something right in assisting concerned Broadcasters in seeing that their operation is in full compliance with FCC Rules & Reg's.

RM/S is ready for its next inspection—How about YOU? For info on our STATION CONDITION REPORT SERVICE Write:

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P.O. Box 1053  
Northland Center, Southfield, Mich. 48075  
313—968-0137

**Wanted To Buy Stations**

Experienced financially qualified broadcast group interested in purchasing AM or FM station.

Top 100 Markets—Southeast preferred . . .

All offers considered, All replies confidential . . .

Box M-254, BROADCASTING

**For Sale Stations**

**VIRGINIA  
FULLTIME AM  
MAJOR MARKET  
UNDER \$500,000  
CASH ONLY**

Box M-225, BROADCASTING

1KW full-timer in N.M., near thriving population center, on approx. 10 acres. Station on the air, ready-to-go, needs no extras. Attractive market, attractive price . . . 100K \$, cash. Reply to Box M-226, BROADCASTING.

**Profitable North Carolina AM-FM in fast growing medium market. \$600,000.00 with 29% cash. Box M-244, BROADCASTING.**

**CLASS A-FM  
GOSPEL/CHRISTIAN FORMAT  
SAN FRANCISCO BAY AREA  
\$350,000  
PRINCIPALS ONLY  
Box M-252, BROADCASTING**

**BUYERS**

Broadcast properties that fit your individual needs are difficult to find and acquire, these days. A serious and qualified buyer will benefit from the knowledge, experience and personal attention we give you. The quality of our service has made us the nation's fastest-growing media brokerage firm. (This is where the action is!)

**NEW YORK STATE**

Profitable metro daytime AM: asking \$275M; terms available.  
Single-station market daytime AM: ideal for owner-operation; \$140M on terms.



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Communications Industry**

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**OREGON/WASHINGTON:**

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Underdeveloped Class C FM with daytime AM companion in large, competitive market. Profitable but needs experienced owner/operator to improve. \$210,000 with \$65,000 down and good terms.

**Bill Exline  
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San Rafael, California 94903  
(415) 479-0717**

For Sale—Florida  
DeLand's only full-time station.

Contact:  
Jon C. Peterson  
9200 E. Sand Lake Road  
Orlando, Florida 32809  
Phone: AC 305-859-3120



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ASSOCIATES, INC.**  
BROKERS & CONSULTANTS  
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11300 NORTH CENTRAL EXPRESSWAY  
DALLAS, TEXAS 75231 (214) 369-9545

**LARSON/WALKER & COMPANY**

**Brokers, Consultants & Appraisers**  
Los Angeles Washington

Contact: William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202/223-1953

**John Grandy  
Western Business Brokers  
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San Luis Obispo, California  
805-544-1310**

**Rates, classified display ads:**

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

|        |          |            |      |       |    |       |         |      |       |
|--------|----------|------------|------|-------|----|-------|---------|------|-------|
| PLAINS | Small    | Daytime    | 160M | Terms | MW | Small | FM      | 168M | Terms |
| GULF   | Metro    | Profitable | 750M | Terms | SE | Metro | Daytime | 315M | 29%   |
| MW     | Suburban | Daytime    | 550M | Cash  | SW | Metro | FM      | 200M | 29%   |



**Atlanta—Chicago—Detroit—New York**  
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

# Profile

## Lin Bolen: She hopes to kick the daylight out of daytime competitors

Lin Bolen, NBC-TV's vice president in charge of daytime programs and, as she puts it, "the top woman executive in broadcasting," is getting sick and tired of the stories that portray her as the happy, small-town innocent who made good in the cruel, white-collar jungle of network TV.

"I led the opposite of a sheltered life," she says, recalling that at the age of 2 she was farmed out for four years to a foster home because her mother was in the grip of a lengthy illness that required hospitalization, and her father, an organizer for John L. Lewis's United Mine Workers' union, had to be constantly on the go. "Except for the times I looked forward to visits from my mother and father," she says, "I don't remember any pleasantries from that period. I was forced to be independent very early in life. I can remember at the age of 3 getting my own needle and thread and teaching myself how to sew when I got a hole in one of my stockings."

Almost of necessity she became something of a loner as a child. "I got plenty of opportunity to develop my imagination because I had to entertain myself most of the time," she says. Her favorite pastime at the age of 10, she says, involved "my creating plots and story lines and love affairs in imitation of my favorite radio serials, *Our Gal Sunday* and *Ma Perkins*. I made up little sets and used paper dolls as the actors and actresses. I even designed clothes for my dolls."

As a long-time friend of Miss Bolen's puts it, "Lin's background gave her a strong need to propel herself forward because she knew that no one else was going to do it for her."

The propulsion started in school, where, as a hot-shot baton-twirler, she ended up traveling around the Midwest from contest to contest. She journeyed even more widely in the U.S. when she became a member of the high-school orchestra.

After two years at Miss Hickey's school, a junior college in St. Louis, she decided to seek her fortune in New York. She got a job at the Fred Niles Communications Center working on industrial films and TV commercials; during the evenings she took on 10 to 14 credits a semester at the City College of New York, majoring in copy writing. She kept up this exacting pace for four years but stopped short of a degree because, in her words, "I refused to take the required accounting course, which I felt was irrelevant to the kinds of things I was studying."

Being, by nature, "ambitious, bright



Linda Lou Bolen—vice president, daytime programs, NBC-TV; b. Benton, Ill., March 23, 1941; Miss Hickey's School, St. Louis, 1958-60; City College of New York, 1963-67 (nights); Fred Niles Communications, 1961-62; executive assistant, Ziff Davis Publishing, 1962-64; producer, Libra Productions, 1964-68; free-lance producer-writer, 1968-70; associate producer-writer, Metromedia Producers, Los Angeles, 1970-72; programing administrator, NBC-TV, Burbank, May, 1972; director, daytime programs, NBC-TV, New York, September 1972; vice president, daytime programs, NBC-TV, October 1973.

and aggressive" (according to Jane Susskind, a friend who used to be in TV commercial production and is now a stock broker) and "a real scrapper and fighter—highly success-oriented" (according to Peter Engle, vice president, national sales, for Metromedia, and one of her former bosses), Miss Bolen made out very well in New York.

By the late 1960's, she had written and produced her own commercials, had produced some TV specials, including *Stravinsky's Requiem to Martin Luther King*, and had supervised 40 or so people as an executive in the New York offices of a photographer, Bert Stern. "I had reached my pinnacle in advertising," she says.

But despite this success, despite the fact that "I was making a hell of a lot of money," she found that she was unhappy. "I still wasn't sure I was moving in the right direction," she says. So she chucked everything, packed a trunkload of books, and flew off to the south of Spain "to work it out in my head what I really wanted to do." For four months, she says, "I just let everything run out of me."

The upshot of her meditation was a determination to take a crack at TV-series production in Hollywood. So, not long after her return to the states, she found herself knocking on producers' doors in Hollywood with a can of film—the highlights of all the stuff she'd done in New York—under her arm.

The people at the Metromedia production shop were impressed with her credentials and put her on salary to think up series ideas for them. In two years, she says, "I came up with 32 ideas as a writer-producer, five of which were turned into pilots." One of them—*Ice Palace*, a variety hour with an ice-show setting—even made it to the CBS-TV network as a summer-replacement program. As a salaried in-house developer, though, "I'd end up turning my ideas over to the executives at Metromedia and they'd go out to the marketplace with them," she says.

So she quit in order to do her own packaging and selling of series ideas. But, as one of a small army of independent packagers, she found it almost impossible to enlist the attention of the TV programmers at ABC, CBS and NBC. "I realized my main problem was that I didn't know enough about what a programmer does," she says. So, when a programming administrator's slot opened up at NBC-TV, she urged one of the network's executives, Stan Robertson, to "let me have a crack at Herb Schlosser." Mr. Schlosser saw her, liked what he saw, and gave her the job. What impressed him the most, she thinks, "was my enthusiasm. I was a walking bibliography of NBC's schedules over the years. I'd watched just about everything, and I think it was clear to him how much I love television."

In September of 1972, she moved back to New York as director of daytime programs for NBC, and last month the network made her a vice president. Miss Bolen basically inherited a successful daytime schedule from Bud Grant, who was lured away from NBC as director of daytime programs two years ago to become a vice president at CBS. NBC's three most popular daytime dramas, for example—*Days of Our Lives*, *The Doctors* and *Another World*—have been going strong since the mid-sixties.

But she's particularly proud of her overhaul of NBC's 10 a.m. *Dinah's Place*. Her tinkering with that show's format has turned it from an also-ran to the leader in its time period. "The Colgate people, the producer, Henry Jaffe, and I worked all summer long to get the show out of the rut of just being a celebrity-interview program. *Dinah's* now getting into the areas of women's tastes and life styles, consumer problems, personal physical problems, and the audience seems to be responding."

Peter Engle, who used to supervise her work when she was at Metromedia and who recently sold her a Metromedia-produced soap opera called *How to Survive a Marriage*, which makes its debut Jan. 7, says that she hasn't changed a bit: "When I was her boss, she yelled at me, and now that I'm trying to sell her series ideas, she still yells at me."



# Editorials

## A bunch of second bananas

The temptation is strong to gloat just a little over all of those public-opinion surveys that suggest that television journalism is at least holding its own and perhaps gaining in acceptance in the face of President Nixon's attacks on its credibility. The latest reading, taken by the respected Opinion Research Corp. (see page 21), accentuates the temptation. Both the admirers and practitioners of broadcast journalism would probably be wise, however, to postpone the victory dance.

There persists a nagging doubt that things are arranged to strengthen the journalistic function of television in its coverage of the President. It is not entirely reassuring to recall the sight of a President at about 7:59 p.m. on Nov. 17 directing the television networks to keep their cameras on while he extended his appearance before the AP managing editors beyond its scheduled time. Something in that brief encounter bespoke a presidential conception of television as an instrument to be manipulated.

By now it must be evident to everyone that the mass news conference, whether held with working reporters on the White House beat or with their bosses assembled in convention, may not be the ideal way to get insight into presidential thinking or elucidation of national policy. In the one-question-to-a-questioner procedure that has been developed, there is rarely any continuity of interrogation. The individual who is recognized is more apt to read or recite whatever question he has prepared than to ad lib a follow-up to a preceding question that the President may have answered incompletely or elliptically. Everybody wants to star in his own act.

Is a revision of format indicated? Would the quality of exchanges be improved by a restriction of attendance? In the abstract the answer to both questions is probably yes, but in the real world nothing much is apt to change soon. That puts the responsibility for correction back where it really belongs: on the newsmen in attendance.

A radical improvement could be made at once if journalists decided to stay just a little looser. Let the prepared and savored question be put aside if it is more pertinent to ask a sequel to another's question. What we're suggesting is that journalists resume their role as seekers of the truth and not the limelight.

## Turn off the switch

The energy-conservation bill passed by the Senate last week contains a prohibition against advertising that would lead to more energy use. There are those who profess little alarm at that provision. They are persuaded that it would apply only to blatantly provocative messages — urging motorists to take pleasure drives, advocating brighter lighting for the home, that sort of thing.

Maybe so, but here are the pertinent extracts from the measure: "Not later than 15 days after enactment of this act, the President shall promulgate and implement a national emergency energy rationing and conservation program. . . [which] shall include. . . [such measures as] a ban on all advertising encouraging increased energy consumption." That language is broad enough to give the President authority to kill the advertising for just about any product or service that is produced or performed with a use of gasoline, electricity or other energy. The message promotes bicycle riding: What's to power the factory that is to produce

more bikes? A dairy seeks more customers. How is it to serve them without using more gasoline in its delivery trucks?

To the other shortages of power, we suggest the addition of this one for the President.

## For small targets

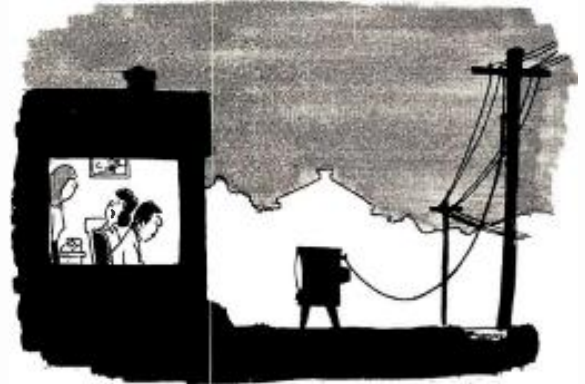
Spot-radio business has been slack for months, with only an occasional burst now and then to titillate hopes for early recovery. Why this is so is hard to understand. Whatever the reason, the Radio Advertising Bureau's board of directors, as reported elsewhere in this issue, is trying to undo the doldrums.

The most ambitious RAB plan will, if it works, give stations a whole new set of numbers to sell on. RAB is undertaking to develop specifications for a rating service that would give buyers far more information than is now available about radio audiences. In addition to the usual age and sex demographics there would be ratings breakouts by, for example, home owners, car owners, credit-card holders, consumers in various product categories, retail shoppers and the like. Instead of simply buying women aged 18-49, for instance, buyers could specify their marketing needs within that or any other age/sex category. And these ratings, perhaps taken once a year, would be supplemented by more frequent but less detailed measurements.

This is neither an inexpensive nor a short-term project. The cost is expected to exceed \$500,000, all of it to be underwritten by participating stations. The first results, from the two largest markets, are not expected before next summer. After getting into the larger markets, RAB hopes to trim it down in scope and cost for medium-sized and smaller markets.

So, however productive it may be in the long run, this is no quick panacea for whatever ails spot radio. In the meantime, however, the RAB board approved a number of other stimulants, including an increase in RAB's national selling budget to more than \$1 million, an expanded campaign among regional buyers and assorted other moves at national, regional and local levels.

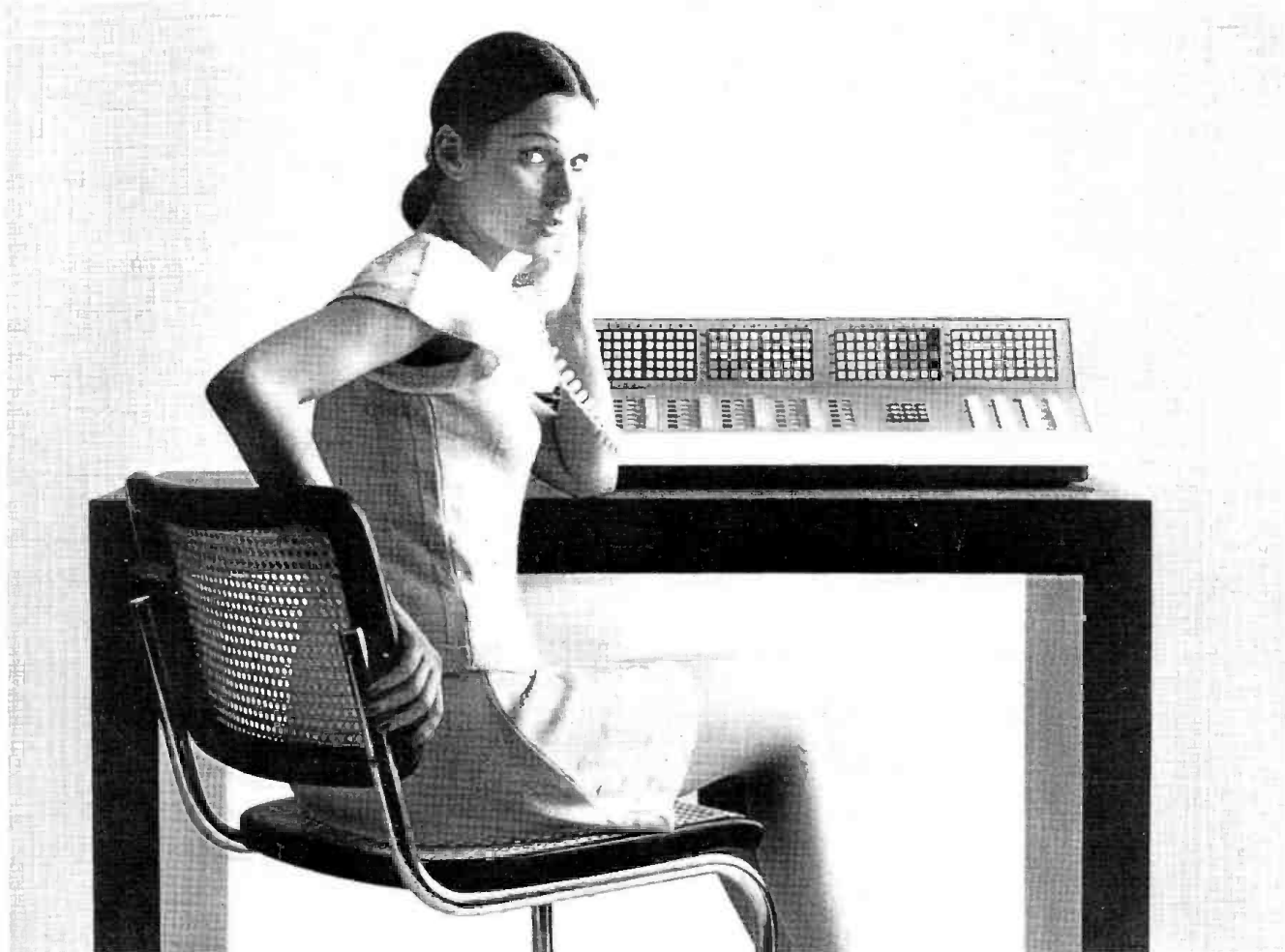
We're all for anything that will get spot moving again.



Drawn for Broadcasting by Jack Schmidt

*"It has something to do with how far the cable company is allowed to run its lines."*

# A new generation of PBX's from the Bell System.



Your business's Private Branch Exchange (PBX) is the basic component of your communications system. Now the Bell System has a new family of PBX's.

These new PBX's are neatly housed in compact cabinets. They are designed for modular growth, with plug-in expansion features. They can handle up to 2000 phones. Because the consoles of the new units are push-button operated, training new operators is a snap.

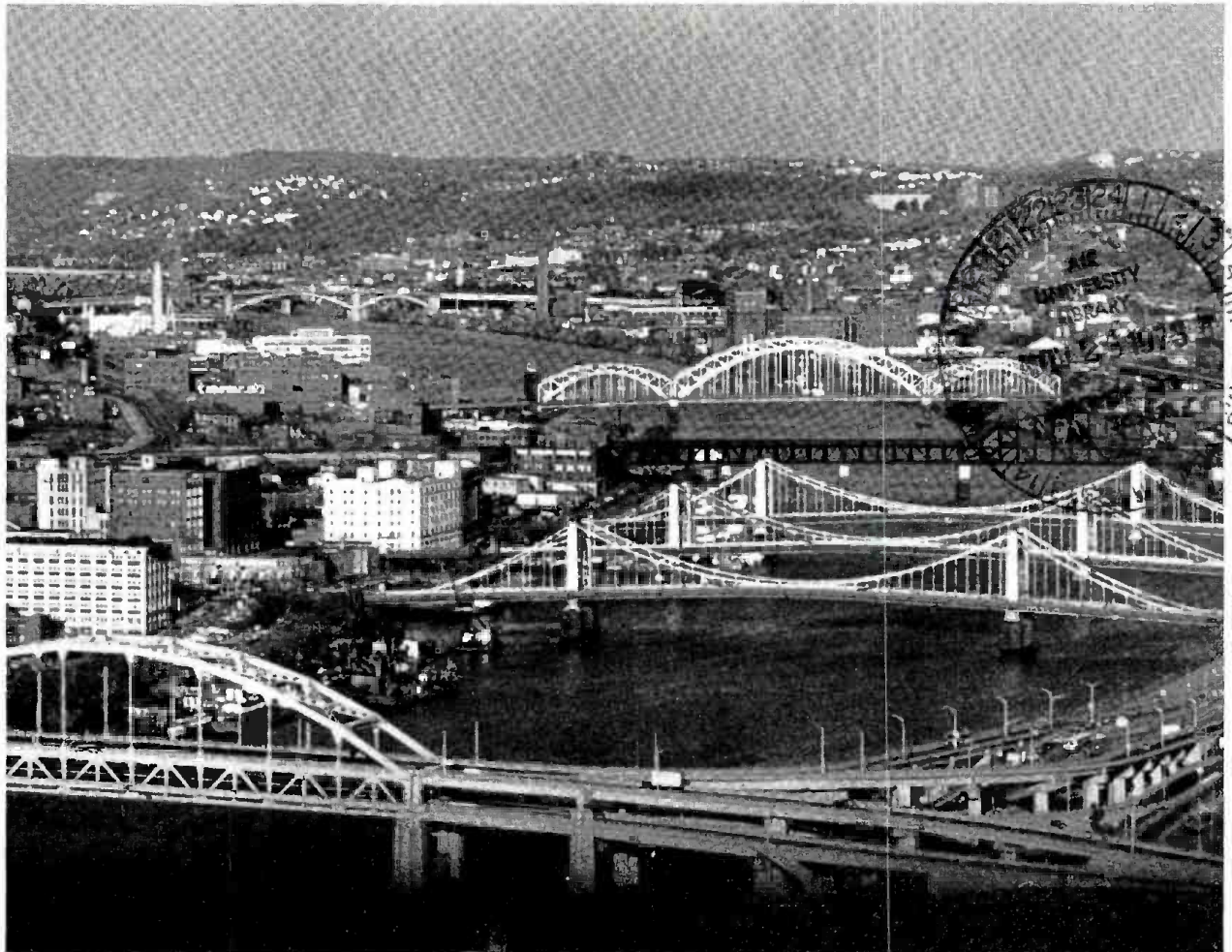
In addition to such basic services as interoffice dialing, each PBX offers many options. Like "station add-on" that lets you add a third person to a call. And "attendant camp-on" that lets your operator route an incoming call to a busy phone, and automatically connects it when the extension is free.

When you choose one of our PBX's, you get dependable Bell System maintenance, available locally. For more information, call your Bell Communications Consultant. We know your business communications needs keep changing. Our new generation of PBX's keeps pace.

**We hear you.**







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# 4

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