ABC's in hot pursuit of White House intervention
In perspective: the heat on crossownership

For 25 years, we've been making or breaking the news in Houston.

1954-1973 KPRC-TV wins more news awards than all other Houston stations combined. They include several Emmys.

1947 KPRC-TV is news. Channel 2 presents the first television newscast in Houston. It's soon to boast the city's first full-time TV news staff. And later, the first full-color news telecast in the city.

1973 KPRC-TV breaks the Dean Corry Story. On the scene coverage of the largest murder case in modern history.

1969 KPRC-TV is on the scene with extensive, award-winning coverage of a major and controversial phenomenon: The Houston heart transplants.

1969 Broadcasting from NASA to the world, KPRC-TV aids all networks in presenting live coverage of man's first steps on the moon.

When it comes to news, people in Houston turn to TV 2. They've been doing it for 25 years now. And the best is yet to come.

KPRC TV HOUSTON
PETTY TELEVISION, INC., NATIONAL REPRESENTATIVES NBC AFFILIATE


Our 43d Year 1974

For 25 years, we've been making or breaking the news in Houston.
Did you know...
Sparta manufactures a full line of AM and FM transmitters, and audio products? Look to Sparta for EVERYTHING in your broadcast equipment needs.
What's commercial. FCC expects to complete work this week on document it hopes will go far toward resolving broadcasters' many questions about what constitutes program-length commercial. Officials indicate that document—which runs about 20 pages and contains more than 25 questions and answers on programs that are commercials and must be logged as such and those that aren't—does not add up to free pass. Some broadcaster suggestions—for experimentation with different kinds of program-length commercials and for permitting such programing on regular, if infrequent, basis—are rejected. But neither does document realize broadcasters' worst fears. Remote-program broadcast, say, from record store that sponsors program would not be considered program-length commercial if it did not involve interweaving of program content with plugs for store. And that seems to be test: Are commercials and program material so integrated they can't be separated?

Commissioners last week were said to be generally satisfied with document that staff prepared on what is acknowledged as difficult question. But further clarification was required in some areas—those, for instance, involving swap-shop and classified-ad programs.

Warm your hands at the Carson machine? Special study commissioned by National Association of Broadcasters has generally confirmed FCC's estimate that total broadcast transmitting and receiving gear uses 143 kilowatt hours of electrical energy per day (Broadcasting, Dec. 31). Study made by Hittman Associates, which said power saving to be derived from early sign-off of television stations, at 11 p.m., for example, as some have proposed, would be negligible. And there's subsidiary value to TV viewings, said Hittman: Sets are "almost as efficient as electrical heaters" in warming rooms they're in.

Extended gestation. Date for final action by FCC on modification of its prime-time access rule has slipped again. Commission had been expected to wrap it up last week, but staff had not finished polishing final draft of report and order. Commission had virtually given approval to document before Christmas, but some members suggested editorial changes, and their aides are working with Broadcast Bureau staff in making them. Final product, however, is expected to conform closely to plan set forth in notice commission issued last month, when major issues were resolved (Broadcasting, Dec. 3). Action this week is not likely, due to absence of Chairman Dean Burch, at conference in Rome, sponsored by Italian government's radio and television operating authority (Broadcasting, Jan. 7). Chances are that commission will take final vote next week.

Ins and outs. TV code considerations are expected to occupy serious attention of National Association of Broadcasters Joint Board at meeting in St. Maarten, Netherlands Antilles, this week. There will be renewed insistence that code membership be made mandatory for all NAB TV members; about one-fourth don't subscribe. It's argued that code is weakened by lack of unanimous backing and that more dues are needed to support increasingly costly code activity.
Call for candor. ABC, in action that knows no precedent, asks Los Angeles court to compel White House to provide data and top-level witnesses in Justice Department's antidrug suit. Aim is to document networks' contention that action against them amounts to administration retaliation. CBS expects to take similar step, NBC doesn't. Page 13.

Face off. It's been six years since FCC proposed to break up common ownership of newspapers and VHF TV stations in same market. Times, and commission membership, have changed since then and it's now doubtful that agency would adopt such a rule. But now Justice Department is pressing issue through renewal process, and the two governmental entities are headed for showdown. Page 14.

Going through changes. House Commerce Committee, from which most broadcast-oriented bills flow, could be subject to extensive renovations in next congressional session. Turnovers could radically alter GOP composition. Democrats enjoy greater stability. Page 16.

Back again. KNTV (TV) San Jose, Calif., instituted weekly chicoana-affairs program as part of agreement with citizen group. Question now is whether station must give further time to others to respond to controversial issues raised on group's turf. Page 16.

Breath of life. Is radio drama's comeback lasting thing? Networks like to think so, but some affiliates don't like to think about it at all. Page 20.

Revisitation. Many fortnights have gone by since Supreme Court's landmark Fortnightly cable-copyright decision. Precedent, CBS and co-plaintiffs tell high court in arguing their case against Teleprompter, is blemished with age. Cable firm dissent, cites balance of power ramifications. Page 29.

Perturbed over poles. California cable operators decry Pacific Gas & Electric's plan to hike pole-rental fees by 100%. State legislature sets hearings. Page 30.

Brains and boogie. Bette Midler and Alice Cooper are among most forward in new era of avant garde rock acts. They share common dilemma: How to carry flamboyance of stage performances into more sober environment of recording studio. Page 33.

Lottery litigation. Appellate court's ruling that winning state lottery numbers are 'hot news' -- and therefore airable -- is causing more headaches than FCC lawyers care to deal with. They seek Supreme Court review. Page 36.


Early bird. RCA becomes first U. S. concern to enter domestic field with football transmissions to Alaska via Canadian satellite. It may be heaviest TV business will see for long time. Page 39.

Wretched excess. According to Senate study, 12 banks have enough interest in 20 broadcast licensees to effectively control them. However, investigators concede that study data, culled from public record, could be obsolete, call for more stringent disclosure requirements. Page 41.

Insurgent. Bob Hales would like to see Hughes Television Network become number four in what is now three-network world. He tells how hard it will be in "Profile." Page 59.

Long awaited, nearly forgotten administration report on cable policy is coming out of the egg at last; limited common carrier status is key

High-level administration committee report on long-range cable television policy, in preparation since June 1971, will be released this week by Office of Telecommunications Policy. Report, which would require drastic overhaul of existing cable policy, is understood to be aimed at creating industry in which private and governmental control over program content is eventually removed and opportunity for increased competition among media provided. Technique: Separate cable system owners almost entirely from program supply.

Report, which is believed to follow outlines of drafts that have surfaced over life of committee (Broadcasting, Dec. 20, 1971; July 31, 1972), envisages system in which cable systems would be obliged to offer local stations' programs and would be allowed to program one or two channels -- but would be required to lease remaining channel capacity on common carrier basis. OTP Director Clay T. Whitehead, who served as chairman of special committee, in speeches and in discussions with academics, government officials and others during preparation of report, has indicated his view that common carrier approach, which would provide for variety of independent voices, would best accomplish his stated goal of eliminating need for government regulation of programming. Common carrier approach would, in committee's view, eliminate need for present FCC bar on television stations' ownership of systems in same market and on networks' ownership of systems anywhere; and report would permit such ownership -- and newspapers' too.

Report does not recommend rate regulation -- with possible exception of local regulation of rates local franchise bodies impose on systems. And even there, committee has in previous drafts of report expressed hope that competition from other media rather than rate-base regulation would be means chosen for assuring reasonable rates.

No limits would be placed on number of signals that could be imported by individual system. But those using channels for such service would be obliged to pay full copyright liability. Local broadcasters would also face prospect of pay cable service on leased channels, though report might propose at least temporary measures for protecting free broadcasting from loss of programing to pay cable.

Report also is understood to suggest manner in which regulatory jurisdiction over cable should be apportioned among federal, state and local governments. And, with report proposing means for stripping FCC out of all programing-related obligations, its functions, reportedly, would eventually be limited to settling and maintaining technical standards.

Report's proposals would be implemented in stages through legislation and regulation. Transition from existing system would be keyed to development of industry. And that would be measured by percentage of subscribers cable industry could claim. Exact percentage at which report would consider industry mature and therefore subject to all proposals could not be learned. But it is understood to represent "substantial" number of subscribers.

OTP is sending report to White House today (Monday), at same time pre-release copies are being sent to media. Mr. Whitehead has kept FCC Chairman Dean Burch informed of committee's progress and plans to meet with commissioners to brief them on committee's proposals.

Report is to be critiqued Wednesday at Washington conference being called by Douglass Cater, director of Aspen program on communications and society. Other than Mr. Whitehead and Leonerd Garment, White House aide, members of committee have all left government -- Peter Peterson,
former Secretary of Commerce; Elliot Richardson, who was secretary of Health, Education and Welfare when appointed, then move through top jobs at Defense and Justice; George Romney, former secretary of Housing and Urban Development; former White House aide Robert Finch, and Herbert Klein, former director of communications for White House.

Over the top at Teleprompter

Teleprompter Corp., New York, by year end had met and surpassed subscriber level required by lenders to avoid default on outstanding debt. On Dec. 31, Teleprompter said, it signed 963,541st subscriber; it had been necessary to reach 960,000. Announcement climaxed what firm called "intensive marketing sales program" over past 16 weeks, in which average of 400 commissioned salesmen were on streets on given day.

In process, said Teleprompter Chairman Jack Kent Cooke, company "shattered innumerable industry records." Superlatives included: greatest total number of subscribers (figure stood at 750,374 at end of 1972), largest net subscriber gain in single year (213,167, as opposed to 120,000 increase in 1972), greatest net 16-week gain (97,682), largest one-week increase (10,838), greatest single-day sign-up (2,199) and greatest daily average of working commissioned sales personnel (400). Mr. Cooke said unprecedented sales effort would continue, and that he expects "another banner sales year" in 1974.

Public interest attorney charged with soliciting San Diego group to oppose Storer purchase, trying to abort solution to which it had agreed

Head of San Diego chicano group says public interest attorneys "solicited" case involving petition to block Storer Broadcasting's purchase of KCST(TV) San Diego and then "weren't interested in the public interest than in their apparent desire to file a petition and make a name for themselves."

Charge was made by Luis Natividad, executive director of Chicano Federation of San Diego County, in affidavit accompanying Storer's opposition to request by National Organization for Women's request that commission accept its late-filed petition to deny transfer of KCST. Charge was aimed at Albert Moreno, who at time of events described in affidavit was with Public Advocates in San Francisco but is now in private practice in San Diego.

"Regardless of the desires of the local minority community, Public Advocates pressed an approach which could not possibly have resulted in agreement [with Storer]." Group originally welcomed Advocates' offer of assistance, Mr. Natividad said, but it did not "expect to be bound against its best wishes and best judgment as to the needs of the San Diego's minority community merely to satisfy an outside attorney's desire for litigation."

Coalition, which included NOW, reached agreement with Storer that apparently eliminated threat of opposition to sale, on Oct. 1, 1973. However, neither Mr. Moreno nor NOW representatives were present, according to Mr. Natividad. Three days later, he added, Mr. Moreno addressed coalition, said it should not have met Storer representative without him, and convinced most members to disavow agreement and file petition to deny. Mr. Natividad subsequently signed affidavit in behalf of coalition supporting petition to deny.

Later, coalition changed course and decided to honor Oct. 1 agreement -- except for NOW, which withdrew. Mr. Moreno left case at that time.

Mr. Moreno denies charge that he had solicited case, saying he had been brought in by Spanish-speaking groups whom he declined to identify. He said his professional view was that agreement should not be accepted.

It's intimidation, says Journal Co.

First target in campaign that Justice Department's antitrust division is conducting against renewals of newspaper-related broadcast stations (Broadcasting, Jan. 7; see also page 14) says campaign is part of effort to intimidate FCC. Department's demands for numerous license renewal hearings are aimed at forcing commission to restructure broadcasting industry according to department's concepts, Jay E. Ricks, counsel for Milwaukee Journal Co.'s WTMJ-AM-FM-TV, said in letter to FCC Chairman Dean Burch last week.

Company urged commission to reject complaint and to defer consideration of "abstract issues" of newspaper-broadcast crosstownship to rulemaking that commission is considering on that subject.

Friendly faults both sides on First Amendment

Fred W. Friendly, former president of CBS News and now professor at Columbia School of Journalism, is worried about "the nervous breakdown of the First Amendment." And it is not only "antimedia assaults" of Nixon administration and of courts and prosecutors that concern him. Journalists, publishers and broadcasters who, he said, most need First Amendment are contributing factor to what he regards as amendment's unhealthy condition. And in appearance before Federal Communications Bar Association, he cited as example NBC and its refusal to provide time for views contrasting with thrust of its documentary on pension systems. Pensions: The Broken Promise dealt principally with defects in private systems. While he praised program and said FCC's action in directing NBC to make time available for other side was "capital letter violation of the essential spirit" of that doctrine, Mr. Friendly criticized NBC for getting "on its high horse in its unwillingness, on its own terms, to devote any additional prime time exposure to this continuing controversy....Pursuing it further instead of smothering it might have kept the FCC out of its newsmoor, and NBC out of the courtroom."

Mr. Friendly also wondered how NBC, in taking case to court and FCC Chairman Dean Burch, "who has become an outstanding chairman of the television age," could occupy such opposite ground on issue. His speculation -- that they are trying to teach lesson to each other. He said that NBC wants to banish fairness doctrine because it intrudes into broadcast journalism and violates First Amendment. Commission, because of NBC's "intransigence," he said, has adopted position of "total intervention" in fairness matters.

In Brief

Private party. Vice President Gerald R. Ford was guest of top network executives at get-acquainted dinner at Washington's International Club last Thursday night. Attending for ABC: Leonard H. Goldenson, chairman, and Elton H. Rule, president; for CBS: Arthur R. Taylor, president, and John A. Schneider, president of CBS/Broadcast Group; for NBC: David C. Adams, chairman, and Julian Goodman, president. With Mr. Ford were his press secretary, Paul Miltich, and chief of staff, Robert T. Hartmann.

Change of heart. CBS's Atlanta affiliate, WAGA-TV, which had said it would cancel CBS Morning News (page 39), won't.

Prescience. New concern about energy crisis is old hat to at least one member of broadcasting fraternity. In early 1950's CBS Chairman William S. Paley was chairman of presidential (Truman) commission on materials policy that predicted what has happened would happen. His chief aide on project was Bill Ackerman, then head of CBS's special projects unit, who later went on to State Department and is now with Library of Congress. Four-volume report, "Re-
sources for Freedom," was issued in 1952. CBS did hour-long documentary in 1964, based on findings.

Hat in ring. Former FCC Commissioner Nicholas Johnson has taken plunge. In form letter to friends and acquaintances, he is declaring himself in race for Congress in Iowa's third district, is soliciting campaign funds with $75,000 goal. He will face competition from fellow Democrats for party's nomination for seat now held by Republican H. R. Gross, who may not seek re-election (see page 16).

Greener pastures. At least one candidate is out of race for Democratic vacancy on FCC. Harvey Jacobs, director of center for broadcasting and international communications at New Mexico State, independent who was originally in running for Nick Johnson seat to which James Quello was nominated, will accept editorship of Eugene Pulliam's Indiana News. He had support of several Western senators, had been considered as compromise candidate between those supporting Mr. Quello and advocates of another academic, Glen Robinson of University of Minnesota.


Touch of the brakes. FCC has ruled that multipoint distribution service (MDS) carriers may not produce program material nor provide more than half their service to subscribers. However, it will allow provision of studio facilities and technical assistance to subscribers. FCC also placed restriction on acquisition of second adjacent channel by licensees. Commission has granted 23 MDS construction permits; 360 applications (314 mutually exclusive) are pending in 184 cities.

NAEB's new nine. National Association of Educational Broadcasters membership has elected first nine members of what will be 15-member board of directors. Roster was decided, in mail balloting conducted last month, from list of 19 nominees. Additional six members will be chosen by new board during Jan. 27-28 meeting. Elected were: George Blair, University of North Carolina; David Crippens, KCET (TV) Los Angeles; Virginia Fox, Kentucky Authority for Educational Television; Shirley B. Gillette, WNET - TV New York; Jack McBride, KUON-TV, University of Nebraska, Lincoln; Florence Monroe, WNYE-FM-TV New York; Clyde Robinson, KUOP (FM) Stockton, Calif.; Thomas Skinner, WQED-FM-TV Pittsburgh; Charles Woodliff, Western Michigan University.

Finality. Sale of KTBC-TV Austin, Tex., from Texas Broadcasting Corp. to Times Mirror Co. has been reaffirmed by FCC and petition by Civic Telecasting for reconsideration of action was dismissed. Commission approved sale last September subject to outcome of petition by Civic to deny renewal to Times Mirror's KDFW-TV Dallas, and on outcome of antitrust suit against Times Mirror stockholder.

Pay now, rule later. One proponent of pay cable television, Ralph Baruch, president of Viacom International, New York, is understood to be proposing to FCC that it abandon all restrictions on new medium for period of three years. In speech to be given before Radio and Television Research Council in New York this week, Mr. Baruch will suggest that during study period FCC monitor pay cable performance and examine its effect on other media and on choices available to viewing audiences.

Shutting the door. FCC stands firm on its ruling dismissing Committee for Open Media's petition to deny license renewal of KRON-TV San Francisco. Last week it denied petition committee filed seeking reconsideration of ruling.


Headliners

Lombardo    Krivin

Philip J. Lombardo, president of Corinthian Television Stations Division, named president of parent Corinthian Broadcasting Corp., New York, with responsibility for stations and TVS Television Network. C. Wrede Petersmeyer, who has been both president and chairman of parent company, will continue as chairman and chief executive officer.

Albert P. Krivin, Ross Barrett, Alfred L. Schwartz and Clemens H. Weber elected senior VPs of Metromedia Inc. Mr. Krivin continues as president of Metromedia Television, will also be in charge of Metromedia Producers Corp., of which A. Frank Reel continues as president. Mr. Barrett heads Foster & Kleiser and Metro Transit Advertising divisions. Mr. Schwartz is general counsel, Mr. Weber treasurer.
Day and night, we are the one with the 18 to 49 year olds.

Sign on to sign off in New York, Chicago, Detroit, Los Angeles, and San Francisco combined, we have a 16% advantage over CBS, and a 21% advantage over the NBC stations.

The 18 to 49 year olds spend the most money, and they watch us more than any other station group in the country.

We're number one in Daytime with women 18-49. (32% over CBS, and 19% over NBC.)
We're number one in Early Fringe. (46% over CBS, and 58% over NBC.)
We're number one in Local Early News. (41% over CBS, and 95% over NBC.)
We're number one in Prime Time. (9% over CBS, and 20% over NBC.)
We're number one in Late News. (34% over CBS, and 41% over NBC.)

Sign on to sign off more 18 to 49 year olds watch us than any other station group.*
Day and night we are number one.

**Audience information based on Arbitron and NSI estimates. November 1973 for New York, Chicago, Detroit, Los Angeles and San Francisco. Subject to Qualification available upon request. Figures cited are NSI.**
**January**


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

**Jan. 18**—WHDH Corp. special stockholders meeting, for vote on proposed merger of WHDH Corp. into Blit Television Corp. successor to John Blair & Co. 50 Montgomery Boulevard, Boston.

**Jan. 19-19**—Rocky Mountain CATV Association meeting, Scottsdale, Ariz.


**Jan. 19**—Public/cable meeting. Location to be announced, Washington.

**Jan. 20-20**—Educational Foundation of America Women in Radio and Television board of trustees meeting. La Mansion motor hotel, San Antonio, Tex.

**Jan. 21**—Association of Broadcasters, Oregon State Bar Association and Oregon Newspaper Publishers Association joint conference. Room 393 Smith Medical center, Portland State University, Portland, Ore.

**Jan. 21**—WXGM Inc. annual stockholders meeting. Company headquarters, Culver City, Calif.


**Also in January**

**Jan. 21**—Extended deadline for filing reply comments on FCC's proposed rulemaking on combination advertising rates and other joint sales practices, O'Neill, Chicago.


**Jan. 22**—New Jersey Broadcasters Association annual meeting. Monmouth College, West Long Branch.


**Jan. 24-24**—Georgia Association of Broadcasters Institute. Featured speakers include Richard Waid, NBC News president; Richard Wiley, FCC commissioner; Soni Tehoff, Broadcasting editor; Jack Anderson (Washington Post) and J. Leonard Reinisch, former Cox Broadcasting president and continuing education University of Georgia, Athens.

**Jan. 26**—Start of Senate Commerce hearing on nomination of James H. Quello to FCC, Washington.


**Jan. 28-28**—Midwinter conference, Florida Association of Broadcasters, Lakeland, Fla.

**Jan. 28**—Mississippi Broadcasters Association winter meeting, and sales conference. LeFleur's Restaurant, Jackson.


**Jan. 29-31**—Cable Television Information Center and EDCOM (Educational Testing Service) conference. "Cable Television and the University." North Park Inn, Los Angeles.

**Jan. 30-30**—American Bar Association midyear meeting. Among topics to be discussed are federal shield laws for newsmen, Houston.

**Jan. 31**—Minnesota Broadcasters Association meeting. Minnesota Press Club, Minneapolis.

**February**

**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 Drive, Chicago, 56001.

**Feb. 1**—Deadline for entries in Medical Journalism Awards competition of American Medical Association. Categories include television and radio reporting on medical news. Contact: Medical Journalism Awards Committee, AMA, 535 North Dearborn Street, Chicago 60610.

**Feb. 1**—Mortgage Bankers Association of America Janus awards deadline. Awards are given for excellence in the following categories: commercial radio and TV stations and networks, commercial advertising, broadcast journalism, cable television, and radio.

**Feb. 1-3**—Association of Independent Television Stations 1st annual convention. James R. Hord, KLTV-St. Louis, is chairman of convention planning committee. St. Louis Hilton hotel, St. Louis.

**Feb. 3-6**—South Carolina Broadcasters Association annual convention, Holiday Inn, Rock Hill.

**Feb. 4-6**—Cable Television Association regional legislative conference. Quality Inn, Washington.

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

**Feb. 7**—Southern Baptist Radio and Television Commission annual convention. Featured speakers: Frank Stanny, former ABC vice chairman; American Red Cross, Sheraton hotel, Fort Worth.

**Feb. 8-10**—Retail Advertising Conference annual convention. Keynote speaker: Ralph Nader, consumer advocate. Drake Hotel, Chicago.

**Feb. 13-15**—Colorado Broadcasters Association winter convention. Speakers include William Carlisle, vice president, National Association of Broadcasters; Stuffers Denver Inn.


**Feb. 15-17**—Loyola University radio conference. Lewis Towers Campus, 620 North Michigan Avenue, Chicago.

**Feb. 16-18**—Arkansas Broadcasters Association convention. Nassau, Bahamas.


**Feb. 21-23**—Public relations trends research conference. Columbus, Ohio.


**Feb. 28-29**—Texas Tech University Department of Mass Communications, Mass Communications Week. TTU, Lubbock, Tex.

**Feb. 28**—Deadline for comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round Daylight Saving Time.

**March**

**March 1**—American Bar Association Gavel Awards entry deadline. Competition is open to broadcast and print entries that contribute to public understanding of American legal and judicial systems. Contact: ABA, Committee on Gavel Awards, 1155 15th Street, N.W., Washington 20005.

**March 1**—Deadline for comments on FCC's proposed revised rules to permit use of Vertical Interval Reference Signal for monitoring color quality of TV programs.

**March 11-12**—Ohio Cable Television Association convention. Oak Express Inn, Columbus.

**March 11-12**—National Cable Television Association legislative conference. Quality Inn, Washington.

**March 12-12**—Annual spring conference, Electronic Industries Association, Shoreham hotel, Washington.


**March 15-17**—American Women in Radio and Television board of directors meeting. Doubletree Inn, Atlanta.


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


**March 18-22**—Cos Broadcasters Group annual stockholders meeting. BCC headquarters, Atlanta.

**March 22**—Deadline for reply comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round Daylight Saving Time.

**March 23-23**—National Cable Television Association board meeting. Pebble Beach, Calif.


**March 26-29**—IEEE-institute of Electrical and Electronics Engineers annual international convention and exhibition. Statler Hilton and Coliseum, New York.


**April**

**April 1**—Deadline for reply comments on FCC's proposed revised rules to permit use of Vertical Interval Reference Signal for monitoring color quality of TV programs.

**April 1**—New England Cable Television Association spring meeting. Highpoint Motor Inn, Chicopee, Mass.

**April 18-19**—Institute of Broadcasting Financial Management, Broadcasters Credit Association quarterly board of directors meetings. Chase-Park Plaza hotel, St. Louis.

**April 18-20**—AIP-TV, the International Television Program Market. Cannes, France.

**April 18-25**—MIFED, International film, TV film and documentary market. MIFED, Largo Domo-cesca 1, 20145 Milano, Italy.

**April 20**—Iowa Broadcast News Association annual convention. Kirkwood College, Davenport.

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

**April 21-24**—International Industrial Television Association annual convention. Includes admission to National Cable Television Association exhibition. Contact: NCTA convention being held simultaneously, Palmer House, Chicago.

**April 21-25**—Pennsylvania Association of Broadcasters annual convention. Trelawny Beach hotel, New Falmouth, Jamaica.
Infighting

Editor: Within the last month, in a town ([Norman, Okla.] where we at the Cable Television Information Center have worked closely with local officials, "scare" advertisements which were the subject of a story in your Dec. 31 issue ("Mystery Money Backs Campaign against Cable Franchise") appeared in the local press.

The circumstances of this disgraceful effort are familiar: A disgruntled local partner of an unsuccessful franchise applicant decided that if the game couldn't be won the right way, it might be won some other way. And while extreme, this is not an attitude which is completely unprecedented. Center staff members, working as we do with a large number of cities, have seen too many other cases.

We think it's time this kind of thing stopped cold. We think it's time the cable industry grew up.

To the officials of that city, cable television has brought far more problems than results. They're going to tell that to other officials. And life will be a lot harder for the industry in the next city.

Tactics like these surely must be destructive and cannibalistic to the industry itself. They suggest neither an important industry nor one that is going to provide significant services to the American consumer.—W. Bowman Cutter, executive director, Cable Television Information Center, Washington.

Ringing a bell at B&B

Editor: Your Dec. 31 issue contained a cartoon by Sid Hix which we at Benton & Bowles got a particular kick out of. We are the agency for Post's Grape Nuts and are the creators of the (Euell Gibbons) advertising which motivated the cartoon. Would it be possible for us to obtain the original artwork for this cartoon? I assure you we would put it to good use, as it represents a very amusing aspect of the impact which this advertising has had.—George J. Simko, senior vice president, Benton & Bowles, New York.

(The original is on its way.)

Not so

Editor: Your "Closed Circuit" account of network series pre-sold to stations [Broadcasting, Dec. 31, 1973] was in error. MCA TV's sale of Ironside, Marcus Welby and Adam-12 have a fixed delivery date to local TV stations whether or not the series continues on the network. Ironside will be delivered to stations in September 1974, Marcus Welby and Adam-12 on or before September 1975. Should these series remain on the network past the date of their delivery to local stations, the titles used by the local stations will be altered so as not to confuse viewers.—Hal Cranton, vice president-advertising, promotion and station services, MCA TV, New York.

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IT'S NEWS!!!

The things you have been hearing from various researchers and consultants are true. It's news, your station's news, that makes the difference between being first and out of the running in your market.

Local television news develops a warm, trusting and dependent relationship between the audience and the station that is essential to success, and it does it on a daily basis. The feeling people have about the number one news station overflows into almost all the other areas of its programming. It gives you first chance at the audience for entertainment, as well as informational programming. If you doubt this, just check how many stations are number one in total day share that don't lead in news—very few, and almost none in key markets.

We are the only company in our field with two former, major market news directors on our staff—both with degrees in journalism. They have successfully lived through the difficulties your news director has every day and can help him solve problems.

Through McHugh and Hoffman, Inc., you can learn all there is to know about news personalities, content, visual presentation, etc., and you learn much of it through in-person interviewing of the viewers in your metro area.

Later, based on this information and our combined experience, we make specific recommendations for improvement. We work with you throughout the year to make sure that these recommendations become effective. We monitor your station and your competitors and ascertain that the new standard you have set for news superiority is maintained.

If you would like to know more, please call for a no-obligation presentation.
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OFF-NET FOR STRIP
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Almost 85% in Color and fresh to syndication!

Most-heralded, acclaimed, all-family entertainment
network TV series ever! LASSIE carried greater network
ratings than Gunsmoke, Hogan's Heroes, Adam 12,
Big Valley, That Girl, Mannix, High Chaparral, Get
Smart, The FBI... and others we've all known to be
such winners over the years. We have the dates,
seasons, numbers and adult demographics to prove it!
Insure winning ratings, shares, audience loyalty, total
acceptance and income. BE FIRST IN YOUR MARKET to
schedule the 17-year CBS network success veteran for
the first time on a 5-a-week basis in Color!

FCC ruling expected any minute now, will permit LASSIE to
play first half of prime-access hour in top 50 markets! Family-
appeal programming recommended. Talk with your rep, your
agency time-buyer friends, who will want to be scheduled in
LASSIE! Talk to us, too!

for the facts, figures, and good
deal YOU can make... write or call

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7 o'clock Sunday night a tradition,
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Multiple Emmy and Patsy Award Winner!
Plaudits from the nation's most distinguished
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Association, U.S. Forest Service, etc.
Bates blazes a way in program production

(The Jan. 7 "Monday Memo," by Duane C. Bogie, senior vice president of Foote Cone & Belding and president of its subsidiary, FCB Productions, told about that agency's involvement in creating television programming, particularly the long-running Hallmark Hall of Fame specials. This week's "Memo" tells how another agency, Ted Bates & Co., figures in the television programming picture.)

Popular myth would have it that advertising agencies are no longer active in television programming. Ted Bates & Co. believes this myth should be dispelled once and for all.

Although the fully staffed television program office in Hollywood has become obsolete for most major advertising agencies, many are still deeply involved in television production. Such agencies as Dancer-Fitzgerald-Sample, Ogilvy & Mather, J. Walter Thompson, Norman, Craig & Kummel, Young & Rubicam, Foote, Cone & Belding and Compton are quite active in both network and syndicated program activity.

And Ted Bates is a prime example of a full service agency that has continually maintained a television programming department in New York with outstanding success for its clients. Bates clients now enjoy many of the same services they did in the era of client-owned network programming. In today's climate of primarily 30-second scatter participation buying, the Bates programming department has continued to concentrate its efforts on selective programming designed to fulfill specific client needs.

Under the overall supervision of Richard A. R. Pinkham, who himself is a past network programming chief, this department is responsible, through a Bates subsidiary, for the product of The Doctors, Colgate-Palmolive's NBC-TV Emmy award-winning daytime serial for the past 11 years. This series continues to be one of the most popular daytime dramas on television. Specifically, according to the November Nielsen's, it ranked fourth among all daytime programs in reaching women 18-49. Indicative of the Bates programming expertise is the fact that the current executive producer of The Doctors began as a program supervisor at the agency.

In addition, Ted Bates has been responsible for the creation, the production supervision in Canada and the distribution of Colgate's successful prime-time series, Police Surgeon. Now in its second year, this series enjoys a line-up of over 120 stations providing exposure in approximately 82% of all U.S. television homes.

It is the combination of an appealing lead, top guest stars, compelling scripts, and an experienced team of network producers—Wilton Schiller and Chester Krumholz (whose credits include Ben Casey and Dr. Kildare)—that has produced this highly popular police-medical drama. Last season Police Surgeon ranked first of all new prime-access programs in reaching women 18-49, Colgate's key target audience. Early 1973-74 data continues to show excellent results. According to the short October Nielsen sweep, Police Surgeon is number one in its time period in homes and/or women 18-49 in Cincinnati, Dallas, Seattle, Atlanta, Pittsburgh, Cleveland, Kansas City, Mo., Miami, Detroit and St. Louis.

In addition to having an outstanding production, an enormous amount of effort has gone into developing a line-up of stations with sizable audience potential. Further, we are continually working to improve the station clearances and to generate as much meaningful local program promotion as possible. Our efforts have already paid off as we are now receiving unsolicited phone calls from stations that want to include the series in their schedules beginning early this year. It has been an effective mixture of talent and effort that has achieved these outstanding results for Colgate.

We work closely with the three network program departments, the independent networks and producers in developing program vehicles that will meet our clients' specific audience requirements while at the same time providing promotion and associative values. Good examples of these are the Prudential Life Insurance Co.'s sponsorship of the Prudential College Scoreboard, on ABC, and the M&M/Mars pioneer sponsorship of ABC's Peabody award-winning After School Special series, both of which are in their second year.

Both clients have promoted these sponsorships extensively within the trade and within their own organizations. For several years now Prudential has successfully merchandised the Prudential College Scoreboard among its total agent force. This important sales group has responded enthusiastically to the show since its inception.

Other new projects on the drawing board of Richard E. Moore, Bates vice president, programming, are two major syndicated programs: the first, a medical-health oriented series and the second, six country-music specials (Colgate Country Music Festival) produced at Nashville's Grand Ole Opry.

We are also working on the re-release of a major motion picture for television and several sports programming concepts, one of which has been sanctioned by the Professional Golfer's Association Tournament Player's Division. Another concept Bates developed specifically for its clients is the Daytime Television Emmy Awards Special that will air next May on NBC-TV. It is anticipated that this program will garner one of the highest ratings ever on daytime television.

At this writing the FCC has proposed that network production of their own television programming material be terminated. This should open up even more opportunities for agency productions and advertiser controlled programming.

The Ted Bates media-program department, which is well known in the industry for its innovative network and spot television negotiations, is stressing to its clients the benefits in the era of television commercialization, the plusses derived from effective and efficient program sponsorships and associative values can help an advertising campaign shine through the "television haze."
That’s what we’re hoping Americans will do with their gasoline consumption. More specifically, we hope they’ll save 25%.

To get the message across, the Chamber of Commerce of the U.S. is sponsoring a powerful program called Save, America. Save 25%.

It’s a program to spur a pitch-in-together, national, voluntary effort. From the national chamber through to local chambers, state chambers and trade and professional associations.

An essential part of the program is a series of four public-service TV and radio announcements featuring Arch N. Booth, of the Chamber of Commerce of the United States. And featuring several no-nonsense, practical, new ways to conserve gasoline.

We hope when you receive the announcements, you’ll use them. And use them often.

If, for some reason, you haven’t received them, contact Hugh Guidi at (202) 659-6232 immediately.

It’s an important message. And we can only spread it with your help.

So please, do help.
Media

ABC casts a dragnet to prove White House was out to get networks

Papers filed in preparation of defense against government's antitrust suit seek tapes, papers of prominent administration, show business figures; depositions will also be sought

ABC issued a sweeping call last week for White House, Justice Department, Watergate prosecution and other documents that might support its claim that the government's antitrust suit against the networks was designed to suppress them. It also served notice that it intended to question under oath key former and present associates of President Nixon about these and other documents, including tape recordings, that could bolster its case.

The moves, without known precedent in broadcasting, were made in papers filed by ABC counsel in the U.S. District Court for the Central District of California, where the antitrust suit against ABC, CBS and NBC has been pending for almost two years (Broadcasting, April 17, 1972, et seq.).

CBS lawyers were reported to be planning to file similar papers, but NBC sources said that company had no such plans. All three networks have formally contended, though in somewhat varying terms, that the antitrust suit—designed to break their power to program and schedule their networks—was part of a plan, as CBS put it, to inhibit network criticism of the Nixon administration.

ABC had not been that explicit in its reply to the suit, but it was in its papers last week, filed late Tuesday (Jan. 8), and it also left no room for doubt that it was seeking to prove political motivation.

Observers read this meaning clearly in ABC's call for all documents relating to any contributions, "monetary or otherwise," by MCA's Jules C. Stein and Taft B. Schreiber and Warner Brothers' Ted Ashley to the Committee to Re-Elect the President, along with any document dealing with "any promise, representation, assurance or undertaking made in connection with or as a condition or inducement for such contributions."

This presumably relates to what network officials have always considered the odd timing of the antitrust suit. Motion-picture officials and the Motion Picture Association of America—whose pertinent documents were also called for by ABC—reportedly had prodded the government to file such a suit but, according to some sources, three different attorneys general had refused. Two, in fact, had an election year, and at a time when Richard G. Kleindienst's nomination as attorney general was in obvious trouble in the Senate, the suit was filed with data suggesting an old complaint had been hurriedly revived, ignoring recent FCC actions in the same areas.

Mr. Schreiber, a close friend of President Nixon, has been identified as one of those behind the campaign to limit network reruns. He is director and former executive vice president of MCA Inc., one of the giants of programing and syndication. Dr. Stein is founder of MCA. Mr. Ashley is chairman of Warner Brothers Inc. All three were among those ABC said it planned to question, along with Herbert W. Kalmbach, lawyer friend of President Nixon to whom it was suggested they might have made campaign contributions. Together these three reportedly contributed—though this is not mentioned in the ABC papers—more than $400,000 to President Nixon's campaign.

ABC also asked specifically for each document "relating or referring to any conversation, communication, meeting or conference" held at San Clemente, Calif., the Western White House, on or about April 5, 1971, "with or to the President of the United States or any person employed in the Executive Office of the President."

The April date was believed to refer to a scheduled meeting with MPAA officials on a number of subjects including tax treatment for the film industry and possibly other issues such as limitations on network reruns, subsequently endorsed by the President.

More broadly, ABC asked for all documents "relating or referring to actual or prospective antitrust litigation, or any suggestion, proposal or decision to commence or not to commence such litigation, or to threaten such litigation against ABC, the television networks or the news media, written, recorded, sent or received by the President of the U.S., the Vice President of the U.S., any person

Unrepentant. One of the men ABC wants to talk to in connection with its defense against government antitrust action got the jump on the network last week. White House media adviser Patrick Buchanan, speaking last Monday (Jan. 7) during a forum on "Crisis in Confidence" at Sangamon State University, Springfield, Ill., placed a major portion of the blame for America's disillusionment on the media, and heavily on the electronic components thereof. These were among his key passages:

"In bringing about the current general decline in confidence in government, the national media must be named—in that happy Watergate phrase—a 'non-indicted co-conspirator.' The national media and the networks claim—and indeed merit—credit for having raised the issues, set the agenda of the sixties and beaten the drums for the reforms that followed. But just as they can take credit for the successes of the decade, so, in the failure of the sixties, they are partners in bankruptcy. With the rise of adversary journalism in the last decade, the dominant Eastern press, and more especially the major national networks, became less and less news gathering and reporting organizations, and more and more media arms of a particular ideology. Like the Ford Foundation, the great networks are invaluable political assets, captured by or in alliance with the political left. In the social and political struggles of our time, they are active belligerents, though they still fly the old flag of neutrality, and still claim the rights of nonbelligerents, to which they long ago ceased to be entitled. The networks are not simply news organizations. They are communications cartels, giant economic enterprises that have cornered vast segments of the marketplace of ideas. [They should] recognize that what is good for the Nielsen ratings is not necessarily good for America. An exaggerated emphasis upon violence and sex in prime-time entertainment might make the network ratings soar, and the cash register jingle, but it may also be helping to make a new Lake Erie out of American culture. [They should] treat the statements of Ralph Nader to the same chilly reception, occasionally, as those of Richard Nixon. If a majority of Americans ever become convinced that the demonstrative game is not worth the candle, that this free society is not worth saving, that the United States is not worth preserving—then pleading the First Amendment will not exempt the national media from their full responsibility."
How big is the threat to multimedia ownership?

Showdown looms between an FCC reluctant new to rule divestiture of co-located newspapers and V's and a Justice Department that is determined to force action

The FCC and the Department of Justice's antitrust division appear to be headed for a confrontation over the question of concentration of control of media in individual markets. It is not the kind of confrontation that is likely to be resolved quickly or neatly.

At issue is nothing less than the philosophy that should be applied in examining the question of multimedia ownership in a given market. Should the commission continue its fealty to the "public interest" standard, with all the opportunity for ducking hard questions that makes possible? Or should it, with the antitrust division, make competition its god and thus substitute certainty for flexibility?

In the developing confrontation it is the commission that is on the defensive and therefore in the most difficulty. But it can be said to have brought the trouble on its own head. Six years ago, it proposed a rule that was binding—every owner of any kind of full-time station from acquiring another full-time outlet in the same market (BROADCASTING, April 1, 1968). The Justice Department's antitrust division applauded the proposal, but, in its comments in the rulemaking, urged that the FCC go further and break up existing multimedia holdings—newspapers included—in the same market. And the commission, in March 1970, when it adopted its original one-to-one customer rule, proposed to do just that.

But times, and the commission membership, have changed. The notice of proposed rulemaking was supported by Kenneth A. Cox, Robert T. Bartley, Nicholas Johnson and H. Rex Lee, all of whom have departed. Commissioner Robert E. Lee also voted for the notice of rulemaking, but he made it clear his vote did not commit him to any particular course of action.

Chairman Dean Burch, who concurred in part and dissented in part, is seen as the only member of the present commission who would support an order requiring divestiture; and his concern—like Justice's—is limited to those situations involving crossownership of newspapers and VHF television stations. Commissioner Lee has long disputed the wisdom of breaking up newspaper-broadcast combinations. And none of the three Nixon appointees—Charlotte Reid, Richard E. Wiley and Benjamin L. Hooks—is regarded as likely to argue the point with him. Thus, whatever the feelings of the two new members of the agency—and thus far only one, James H. Quello, a product of the Capital Cities Corp., has been nominated—the chances of the commission adopting the divestiture rule seem slim indeed.

Commission officials speculate that the erosion of support for the proposal is the principal reason Chairman Burch has not forced the issue at the commission. Whatever the reason, the passage of the years without commission action has made Justice Department officials "restless." Two weeks ago, petitions were filed against newspaper-related stations in Des Moines, Iowa, and St. Louis (BROADCASTING, Jan. 7).

Chairman Burch, however, had already read the antitrust division's message in the Milwaukee pleading. Furthermore, a memo dated January 19, 1973, concerned about the commission's use of the argument, in rejecting petitions to deny renewal applications that involved charges of concentration of control of media, that such questions are better dealt with in a rulemaking proceeding rather than on an ad hoc basis. (That issue and that argument were already involved in court cases involving petitions to deny renewal applications. One petition was filed against KRON-FM-TV San Francisco, by two former employees; the other, against wBNS-TV Columbus, Ohio group.)

The commission, Chairman Burch felt, could not continue to make that argument unless it was prepared to come to grips with the rulemaking (BROADCASTING, Jan. 7).

So he asked the staff to begin preparing material on the issue. Two weeks ago, the matter became a priority item, with early February set as a target date for completion of the staff report (BROADCASTING, Jan. 7). And last week, a half dozen staffers from various sections of the commission were recruited for a task force to work on the project—to summarize the 14 or so volumes of comments and prepare options for the commission to consider.

The commission's apparent revival of interest in the rulemaking was welcomed by Richard B. Wilson. "A rulemaking is the most desirable way" to approach the concentration-of-control-of-media question, he said. And he indicated the commission's action might lead the antitrust division to suspend its present campaign of filing against the renewal application of newspaper-owned stations. "But I'd
money might be hit in some cases, too, he said.

For all the recent speculation about the reason for the department's move against newspaper-owned companies, broadcasters would probably be well advised not to assume that it is an aberration, a product of the Nixon administration's "war on the media," as former FCC Commissioner Nicholas Johnson charged two weeks ago. The Justice Department's interest in broadcasting matters goes back a long way.

In 1958, for instance, the department forced the Kansas City Star to sell WDAP-AM-TV Kansas City (the stations are now owned by Taft Broadcasting). Five years ago, citing antitrust arguments, it blocked the sale of KFDM-TV Beaumont, Tex., to the Beaumont (Tex.) Enterprise and Journal. More recently it forced the breakup of Frontier Broadcasting Co. broadcast holdings (Broadastong, Nov. 15, 1971) after filing a petition with the commission to deny the renewal of WBAP-TV Chippewa, Wyo., on the ground that Frontier's domination of that market was so great as to raise serious anticompetitive questions. And it has filed oppositions to some 60 requests for waiver of the rule barring TV-CATV crossownership in the same market.

Thus, there seem to be grounds for believing Mr. Wilson when he says that the impetus for the new campaign against media crossownership originated with the antitrust division staff, not the "front office."

So the elements for a confrontation between the commission and the Department of Justice are present. If the commission does turn its back on the one-to-one-market rulemaking in anything like its present form, as seems likely, Justice will, as Mr. Wilson said, be forced "to reassess our position."

And if the commission then rejects a waiver deny that Justice has filed, a not unlikely prospect, given the present and foreseeable make-up of the commission—the department could seek judicial review. And the commission would find itself the defendant in an appeal brought by the "United States of America."

That is not the only irony. Rejection of the rulemaking would deprive the commission of the argument it has been making against petitions to deny filed by citizens complaining of a concentration of media—"that the problem should be handled in a rulemaking, not case by case. The courts would begin to deal with the problem.

And then there is the provision in license-renewal legislation now pending before Congress that would prohibit the commission from restructuring the ownership of the broadcasting industry on a case-by-case basis. If that provision becomes law, the Nixon administration, now being blamed in some quarters for the Justice Department's attack on crossownership, would be entitled to some broadcaster thanks. For the provision first appeared in the bill while in the Office of Telecommunications Policy.

So in the long run, it may be that
San Jose chicanos say they're caught in backwash of pact
Local group complains that KNTV invokes fairness to force it to avoid controversy

Pending before the FCC is a kind of second-generation complaint of the citizen movement in broadcasting, the type that can develop after citizen group and station reach agreement on the issue of citizen group access to the station's facilities. The complaint was filed by the Chicano Airwaves Programing Committee of San Jose, Calif., against KNTV (TV) there and involves the fairness doctrine, though in a unique way.

It is not that the committee is invoking the doctrine to obtain time on the station. Rather, in the words of one of its members, Richard Martinez, the committee believes that KNTV has attempted to use the fairness doctrine to limit the airing of controversial issues on La Voz de Aztlán, a monthly one-hour program devoted to chicanos affairs.

The program is the product of an agreement which the station reached with the committee's parent organization, the South Bay Community Coalition for Media Change, and which was filed with the commission.

The station has informed the committee that if it deals on the program with controversial issues, such as the grape and lettuce boycotts and the picketing of Safeway stores, it must present opposing views in order to meet the requirements of the fairness doctrine.

Robert M. Hosfeldt, vice president and general manager of the station, said in a letter to the committee that the decision on how opposing viewpoints will be presented is "entirely within the discretion of the licensee." And, he added, the public can best understand the controversial matters the committee may present "when all viewpoints are presented within the format of a single program." KNTV's "sole intention" is to insure that the committee programs serve the public interest, he said.

Mr. Martinez concedes that the agreement with the station commits the committee to obtaining the station's agreement in choosing material for broadcast. But he also contends that the station "cannot force the chico community to program non-chico perspectives on their monthly one-hour program..."

The committee's concern, he makes clear, is the loss of time from its one-hour monthly program to other, non-committee points of view. Forcing the chico community to surrender time... to present opposing views whenever the chico view is presented on controversial matters," he says, "is not in the public interest.

"It is, in effect, the blackmailing of chicanos into not criticizing non-chicano interests; i.e., only if noncontroversial material is presented, or only if controversies are blandly presented will chicanos be allowed full use of their allocated monthly one hour."

The minority side of the House Commerce Committee, parent committee of the Communications Subcommittee, may be drastically altered when the 94th Congress convenes a year from now. At least two members have announced definite plans to leave the lower house and the attrition could run as high as seven GOP congressmen by year's end. Meanwhile, Congressman H. R. Gross (R-Iowa) will neither confirm nor deny reports that he does not plan to seek re-election. Former FCC Commissioner Nicholas Johnson indicated his interest in running for Mr. Gross's seat as a Democrat (Broadcasting, Dec. 10, 1973).

Congressman Clarence Brown (R-Ohio), ranking minority member of the Communications Subcommittee, announced last week that he would seek re-election. He had been seen as a possible candidate for Attorney General William Saxbe's Senate seat from Ohio. But Mr. Brown would have had to face stiff primary opposition from another Ohio Brown, Lieutenant Governor John R. Brown, considered by many to have greater visibility in the state.

If Mr. Brown's hope for re-election is realized, he will move up in the committee standings from sixth to fourth when 69-year-old Representative Ancel Nelsen (R-Minn.) retires at the end of 1974 and Congressman James Harvey (R-Mich.) assumes a U.S. District Court judgeship in Michigan last week.

Mr. Brown, a four-term representative from a staunchly Republican central Ohio district, may move up even farther in the Commerce Committee pecking order if Congressman Tim Lee Carter (D-Ky.) decides to run for the Senate seat that Senator Marlow W. Cook (R-Ky.) is reportedly considering vacating. Congressman James Broyhill (R-N.C.), the number-three Republican on Commerce, is considering running for Senator Sam Ervin's (D-N.C.) seat (Senator Ervin, 78, announced his retirement last month). One House source close to Mr. Broyhill says that the congressman will "probably go to the wire and then decide not to run.

Congressman Lou Frey (R-Fla.) is saying privately that if Senator Edward Gurney's (R-Fla.) legal problems grow worse, culminating in a decision not to seek re-election, Mr. Frey could well run for the seat. Senator Gurney testifies this week before a grand jury on an alleged campaign contribution kickback scheme that involves his chief fund raiser, his former administrative assistant and the chairman of the Florida GOP executive committee. Senator Gurney reportedly may be indicted, as well.

Also, there has been speculation that
In Memoriam

John C. Cohan

1912-1974

He was President and Founder

Central California Communications Corporation
four-term Congressman James Collins (R-Tex.), 58, is considering retiring. And freshman Congressman Samuel Young (R-Ill.) of Chicago is considered the most vulnerable Republican on Commerce in terms of his re-election chances in November. His district is heavily Jewish and was Democratic before the 1972 Nixon sweep. A Watergate reaction could put a Democrat back into the House from Illinois' 10th district.

But perhaps the most noteworthy bit of speculation to come from Capitol Hill last week was the prospect of ex-FCC Commissioner Nicholas Johnson sitting on the Commerce Committee of the House in the 94th Congress. Congressman H. R. Gross, 74, would not comment on a report last week in the Des Moines (Iowa) Register that he would not seek re-election from Iowa's third district. The district has been known to vote Democratic in the past but it has swung Republican in the last few elections. Local political observers feel that Mr. Johnson will have an uphill fight for Mr. Gross' seat no matter whom he runs against.

Changes on the majority side of House Commerce seem less definite than anything on the GOP side. Congressman Peter Kyros (D-Md.) has been asking around the Hill for a new speechwriter, perhaps in preparation for a gubernatorial race this fall. And Congressman Richardson Preyer (D-N.C.) is another who is reportedly eyeing Senator Ervin's seat, though aides close to him say he's leaning toward staying in the House.

Back to the drawing board. WWDL-FM Scranton, Pa., spent three months and $20,000 constructing a new 80-kw generating plant to provide the station with full emergency power. But on Dec. 30, 30 minutes before the station staff and others were to enter the building for a dedication ceremony, an explosion, believed to have been caused by a gas leak, ripped through the building and demolished it. A replacement is scheduled for completion March 1.

Changing Hands

Announced

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


* KSEK(AM) Pittsburgh, Kan.: Sold by Great Plains Broadcasting Co. to Douglas Broadcasting Co. for $166,000. William S. Morgan is president of Great Plains. James D. Harbart, president of Douglas, is market development director of business communications firm. KSEK operates full time on 1340 kHz with 1 kw day and 250 w night. Consultant: George Moore & Associates, Dallas.

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 48):

* KIMW(AM) Denver, wqxl(AM) Atlanta and wqxi-FM Smyrna, Ga.: Sold by Panac and Southern to Jefferson-Pilot Broadcasting Co. for $15 million (see opposite page).

* WDFP(AM) Flint, Mich.: Sold by WDFP Flint Corp. to F.W.P. Corp. for $704,376. Elmer A. Knopf is president of WDFP Flint Corp. Fenne W. Pelavin, owner of F.W.P. Corp., is board chairman of WDFP Flint Corp. He also has interest in Beverly Hills, Calif., real estate firm and Houston oil drilling project. WDFP operates full time on 910 kHz with 5 kw day and 1 kw night.

* WDXE-AM-FM Lawrenceburg and WTPR-AM-FM Paris, both Tennessee: Sold by Lawrenceburg Broadcasting Co. and Paris Broadcasting Co. to H-M-S Broadcasting Co. for $450,000 and $425,000 respectively. Lawrenceburg Broadcasting and Paris Broadcasting are principally owned by National Bank of Commerce of Jackson, Tenn., as estate trustee of Aaron B. Robinson. Mr. Robinson's estate also includes WBNK(AM) Union City, Tenn., and WCM(AM) Corinth, Miss. H-M-S is owned by Robin H. and Ralph C. Mathis, John B. Skelton and Ricky J. Huffman. Messrs. Mathis and Skelton have interest in WCP-AM-FM Houston, WSPC(AM) Magee, WTXN(AM) Lexington and WFAQ(AM) Senatobia, all Mississippi. Mr. Huffman also has interest in WCP-AM-FM Houston, Miss. WDXE is daytimer on 1370 kHz with 1 kw. WDXE-FM operates on 95.9 mhz with 3 kw and antenna 205 feet above average terrain. WTIP is daytimer on 710 kHz with 250 w. WTPR-AM operates on 105.5 mhz with 3 kw and antenna 200 feet above average terrain.

* WRLS(AM) Long Branch, N.J.: Sold by Long Branch Broadcasting Co. to John J. and James J. Mazzacaro and Phillip DeSantis for $300,000. Sellers are Orlando A. Blamont, John J. Gualdi and Dennis Mastro. Messrs. Maz-
Pacific and Southern merger into CCC gets stamp from FCC

However, there are other obstacles facing transfers of stations

The FCC last week approved the merger of Pacific and Southern Co. into Combined Communications Corp. The commission also granted Pacific and Southern’s application to spin off three stations, KIIM (AM) Denver, WQXI (FM) Atlanta and WQXI (FM) Smyrna, Ga. to Jefferson-Pilot Broadcasting Co. A waiver of the commission’s three-year holding rule was necessary to complete the transaction.

Total consideration for the stations involved in the spin-off is $15 million. The assignment of the two Georgia stations, however, was made subject to the outcome of a proceeding before the Atlanta office of the Equal Opportunity Commission. And the assignment of all three stations to Jefferson-Pilot is conditioned on the outcome of a pending antitrust suit against Jefferson-Pilot Corp.


Combined Communications, the surviving corporation in the merger, will absorb Pacific and Southern’s WQXI-TV Atlanta, WWDJ (FM) Hackensack, N.J., WSAI (AM)-WJDI (FM) Cincinnati and KKDJ (FM) Los Angeles. Combined Communications already owns KTAR-AM-FM-TV Phoenix; KRTV (TV) Denver; KARK-TV Little Rock, Ark.; KOCO-TV Oklahoma City; WRLK-TV Louisville, Ky. and WPTA-TV Fort Wayne, Ind.

Cowles attorney says FCC annual report error misled Justice Department

The attorney for Cowles Communications Inc. last week fired off a letter to FCC Chairman Dean Burch to set the record straight about the ownership interest the Des Moines Register and Tribune Co. has in Cowles.

An entry in the FCC’s annual report for fiscal 1972 indicates the Des Moines company owns 100% of Cowles, wrote Robert A. Marmet, when in fact it has only a 9% interest with no voting rights.

A copy of Mr. Marmet’s letter went to the Justice Department which, said Mr. Marmet in his letter to Chairman Burch, apparently relied on the FCC report in filing its petition to deny the renewals of KRNT-AM-FM-TV Des Moines (Broadcasting, Jan. 7). Justice had asserted that information in the FCC annual report “more than suffices to establish as a fact that the Des Moines

change, adopted in response to complaints from citizen groups, requires stations to make the logs available for inspection and reproduction at a location convenient to residents of the community that the station serves. However, where a good cause exists (a request based solely on competitive considerations, for instance, or one that is an attempt at harassment) requests for inspection need not be honored, the FCC said. And parties wishing to inspect logs must make an appointment with the station, identify themselves and their organizations, and state the reason for the request. Licensees may make a copy available for inspection instead of the original logs; and a party wishing a machine copy must pay a reasonable cost for reproduction. The commission also said that a licensees who has gone beyond the composite week to make a programming showing must afford members of the public access to additional program logs to enable them to develop their own showing. The rule is effective March 1.

Bouncing in beautiful Burbank. American Federation of Television and Radio Artists has charged KROQ (AM) Burbank, Calif., with financial irresponsibility. It filed complaint with FCC and state Human Resources Department claiming that station on many occasions during past year had issued payroll checks to AFTRA on-air personnel that were returned marked insufficient funds. AFTRA also
Communications, both continuing last change guarantee station's darned that moved principals its es, president-general manager, denied charges for commissioners themselves were host of National Broadcasters, the National Information Agency, and Jack Valenti, president of the Motion Picture Association of America. The commissioners themselves were hosts on Wednesday at a luncheon for both Mr. Johnson and Mr. Lee.

claimed that KROQ owed union payments for pension and health and welfare obligations. Gary L. Bookasta, KROQ vice president-general manager, denied charges, terming them "a blatant distortion." He insisted that he has always honored its payroll. AFTRA said it has asked principals of the licensee to post bond to guarantee station's payroll.

Change of address. J. Leonard Reinsch, president of Cox Broadcasting Corp. until last month (Broadcasting, Dec. 31), and continuing as chairman of Cox Cable Communications, both Atlanta, has moved into new offices at Suite 300, 53 Perimeter Center East, Atlanta 30346. Telephone is (404) 252-6831 until Feb. 24, (404) 393-0480 thereafter.

Radio drama: renaissance or brief sojourn in nostalgia?

It depends on who is asked; CBS, Mutual, NBC give glowing reports of station, advertiser acceptance; but some affiliates can't see how new trend can be compatible to their formats and audiences.

Himan Brown, producer-director of the new CBS Radio Mystery Theater, has the true believer's vision that he's setting the scene for a mid-1970s return of the golden age of radio drama.

"When the Mystery Theater [which kicked off its nightly one-hour schedule Sunday, Jan. 6, on 218 stations] gets the big ratings I know it'll be getting," he says, "we have plans to add an hour's worth of nonmystery drama every night, with a title like CBS Playhouse. Then we'll do a Sunday-evening showcase of classic drama by playwrights like Eugene O'Neill, William Saroyan and Maxwell Anderson. These would run two to three hours and we'd use all the prestigious actors we could get."

But Mr. Brown's vision doesn't stop there. "Once we have all this radio drama flourishing on the airwaves," he says, "I can see us going to two hours of soap opera every afternoon—that is, four half-hours, back to back. And then maybe even some after-school children's serials."

If these predictions seem like nothing more than gas-filled balloons labeled "wishful thinking," Mr. Brown may simply be responding to the recent flood tide of publicity that's been washing over this sudden "revival of radio drama" (The New York Times), radio's "giant step backward" (Time magazine).

For, in addition to the nightly CBS Radio Mystery Theater, the following shows are being touted as forerunners of the new trend:

* Zero Hour, a series of 13 original mystery dramas (each of which is made up of five continuing half-hour chapters) that the Mutual Broadcasting network has been sending out to "in excess of 150 stations" (mostly Mutual affiliates) since Dec. 17 (Broadcasting, Nov. 12, 1973). The show is produced by the Hollywood Radio Theater and narrated by Rod Serling.

* Sounds of the City, a 15-minute-a-day, five-days-a-week soap opera about a contemporary family of urban blacks. The UniWorld Group Inc., a black advertising agency based in New York, which will produce the series, is now lining up black stations and will use the technical facilities of the Mutual Black Network (along with many of its affiliates). UniWorld has signed Quaker Oats as full sponsor of the series.

* X Minus One, a rerun of a series of

---

**What they don't hear... can do wonders for your ratings!**

Reducing noise pollution with the Burwen dynamic noise filter may prove to be the most profitable aspect of your programming...

Now you can broadcast discs, cartridges, and tapes with little or no distortion, full dynamic range and very low noise. The Dynamic Noise Filter is an automatically variable bandpass filter whose bandwidth changes rapidly with each musical note and whose high and low frequency cutoffs are independently controlled by the spectral content of the input signal. No signal encoding is required. When installed in your broadcast chain, the Dynamic Noise Filter will reduce the cumulative noise from all sources preceding it 10-11 dB with no audible effect on the music or speech. This is accomplished with no less than 40 operational amplifiers and other precision components which provide 100 dB dynamic range with high accuracy, flat response over the entire range. You won't believe what Burwen Laboratories' equipment can do... until you don't hear it!

For complete details, call or write.

---

Burwen Laboratories is dedicated to engineering and manufacturing equipment and modular components having absolute perfection in performance and craftsmanship. Burwen Laboratories warrants its products to be free from defects in material and workmanship for a period of two years from date of shipment to the original purchaser.

208 MIDDLESEX TURNPIKE, BURLINGTON, MA. 01803 / TEL. (617) 273-1488

Broadcasting Jan 14 1974 20
How-to session. Himan Brown, executive force (and producer) behind the CBS Radio Mystery Theater series, here coaches Joan Hackett, garbed in radio informality for a starring role in the "Mother Love" episode.

30-minute science-fiction drama originally broadcast on the NBC radio network in the mid-1950s. NBC has been sending them out once a month as part of its Sunday Monitor network feed (7:30 p.m., NYT) since June 24 of last year.

- The National Lampoon Comedy Hour, a 60-minute weekly satirical review sent out (mostly by air mail) to 104 stations by Twenty First Century Communications Inc., which publishes the monthly National Lampoon magazine. FM progressive rockers dominate the Lampoon's station line-up and the four national spots in the show are sold mostly to record companies on a week-to-week basis.

- The Lone Ranger, The Shadow, Fibber McGee and Molly and a few other old-time radio shows, the original recordings of which are sold market-by-market by Charles Michelson Inc., New York. Mr. Michelson says his tapes are now being heard at least once a week in 380 cities.

Despite all this activity, there are a number of radio executives sternly resisting the urge to climb aboard the radio-drama bandwagon. "It's just not our 'thing,'" says Bob Mahlman, vice president and general manager of ABC radio. "The ABC radio network is basically in business to serve its affiliates, and to date our affiliates have not been demanding that we give them drama. News, sports and commentary are where we're at right now—although if radio drama becomes a big hit, then obviously I wouldn't close the door on our eventually getting into it."

Russ Tornabene, vice president and general manager of the NBC radio network, is also somewhat skeptical of the trend. "The publicity and promotion you're seeing about this resurgence of radio drama has been mainly generated by CBS itself," he says, adding that he recently read an internal CBS memo that goes into chapter and verse about how to keep the media spotlight trained on Mystery Theater.

"CBS is spending a lot of money to
Back to basics. Lloyd Holler and Saundra Sharp are continuing characters in Sounds of the City, a daily 15-minute radio soap opera produced by UniWorld, a black ad agency based in New York. It will begin on Mutual March 1.

put this thing over," Mr. Tornabene continues, "because they know they're taking a very big risk. The problem I've found in trying to sell radio network programs is that each station—particularly in the big markets—has its own character. The big-market station knows its own identity, and likes to do its own programing. If your network program isn't consistent with that station's sense of its own character, it won't take your show, no matter how good it is." He mentioned a live-on-tape Helen Reddy concert last month—in his words, "three hours edited down into one brilliant hour of music"—that was turned down by a number of middle-of-the-road NBC affiliates because they thought it would be too strong for their audiences.

CBS is running into that problem in a few cases with its Mystery Theater. Its all-news owned-and-operated stations in New York (WABC(AM)) and San Francisco (KCBS(AM)) turned thumbs down on the series because of the format clash, but three other CBS all-news O&O's said yes to the series: WBEM(AM) Chicago, KNNX(AM) Los Angeles and WERI(AM) Boston. And Sam Cook Digges, president of CBS Radio, says he's very pleased with the replacement stations in New York (WOR(AM)) and in San Francisco-Oakland (KNEW(AM)). Another network spokesman claims that 49 out of the top-50 markets are carrying the show (with Atlanta the only holdout).

Sponsor interest in radio drama has so far been spotty. CBS has sold only two of its five network spots on Mystery Theater, to Anheuser-Busch and Kellogg. Both have signed for the full 365-day ride at a total cost of $365,000 each (a minute a day at $1,000 a minute). The three unsold minutes are being used for public-service announcements. NBC is sustaining X Minus One, and no sponsors have yet signed up though the show is almost a month old, although Mutual's sales chief in New York, Art Okun, says he's "optimistic" about landing a sale or two shortly.

And the National Lampoon hasn't been able to sell a full year's commitment out of any of its sponsors, although on a show-by-show basis advertisers like A&M Records, 7-Up and the Warner Paperback Library bought 38 out of a possible 40 national-spot minutes during the first 10 weeks, according to Matty Simmons, the producer of the show. The Lampoon's price per minute was $1,700 to begin with, but it has since gone up to $3,000 as the line-up to stations climbed from 62 last November to the current figure of 112 (about 80% of which are FMs). CBS officials refuse to say how much it costs to produce a typical Mystery Theater hour, but one source at the network says CBS's total commitment to the series runs to "more than a million dollars" for a year's worth of 195 originals and 170 repeats. Mr. Digges adds that the directors, actors' and writers' unions have helped in cutting costs by waiving their residuals for the first rerun of each of the episodes.

Zero Hour costs its production company, the Hollywood Radio Theater, about $4,000 per half hour, and The National Lampoon Comedy Hour comes to about $5,000 for each 60-minute program.

CBS's Hi Brown says he's confident that Mystery Theater's nightly dramas, with E.G. Marshall as host, and actors such as Agnes Moorehead, Kim Hunter and Ruby Dee, will "sound the death knell" for Zero Hour, and for the old-time radio dramas that are chalking up respectable ratings in a number of markets. He says that the Hollywood Radio Theater "went broke" trying to sell Zero Hour market-by-market and that Mutual "bailed out Jay Knolos," the president of HRT, by offering him their network's facilities. But even with a network Zero Hour will fail, Mr. Brown says, "because if you miss any one of the five five-hours you lose the plot thread. With our 60-minute dramas, you get a complete story every night. And those scratchy recordings of The Shadow and The Green Hornet are strictly for stuff—even at their best they were never very good."

So far, Mystery Theater has received something of a drubbing from the critics. John J. O'Connor, the TV critic of The New York Times, on the basis of the first couple of programs, said, "The project seems to be stuck between hackneyed scripts, which are too silly to be taken seriously, and camp nostalgia, which is too flimsy to sustain a respectable quota of knowing giggles."

Says Kay Gershman, The New York Daily News TV critic, said one of the episodes she heard was "dull," another "fuzzy and unsatisfying" because it "lacked any real suspense," and concluded that Mystery Theater "needs tightening of scripts and a faster pace. It's supposed to be suspenseful, but sometimes you wait a long time for the suspense to grab you."

Taking the long view, Time magazine's critic Stefan Kanfer, asking the question "Is radio drama in for a resurgence?", answered by saying "it seems no more likely than the comeback of silent two-reelers. All that can reasonably be expected now is a brief eavesdropping on the past—an opportunity to employ the long-rusted faculty of imagination."

MJA gets even bigger
in the talent field

Wooll's huge line-up of sports figures added to Josephson roster, second acquisition this month

Marvin Josephson Associates, New York, parent company of International Famous Agency (talent), has acquired Robert Wooll Associates, Boston, a firm that represents more than 300 athletes in the U.S.

Mr. Josephson noted that sports have become competitive with entertainment attractions for the box-office dollar and that the addition of television stars. He said: "The stars of today are the athletic heroes as well as the motion picture, television and performing stars." He added that athletes represented by Mr. Wooll conceivably could become part of enter-

Shop talk. The other major Mutual entry in the radio drama revival is Rod Serling's Zero Hour. Susan Strasberg and Peter Marshall are shown here during rehearsals for that series' "A Die in the Country."
Nothing ordinary about this Gates antenna...

Here's a diplex television antenna broadcasting two VHF signals simultaneously. We custom-built it for WTOP-TV and WMAL-TV in Washington, D.C. This Channel 7 and Channel 9 antenna was built and tested on Gates antenna range in Syracuse, New York. During the last five years more than 100 television antennas have been built and tested on this range.

We customize antennas to fit the specific needs of our customers. No matter how complex. And thoroughly test your antenna before delivery.

Call or write for more information on how Gates can custom-design an antenna for your operation.

HARRIS GATES DIVISION
Quincy, Illinois 62301 U.S.A.
The Market Place

for buying and selling syndicated television properties will open on February 16 in Los Angeles when advance copies of Broadcasting's February 18 issue hit town, along with delegates to the 1974 convention of the National Association of Television Program Executives.

Together, that issue's editorial and sales environments will combine to provide one of the prime rifle-shot buys of the year, a customer-intensive publishing opportunity designed to showcase nonnetwork, offnetwork, special network and individual programing for every hour in the broadcast day.

In addition, to the normal news budget, Broadcasting's February 18 issue will feature:

- A complete rundown on all properties being offered by NATPE exhibitors.
- The convention agenda, with an issue-by-issue analysis of what's on the programer's mind.
- A report and forecast on the buying, selling, use and impact of syndicated programing, for prime time or otherwise.
- A special analysis of TV movies.

It will be the most comprehensive package Broadcasting has ever assembled on that vital everyman's land between local programing and the network schedules. It will set the stage for all that comes after at the NATPE. It will be a "must read" issue for every TV station programer, and a "must sell" issue for every producer and distributor.

Again, as always . . .

You belong in Broadcasting-Feb18
tainment packages created by IFA.

Mr. Woolf will become a director and vice president of MJA, and his firm will operate from Boston. Among the athletes he represents are Jim Plunkett, Walt Patulski, John Matuszak, Carl Yastrzemski, Derek Sanderson, Mickey Redmond, Calvin Murphy, Buck Buchanan, Vic Hadfield and Jo Jo White.

MJA entered the sports field in mid-1972 and represented the Montreal Organizing Committee for the 1976 Olympic Games. MJA negotiated the sale of the American television rights to the games for a record $25 million. It also represents the World Hockey Association and the North American Soccer League.

MJA two weeks ago announced acquisition of the Chasin-Park-Citron Agency, Los Angeles, a television motion-picture talent agency.

**Stanley Kramer works for ABC**

ABC-TV and David Wolper Productions have announced that filmmaker Stanley Kramer ("Judgment at Nuremberg," "On the Beach") will produce and direct three courtroom dramas for ABC, starting with The Trial of Ethel and Julius Rosenberg, which will air Jan. 28 (9-10:30 p.m., NY). The Rosenbergs were, in ABC's words, "the first atomic spies to be tried in this country and the only convicted spies to be executed during peacetime."

The other two dramas involve the court-martial of First Lieutenant William Calley, who was sentenced to 20 years for his part in the My Lai massacre in Vietnam, and the war-crimes trial of Japanese General Tomoyuki Yamashita, who was executed for brutal treatment of allied prisoners in the Philippines during World War II.

**Program Briefs**

**Heading west.** Registration for National Association of Television Program Executives conference in Los Angeles Feb. 17-20 have gone over 900 mark, are expected to top 1,000. Conference officials expect record number of station managers to join core group of program directors at Century Plaza hotel meetings; over 100 are among advance registrants. More than 70 firms—principally program distributors—will exhibit at conference.

**L.A. Open for HTN.** Hughes television network will televise two rounds of Glen Campbell Los Angeles Open Feb. 16 and 17. Field of 144 golfers including last year's champion, Rod Funseth, are expected to compete for $150,000 first money.

**Reprise for Judy.** Mission Argyle Productions, Los Angeles, is syndicating three one-hour video specials of Judy Garland, based on the three CBS-TV specials she did in 1964. All are in black and white and are being distributed by Vidistrib Inc., Los Angeles.

Still together. Time-Life Films and BBC have renewed their agreement under which TLF distributes BBC television programs in U.S. and Latin America. TLF now distributes 150 BBC titles in syndication, including Vision On America, Civilization, Search for the Nile, Elizabeth R and The Six Wives of Henry VIII.

**Legendary athlete.** Syndicast Services Inc., New York, is distributing five weekly specials, Legends, and has placed program in nine markets including KABC-TV Los Angeles, WABC-TV New York, WRC-TV Washington and WLS-TV Chicago. Series is sponsored on barter basis by Bristol-Myers Vitamins through Bacalo Agency, New York, house agency of B-I-C and Continental Insurance Co. through Doyle Dane Bernbach, New York. Each episode focuses on one top athlete: Mickey Mantle, Elgin Baylor, Bob Cousy, Frank Gifford and Jimmy Demaret.

**More animal adventure.** Entertainment Company of America, Los Angeles, announces TV syndication rights to It's a Small World, 39 half-hour animal adventure films produced by El-Von Productions, from which ECA previously secured distribution rights to Dr. Frank Baxter's Four Winds, who have sold the series to ECA also reported TV syndication rights to Clutch Cargo, children's cartoon series produced originally by Cambria Studios as five-minute segments—now available as 52 half hour shows. Clutch Cargo is second children's cartoon series acquired by ECA; last month it acquired Space Angel series.

Residuals up. Payments to writers jumped over 68% for films-to-TV in November 1973 over same month previous year. Writers Guild of America reported last week. TV payments moved up not quite 0.5%. Residuals for 11 months of 1973: TV, $5,877,178 and $980,245, and $6,804,142.

**Endroute.** Warner Bros. Television's new 30-minute 26-episode all-color adventure series, Journey to the West, starring Jack Douglas, has been sold in 16 additional markets, bringing worldwide total to 32. New domestic customs: WREN-TV Buffalo, N.Y.; KERA-TV Stockton-Sacramento, Calif.; KTBV-TV Denver; WAVE-TV Louisville, Ky.; KTAR-TV Phoenix; KFMB-TV San Diego; WHEC-TV Rochester, N.Y.; WCIA-TV Champaign, III.; WMBD-TV Peoria, III.; and NOAA-TV Colorado Springs-Pueblo, Colo.

**Save energy.** Association of Motion Picture and Television Producers, Los Angeles, has undertaken energy conservation campaign for movie theaters and TV and radio stations. First announcements, for radio, are by actors Dennis Weaver and Telly Savalas, and are on way to all 50-kw radio outlets. Both personalities, as well as entertainer Arthur Hill, are expected to make the sports soon.

**For the locals.** Production House Inc. is releasing five half-hour films on contemporary topics designed for local television programming requirements. Obesity, drug abuse, Kung Fu martial art form, and mystery of Star of Bethlehem are subjects. 665 Harrison Street, San Francisco, Calif. 94107. (415) 493-3086.

**Spotlight on energy.** CBS-TV will begin weekly series of news reports on Jan. 20 (Sun., 5:30-6 p.m.), examining various facets of energy problems. Titled Energy: . . . series will vary subtitle, according to major portions of particular week's report. CBS News correspondent Joe Hildebrandt will anchor hour-long reports, which will tap full resources of CBS News for both domestic and global developments on energy.

**Other sports fill Sunday holes left by football**

TV networks book wide range for scheduling through spring

Now that the Super Bowl has run down the curtain on the football season, the TV networks are spreading the word about Saturday-afternoon and Sunday-afternoon sports features for the rest of the winter and on into the spring of 1974.

Having lost out to CBS in the bidding for National Basketball Association games, ABC will fill the gap by running an extra Sunday edition of its regular Saturday 90-minute Wide World of Sports potpourri. The Sunday version, which started earlier this month, runs through mid-April. The 90-minute Professional Bowlers Tour, now in its 13th consecutive season, will run every Saturday through April 6. The 15-minute Howard Cosell's Sports Magazine will present topical stories every Sunday between Jan. 27 and April 28. A new series called Superstars, pitting "48 famous athletes against each other in sports other than those in which they regularly compete," will be on every week between Jan. 27 and March 3. The dates for the weekly American Sportman, beginning its tenth year, are Feb. 10 through April 28. Other events on ABC include the Hawaiian Open (Feb. 2, 3), the Dayton Open (Feb. 17) and the Doral Open (March 9, 10).

The line-up of CBS's sports schedule this winter and spring is NBA basketball, with regular-season games every Sunday through March 24, followed by the televising of a batch of playoff and championship games, many of them in prime time. Another feature is CBS Sports Spectacular, which will include events like ice skating from the Lenin Sports Palace in Moscow (Jan. 20), rodeo championships in Denver (Feb. 3) and indoor track-and-field contests from Madison Square Garden (March 3). The half-hour CBS Sports Illustrated returns next Sunday (Jan. 20) and will run through the summer of 1974.

NBC has National Hockey League games to fill out its Sunday schedule between now and the Stanley Cup finals in mid-May. (A half-dozen or so Stanley Cup games will probably also be shown in prime time.) Another regular Sunday
Viacom gets to keep ‘All in the Family’

U.S. Southern District Court of New York has ruled that Viacom International holds the exclusive syndication rights to Tandem Productions’ All in the Family. Viacom filed suit against Tandem last summer, alleging that Tandem was attempting to reassign overseas distribution rights to All in the Family to another syndicator. Viacom had been handling foreign distribution of the series, which has been carried in the U.S. on CBS-TV for several years.

Tandem argued that CBS had no right to transfer distribution rights when CBS Enterprises was spun off to become Viacom. The court ruled that in Tandem’s contract with CBS covering the series, there was a clause stating CBS could assign syndication rights.

Under the court’s decision, issued Jan. 4, Viacom will continue to distribute Family overseas and holds domestic syndication rights.

What’s their new line?

‘Wally’s Workshop’ team expands into TV production

Walnat Co., Indianapolis, producer of the half-hour syndicated Wally’s Workshop series, has opened its own production facilities in that city and is preparing three other programs for distribution.

The company, which is owned by Natalie and Wally Bruner, has enlarged its staff, appointing William T. McCamick, formerly president of Educational Equipment Co., Indianapolis, as vice president of sales and marketing. Other new staffers are Bob Smith, production manager, previously with wish-TV; Indianapolis; Martin McPherson, associate producer and recently with wish-TV, and Margaret Ann Pentland, director of syndication-service and previously a writer and producer of children’s TV programs.

Gray-Schwartz Enterprises Inc., Beverly Hills, Calif., will represent Walnat in national sales.

Wally Bruner, formerly host on the syndicated What’s My Line? series, created Wally’s Workshop; two years ago. It is now carried in six markets on a barter basis via U.S. Ph-good.

Walnat is now developing 39 half-hours of a children’s program patterned after Wally’s Workshop; 13 half-hours of an outdoor cooking show and 104 seven-minute segments of a filler handy-man tips.

PSA’s PSA’s rebut butts in the wee, small hours

PSA Broadcasting Inc.’s four FM stations in California have been broadcasting on a 24-hour format for years. Commercial business in the early morning hours at best has been modest. Last week, the four: PSA stations began broadcasting Stop Smoking public service announcements exclusively in the 1-5 a.m. period. All commercials in that time segment have been deleted.

The seven-week campaign is designed to help individuals stop the cigarette habit, even in the middle of the night. The messages were worked up in conjunction with the Los Angeles Medical Association and the Heart Association.

In April, the antismoking campaign will resume, again for seven weeks, in cooperation with the Cancer Society. And on the books for future use, according to Jack Stinman, PSA Broadcasting president, are similar promotions for those desiring to lose weight and on energy conservation. PSA stations (all FM): KEZM Los Angeles, KEZL San Diego, KEZK San Jose, and KEZS Sacra- mento.

A combination of consumer clout, ad-industry self-policing and government intervention will put an increasingly informational slant on advertising.

That was the consensus of a panel that explored the topic “Can Advertising Be Made More Educational?” during a session of the Consumer Conference in Washington last week. But while industry and government panelists answered that question affirmatively, they qualified their responses with considerations of type and quantity of information and medium involved.

It is in the “best interests” of advertisers to make their advertising more informative, according to Federal Trade Commission Chairman Lewis Engman, who found noninformational advertising to be a factor in advertising’s lack of credibility. He cited a poll conducted last year that registered a low 12% figure for public confidence in advertising. Advertising must be made more educational if it is going to retain any credibility at all, he said. And while he admitted that advertising should not carry the whole burden of conveying consumer information, it can carry a “substantial portion” of that load. The FTC, which has been developing rules on the disclosure of nutritional information and pertinent facts in other product areas, will be “encouraging and mandating” stepped-up informational standards for products, he said.

But while government intervention is one means of attaining increased informational content in ads, regulation is not the only, or necessarily the best approach, according to Mr. Engman. The FTC, whose authority is limited to interstate business practices, is precluded from acting on a local level where “gross problems” may exist, he said. He also called a “substantial limitation” the time-consuming case-by-case litigation procedure used in challenging particular instances of unfair or deceptive advertising. Of “substantially greater impact” are industry self-policing mechanisms, he said, and applauded efforts of the National Advertising Review Board and local review bodies modeled after it.

While arguing that the selling of products makes a major contribution to a viable economy, Howard Bell, president of the American Advertising Federation, said that another function of advertising is to inform. He predicted that advertising will become increasingly informative, particularly as consumers use and demand that information. However, he noted informational requirements will vary with the type of product and suggested that alternative methods of

OFFERED FOR SALE BY STATE OF WISCONSIN EDUCATIONAL COMMUNICATIONS BOARD DUNN COUNTY, WISCONSIN

450 foot self-supported steel tower and 1100 square foot stucco building located 8 miles northwest of Eau Claire, Wisconsin. Ideal transmission site, appropriately zoned and located on highest elevation in the vicinity. The property is offered for sale by the State of Wisconsin. Bids will be accepted up to 2:00 P.M. C.D.S.T., 13 March 1974. For additional information contact Art McClure (608-266-1360), Bureau of Facilities Management, Department of Administration, Madison, Wisconsin 53702.

STATE OF WISCONSIN DEPARTMENT OF ADMINISTRATION 1 WEST WILSON STREET MADISON, WISCONSIN

Broadcasting Jan 14 1974

Product information stressed as key element in ads

Advertisers must toe that line in order to achieve believability, Washington panelists agree
information dissemination may be appropriate in different circumstances. Point of sale, manufacturer leaflets and product labels may be more relevant to certain products (particularly in the health and safety areas) where ability to refer to the information is requisite, he said.

Douglass Allgood, director of corporate advertising for RCA, said that "providing information won't always provide an education." He expressed dissatisfaction with the fact that ads frequently fail to discharge "social obligations" by portraying honestly and responding fairly to the needs of minorities. But, he said, "we are getting to the point where we can trust ad claims a little more."

The panel was part of a Jan. 7-11 Consumer Conference sponsored by the National Consumer Information Center and held at Washington's Statler Hilton hotel.

"Partwork" goes whole hog
Publishing venture on supernatural spends $1 million in two-week blitz

The heavy reliance on television to help launch new publications, illustrated by the plans of the new National Star (see page 28) is exemplified in the advertising strategy of Marshall Cavendish, U.S.A. on behalf of its "partworks" from its British parent company.

In 40 major markets (except the West Coast), Marshall Cavendish ended an intensive two-week campaign last week to promote its latest "partwork," titled "Man Myth & Magic." (A "partwork" is a publication devoted to a specific subject according to the Marshall Cavendish official, few individuals buy every issue but he said that "we have done very well with the partworks in Britain, Canada and in the U.S."

Neither the advertiser nor Young & Rubicam would provide additional details on the campaign for "Man Myth & Magic," refusing to pinpoint the number of stations ordered in the 40 markets or the number of commercials scheduled. In New York, they acknowledged that more than 100 commercials were run over the two weeks on five stations, but said competitive considerations prevented them from providing the media plan for other markets.

The commercial for "Man Myth & Magic" showed a demon on the front cover (photo above) and the legend: "An illustrated encyclopedia of the supernatural. Published in 11 weekly parts. Part 1. 95c."

The parent company, Marshall Cavendish Ltd. in London, has been issuing "partworks" there for a number of years. In late 1969 they were introduced in Canada and the following year in the U.S. The first was "Story of Life." In 1973 the company introduced "Man and Woman," "The History of the Second World War," "Animal Life," and "Golden Hands." Almost $4 million was spent on spot TV in 1973.

Scheduled to be released in the U.S. over the next few weeks is another "partwork" titled "The Life History of the U.S." with a TV blitzkrieg planned to herald the first issue, or more precisely, part.

MAN MYTH & MAGIC

If the energy slump affects your auto advertisers... and your station profit, now's the time to take a closer look at the economies of automation by SMC. You can have a completely automated station for only 47¢ an hour! An SMC automated system (like the one above) can be yours 24 hrs. per day for less than $350 per month! Automation automatically handles your "On-Air" functions. You can vary your salary overhead and still maintain a "Number One Sound". For full facts write SMC or phone collect any of the following SMC district managers.

JERRY BASSETT
WEST
8714, 10000 Tropicana Ave.
Dowtown, CA. 90241
(213) 771-3056

GAVE MAY
NORTH EAST
33 Dawn Ave.
Aramon, PA. 17501
(717) 859-1011

JOE TOWER
SOUTHEASTERN
Box 4488
Columbia, S.C. 29204
(803) 788-5683

Send me more information on SEQUENTIAL, the automated system that pays its way.

NAME_________________________
STATION _______________________
ADDRESS______________________
ZIP_____________________

The COMPUTERCASTERS From Systems Marketing Corporation
101 W. Washington St.
Bloomington, Ill. 61701
(309) 829-6373

Broadcasting Jan 14 1974 27
New Murdoch tabloid to get TV send-off

First will be big spot campaign followed by network if publication is put in national distribution

Spot television will be the backbone of a $2 million advertising spree to introduce a weekly national newspaper National Star, in the U.S., tentatively set for Feb. 5.

An official of Ted Bates & Co., New York, agency for World News Corp., New York, publisher of the new weekly tabloid, said last week that spot TV will be the principal vehicle to launch the Star, supplemented by schedules in selected magazines. Spot TV will be used in 29 major markets starting in early February in the Northeast from Maine to Virginia and as far west as Cleveland, conforming to the initial distribution pattern of the newspaper.

At the conclusion of about eight weeks, management will decide whether the newspaper is to be expanded to national distribution. The Bates official said that network TV will be used if the go-ahead for national distribution is given. World News has allotted about $3 million for the national campaign, principally in network TV. Total expenditures in 1974 can go as high as $6 million.

The massive advertising effort is aimed at acquiring readership for the Star, which is described as a cross between Time magazine and Variety. The newspaper already has recruited a staff of experienced newspapermen from such periodicals as the New York Times, the Baltimore Sun and the New York Daily News and plans to tap the free-lance market generously. The accent will be on entertainment and sports.

The man behind the Star is Rupert Murdoch, 42-year-old Australian. Since 1954, when he acquired control of a small Australian publishing company, News Limited, whose key property was The News in Adelaide, Australia, he has amassed a communications empire. His interests extend to more than 50 daily and weekly newspapers and magazines in Australia; more than 40 magazines and newspapers in Britain (including the six-million circulation News of the World and the three-million circulation The Sun); newspapers in New Zealand; television and radio stations in New Zealand and Australia, and London Weekend Television. The organization's initial foray into U.S. journalism was the San Antonio Express in Texas, bought for $18 million last fall.

Bates's copy will be tailored to the news and feature articles to be carried in the Star and will be changed each week. Thirty- and 60-second commercials will be used. The newspaper will sell for 25 cents per copy, primarily in supermarkets.

The Bates official said television is used heavily in England and Australia by the Murdoch-owned newspapers.

Six Hill Democrats criticize energy ads

They want corporate messages put to FTC substantiation test

Six members of Congress petitioned the Federal Trade Commission last week to require that corporate and institutional advertising, especially by oil companies, be required to meet substantiation rules. The congressmen charged 12 oil firms with presenting energy-crisis advertising that was "very misleading and difficult to substantiate.

Senator Birch Bayh (D-Ind.) accused the oil companies of using portions of their "record profits in a massive public relations campaign to deny their true role in contributing to the energy crisis."

Senator Bayh was joined by Senators Frank Moss (D-Utah) and Thomas McIntyre (D-N.H.) and Representatives Benjamin Rosenthal (D-N.Y.), Les Aspin (D-Wis.) and Andrew Young (D-Ga.) in the petition filed by the Media Access Project, Washington. The petition asked the FTC to move quickly to encompass corporate advertising in its substantiation rules and to seek immediate proof for 16 ads placed in magazines and on network television. The petition also suggested the FTC conduct an immediate investigation into the energy-related claims of utilities and electrical appliance manufacturers.

Four of the ads cited are TV spots, three Exxon commercials aired on the CBS Evening News with Walter Cronkite and NBC-TV Nightly News and a Shell Oil spot.

BAR reports television-network sales as of Dec. 16

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<th>Day parts</th>
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<th>Total minutes week ended Dec. 16</th>
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<td>Sign-on-10 a.m.</td>
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<td>Monday-Friday</td>
<td>943 $</td>
<td>7,864,700</td>
<td>46,872</td>
<td>388,197,800</td>
<td>361,645,400</td>
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<td>10 p.m.-6 p.m.</td>
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<td>Saturday-Sunday</td>
<td>287 $</td>
<td>6,825,000</td>
<td>14,213</td>
<td>221,735,400</td>
<td>214,531,800</td>
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<td>Monday-Saturday</td>
<td>101 $</td>
<td>2,612,000</td>
<td>4,781</td>
<td>99,219,900</td>
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<td>6 p.m.-7:30 p.m.</td>
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<td>Sunday</td>
<td>16 $</td>
<td>408,000</td>
<td>673</td>
<td>16,735,500</td>
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<td>6 p.m.-7:30 p.m.</td>
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<td>Monday-Sunday</td>
<td>396 $</td>
<td>26,718,900</td>
<td>19,602</td>
<td>1,075,737,200</td>
<td>946,622,200</td>
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<td>7:30 p.m.-11 p.m.</td>
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<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>2,742,700</td>
<td>8,180</td>
<td>129,031,100</td>
<td>104,072,300</td>
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<td>Total</td>
<td>1,191 $</td>
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<td>$98,184</td>
<td>$1,955,399,600</td>
<td>$1,756,230,400</td>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Broadcasting Jan 14 1974

29
Landmark copyright ruling reassessed in Supreme Court

Fortnightly decision has been eroded by time, argues CBS, co-complainants; Teleprompter claims reversal would create imbalance of power

Five and a half years ago the U.S. Supreme Court held that the two relatively primitive cable-television systems in West Virginia involved in the Fortnightly Corp. case did not incur copyright liability in picking up and retransmitting local television signals. Last week, the question of whether cable systems are subject to copyright payments was raised again before the Supreme Court in Washington, this time in a case that CBS and three independent program producers have fought against Teleprompter in connection with the operations of five Teleprompter systems which use the more sophisticated equipment becoming typical of cable systems.

The stakes are high. Cable interests cite what they say will be the heavy, if not crushing liability the industry will face if they are required to pay copyright royalties. Copyright owners, for their part, say they are being denied payments rightfully theirs. And broadcasters talk about the unfair competitive advantage of cable systems that provide programming for which they pay nothing.

Robert Barnard, counsel for Teleprompter, as he was for Fortnightly, is to argue that it would be an "assault" on the 1968 opinion—that it wants to place in the hands of major copyright owners the power to decide what service the public will receive.

No, said Asa D. Sokolow, counsel for CBS, the theory is that the copyright law is to be declared inapplicable to the entire CATV industry. He noted that the industry had changed markedly—in terms of the equipment used and the services rendered—since the Fortnightly case, which was first brought in the early 1960's.

The question was before the high court this time on an appeal brought by Teleprompter from a decision of the U.S. Court of Appeals for the Second Circuit, which held last April that cable systems are liable for copyright payments for the programming they import from "distant" stations. (For its purposes, the court defined a "distant" station generally as one whose signals are picked up by a receiving antenna in or near the station's community and then transmitted to the cable system's community by microwave or cable.

The appeals court had overruled the U.S. District Court in New York, which held that, regardless of the difference in equipment and service, the Fortnightly opinion applied and that the cable systems are more akin to viewers than to broadcasting stations. CBS was not entirely pleased with the appeals court's decision since it rejected CBS's argument that other aspects of the Teleprompter systems' operations, besides the importation of distant signals, also made the systems more "like" broadcasters than passive viewers. These include the use of microwave (other than for the importation of distant signals), the interconnection of systems, their sale of commercials and origination of programs. And Mr. Barnard last week continued to press the similarities between these services and those provided by broadcasters.

Unlike the oral argument in 1968, the justices last week did not interrupt frequently with questions. Potter Stewart and Byron White raised a question about the new audiences the importation of "distant" signals made possible. Justice White noted that these audiences would cause an increase in the advertising rates of the station whose programing was being carried, even if the advertisers involved were not interested in reaching viewers beyond the station's market. And Seymour Graubard, counsel for the producers, said that the reimportation deprives copyright owners of the opportunity to sell their material in those cable-served communities as first run.

The stakes, as Mr. Barnard said that the service area of a station is what the FCC says it is—and that includes the area into which the commission allows a station's signals to be imported. As for the concern about advertising costs that rise because of audiences beyond the station's market, Mr. Barnard said, in effect, too bad. "Advertisers will have to compete with other advertisers who want that time."

Justice Stewart made it clear that he would like to see Congress act in the matter, that he does not relish examining a 1974 industry in the light of a 65-year-old statute. He noted that parties in the Fortnightly case had said Congress was considering new legislation, and said: "All we have is a 1909 statute, passed long before there was broadcasting, let alone CATV."

The lawyers before him when he raised the point were not helpful in bringing Justice Stewart up to date on the status of the long-standing copyright legislation. Mr. Barnard said a copyright bill had been reported to the full Senate Judiciary Committee by its subcommittee on copyrights. It has not; the subcommittee, headed by Senator John McClellan (D-Ark.), is awaiting the Supreme Court's decision in the Teleprompter case before taking final action on the copyright bill.

Storer Cable offers to buy Gray's CATV holdings

Storer Cable Communications Inc., Miami Beach, said it has agreed to make a tender offer to purchase the stock of Gray Cablevision Inc., operator of a 5,000-subscriber cable system in Albany, Ga. The system would be sold in order to bring Gray into compliance with the FCC's cable-cross-ownership rules, which prohibit common ownership of co-located cable and television facilities.
ties. Gray is also the licensee of WALB-TV Albany.

Under the agreement, Storer said, it is not obligated to acquire any shares unless 80% of Gray's 475,000 outstanding shares are tendered. Storer apparently already has a commitment for the majority of that number. James H. Gray, owner of 50.2% of Gray's outstanding stock, has agreed to make his securities available. And the firm agreed to recommend to its 600 other stockholders that they tender their securities; a letter voicing that request is expected to be sent out next month, subject first to the approval of the boards of Gray, Storer Cable and Storer Broadcasting, parent of the cable firm. Storer Cable also said the solicitation would be made subject to the satisfaction of Securities and Exchange Commission requirements.

A Storer spokesman said a factor behind the firm's decision to negotiate for the Albany franchise was its heavy cable concentrations in adjacent areas. The company owns, through acquisitions in 1973, systems serving Moultrie, Tifton, Nashville, Sparks, Adel, Bainbridge and Americus, all Georgia.

Storer has agreed to pay $5 per share for the Gray securities. If all 475,000 shares are acquired, Storer would be paying a total of $2,375,000. If only 80% is acquired—the minimum required to put the transaction in effect—the price would be $1.9 million.

California utility doubles pole fees

Not only that, it says rates should be doubled again; state senate hearings set

That pole attachment controversy that has bedeviled cable TV operators for years has flared anew in California where Pacific Gas & Electric Co., a power company that serves most of northern California, has notified CATV systems it intends to double attachment rates to $5 per pole per year and to double to $2 the charge per year for each amplifier on its poles. The new rates were to go into effect Jan. 1.

California cable owners are protesting bitterly, particularly after representatives of the California Community TV Association were advised that PG&E intended to review rental rates annually and that an "appropriate" rental should be $11.50 per pole per year.

CCTA has advised California cable owners to refuse to sign new contracts pending settlement of the pole attachment controversy on a national basis. It also persuaded the California Senate Committee on Public Utilities and Corporations to hold hearings on the subject. These will begin next month, according to the chairman of the committee, Senator Alfred Alquist. In a report to members, CCTA referred the FCC's call last year for a negotiated settlement of the long-standing dispute and its further request for maintenance of the status quo until this is reached.

CCTA has also complained of the PG&E action to FCC Chairman Dean Burch who replied Jan. 3 expressing concern "that an increase in rates at this time, without some showing of compelling and unavoidable circumstances, does not serve the commission's call for maintenance of the status quo."

Mr. Burch noted that the FCC last August announced it had instructed its staff to draft documents asserting commission jurisdiction on pole attachment rates, but expressed the hope that state and local jurisdictions—or mutual agreements between cable operators and utilities—would make the move unnecessary. Originally it gave the parties 90 days to come to terms; this was extended another 90 days last October, making the deadline the end of this month.

Study to evaluate use of satellites for cable

Booz, Allen and Hamilton retained by group of operators seeking workable system for networking

The Cable Satellite Access Entity, a consortium of CATV firms formed last summer to explore the possibility of using space technology to distribute cable-network programming (Broadcasting, Sept. 3, 1973), has chosen Booz, Allen and...
FCC is asked to take Warner out of pay cable
Theaters see antitrust violation in production-exhibition pairing

The National Association of Theater Owners thinks pay television is the electronic equivalent of motion picture theaters. It was with that premise that the organization last week petitioned the FCC to prohibit Warner Communications Inc. from engaging in pay cable.

NATO pointed to the 1938 antitrust action the federal government brought against Warner and four other companies—Paramount Pictures Inc., Loew's Inc., Radio-Keith-Orpheum Corp. and Twentieth Century-Fox Corp.—that owned movie theaters and also engaged in movie production and distribution. The government's request that movie exhibitors divest themselves of production and distribution businesses was finally granted by a federal district court in 1946 in the so-called Paramount case.

In 1951, NATO said, the government and Warner entered into a consent decree to implement the court decision. It called for division of Warner into two separate companies—one for exhibition and another (which is the present Warner company) for production and distribution.

"Despite this absolute prohibition against engaging in the business of motion picture exhibition without court approval," NATO asserted, "beginning in 1971 Warner embarked upon a major program of acquiring cable television systems throughout the United States and exhibiting feature films on them through pay television programs." It noted that "within the last year Warner has begun instituting pay television cable systems on at least seven of its cable systems."

NATO contended that "Warner is in blatant violation of the judgment against it entered in the Paramount case ... Surely the exhibiting of hundreds of first and second run motion pictures to the public through cable television for a monthly admission means that Warner is engaged in the exhibition business in violation of the judgment."

NATO also charged Warner with violating the antitrust laws "by obtaining unreasonable leverage against theater owners which it now both licenses films to as a distributor and competes with an exhibitor; by entering into reciprocal arrangements with other distributors which it now both competes with as a distributor and acquires product from as an exhibitor, and by having in its new posture as both distributor and exhibitor the motive and power to drive theaters out of business and obtain a monopoly of motion picture exhibition in many localities."

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Cable Briefs


Moving. Community Antenna Television Association announced that it moved to larger offices on Jan. 7. Oklahoma City remains headquarters. New location is 4209 23d Street, suite 106. Phone remains (405) 947-4717.

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The Easiest Way To Keep Up With Insurance News

ADVISORY is State Farm's one-page newsletter for newsmen. It's designed to keep you alerted to important developments in the personal insurance field without wasting your time.

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

Broadcasting Jan 14 1974
"People laughed.

"When I directed 'Where's Poppa?,' a serious film about the problems of old age, people laughed. Another picture I did, 'The Comic,' with Dick Van Dyke, people laughed. 

"Now, I'm not so immodest as to think that what I wrote or directed and put in front of them made them laugh, because I was serious. Those were serious pieces as far as I was concerned. And 'The New Dick Van Dyke Show' is a serious work. But people laugh. 

"So I have to assume that it's because Kodak makes funny film. 

"When people say they're laughing at my film, it's really Kodak's film. But then again it's mine because I bought it from them. I think they sell the same film to some of my friends because their films make people laugh, too. 

"I understand that they also have a serious film that they sell to Swedish and Russian directors. And that film is almost certain not to make people laugh. 

"I'm negotiating for the film rights to 'Dante's Inferno,' and if I do secure them, I'll order Kodak's serious film."

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 top-four stations on which it is played and for the part of the day in which it appears. (__) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

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Alphabetical list (with this week's over-all rank): Abba-Ca Dabra (34), American Tune (90), Ann Wilson (42), Atlantic (74), Are You Lonesome Tonight (65), Can This Be Real (53), Come and Get Your Love (61), Dark Lady (60), Doo Doo Doo Doo Heartbreaker (32), Don't Make Me Over (31), Grease (42), Hound Dog (6), Have a Coke (43), Heartbeat, It's a Love Beat (56), Helen Wheels (19), Hello It's Me (39), I've Got You (22), I'm a Lover Not a Fighter (16), I'm Just a Southern Boy (4), I'm Not in Love (32), I'm Your Number One (47), If I Could Be With You (45), In the Midnight Hour (53), It's Only Make Believe (54), Love's Theme (39), Memphis (40), Midnight Special (42), Midnight Train to Georgia (55), Mississippi Queen (26), On the Road Again (5), Over and Over Again (60), Over the Rainbow (34), Out of Sight (36), Put Your Life in My Hands (45), Ready, Willing and Able (38), Red Red Wine (7), Rollin' & Tumblin' (23), Roll With the punches (5), Run nurses run (61), Same Ole Me (50), Satisfaction (38), That's Amore (30), The Man Who Sold the World (59), The Night They Drove Old Dixie Down (52), This Is Your Life (41), Uncontrollable (40), You'll Never Get Away (41), You'll Soon Be a Winner (43), Your Song (34), Zorba the Greek (50).
Music

Bette Midler and Alice Cooper: losing nothing in the translation

A combination of strategy and timing turn '73's flamboyant stage acts into the stuff of which top 40 is made.

Two of the year's biggest live concert attractions closed out 1973 with both a new album and a new single. Although Alice Cooper and Bette Midler may not appear to have much in common, both face the same task: to translate the excitement of their stage acts onto vinyl. Both represent recording acts that had their birth outside the studio but regard the radio medium as essential to their continuing eminence on the music scene. Much of the game plan is developed by people who have contributed to the stars' past successes.

Bette Midler's music director, Barry Manilow, has been part of her studio and stage world since the Divine Miss M first began to prove that camp could be set to music. With the thought of breaking into the world of advertising, Mr. Manilow took his first job in the CBS mail room, while attending New York's City College night program in marketing and merchandising. In the four years it took to be promoted to film editor, he had switched schools to the New York College of Music and eventually transferred his career goals to the world of pop. WCBS-AM New York tapped him for the musical directorship of the Emmy-winning Callback (January 1968-November 1969), where he was able to work with and present many local hopefuls he had coached as a musical tutor. And it was in

the guise of piano accompanist/teacher that he first encountered Bette Midler in 1970.

"It was instantaneous hate," Mr. Manilow recalls as the prime emotion stemming from their encounter at New York's Continental Baths, where Miss Midler was auditioning as a weekend nightclub performer. "But she had the exact power on stage then as she has now," he said.

Mr. Manilow put Miss Midler's stage act together through her recent three-week sell-out engagement at New York's Palace theater. He has finally ended a three-year professional relationship with her—music director and record producer—in order to pursue his own career as a performer, but not before co-producing the Bette Midler album with Atlantic Records' Arif Murdin. After almost a year crammed with one-nighters, Miss Midler is presently on a vacation which is expected to extend into June. For the next six months, she's counting on this, her second LP, to create national excitement for her via radio play.

It was in 1973 that singles pulled from her first LP recorded in late 1972 made Bette Midler a top-40 star. Do You Wanna Dance, a 1958 soul oldie, and the Andrews Sisters' Boogie Woogie Bugle Boy proved that her "trash with flash"—a blend of diverse nostalgia—worked on wax as well as on the stage. But Barry Manilow maintains that the recording studio is more than the stage minus the visual components, and he expressed relief that plans to record her Palace engagement were abandoned. The pacing of a live presentation does not lend itself to a recording session as he sees it; he regards the recorded medium as an entity unto itself.

Mr. Manilow sees a potential problem with Miss Midler's new single, In The Mood—it stops in the middle and starts up again. "This is not typical record thinking," he expounded. "Normally you go with Phil Spector's 'leave it where it is' motto. If you're into something that feels

Beauty and the beast. Bette Midler and Alice Cooper bring theater to pop-music audiences. But can they sell their music without their act?
good, don't stop to change it." But to record Bette Midler without attempting to capture some of the pacing of her live act is not the answer either. While Mr. Manilow feels it is impossible to reproduce "all the different colors that happen on stage," tackling a recording session with that in mind can lead to a workable compromise.

*Higher & Higher* is another example from the Bette Midler album that reflects the way in which drastic tempo and volume changes need not jar the listener out of the mental continuum he expects a pop recording to create and sustain. Unlike the live act which is paced carefully from the start, Barry Manilow recalls cutting over 28 different songs before selecting 11 for the new LP. The sequencing of these cuts was the final step in the creative process.

Barry Manilow refers to his production skills as a "stamp," and surely it has proved itself successful in keeping Bette Midler's growing audience satisfied; but he modestly claims he probably cannot come up with another rock quintet that bears the tightness of the new LP.

**Bette Midler's act can be boiled down to a best salesman.** And the picture is more and more to each subsequent release. Those singles that have the desired effect: the way in which the public's penchant for workable songs has been found. But Barry Manilow doesn't content himself with merely proving his point. Shep Gordon, producer of the McCoys' newest record, has been producing, songwriting and managing over the number of commercials.

**SRP makes up**

Stereo Radio Productions, New York, beautiful music syndication service, last week moved into three major markets from which it has been absent for some months. The service began last week on WJIB(FM) Boston, WJIB(FM) Los Angeles and KOAX(FM) Dallas. WJIB was one of the stations where the concept of beautiful music was first tested by the QMI representative firm several years ago, which was later sold to Kaiser Broadcasting along with wJIB. General Electric purchased the station from Kaiser last year. The former SRP syndication agreement with KJOL and KOAX was rescinded two and a half years ago in a controversy between SRP and the station management over the number of commercials.

**Breaking In**

*Put Your Hands Together — O'Jays (Philadelphia International)* To Kenny Gamble and Leon Huff and their company, Philadelphia International, the O'Jays have become what Smokey Robinson and the Miracles were to Motown, and the Ronettes were to Phil Spector. Beyond that, they are the harbinger of a new kind of black music based in tension (musically) and brotherhood (the music); Mesquite, Gamble and Huff seem to be saving their best songs for the O'Jays while the Phillie International session men, a group called MFSB, give more and more to each subsequent record.

The song went right on CKLW(AM) Windsor, Ont., after its release but is spreading at only an average pace. Those joining the club last week included WQXI(AM) Atlanta, wXOQ(AM) Washington and KLF(AM) Dallas.

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Broadcasting Jan 14 1974
Broadcast Journalism®

WNBC-TV's turn to show how to (try to) make it back up in the local news contest

Counterprogramming happy talk, doubling budget to two full hours and taking advantage of 'real people' in promotion are parts of the formula

Five years ago WNBC-TV New York's 6th Hour weekend newscast was either number one or neck-and-neck for that spot in the ratings race with WCBS-TV and WABC-TV. Then came the creation of WABC-TV's Eyewitness News (and the "happy talk" news format), and the road since has been, for WNBC-TV, downhill. But if the station has gotten used to being last, it hasn't learned to like it.

What WNBC-TV hopes will be a turnaround began with the appointment of Earl Ubell as news chief 14 months ago. Since then he's been slowly revamping the newscast's style and format, and now—encouraged by the first evidence that it's taking—is ready for a giant step: to two full hours (5-7 p.m.). That will come in April.

Backing his bets are both a new approach to the newscast itself and a homegrown, up-by-your-own-promotions promotion campaign—and an unabashed eye on the ratings. "People downgrade the ratings," observes Mr. Ubell, "saying we should just concentrate on turning out a good broadcast. But if you have very few watching it, and, as in our case, fewer and fewer each year, it's clear that there is a mismatch between what the station likes and what the audience likes. It doesn't matter how good your program is if it's not talking to anybody."

Brick by brick, the third little pig has rebuilt its 6th Hour to withstand the rating huffs and puffs. The set was changed from living room to newsroom. The staff was increased "somewhat" and the budget "substantially." Pacing was quickened. And, most significantly, the structure of the broadcast, daily and weekly, took on a liturgical regularity. Wednesday is "How to Beat the System" day; Monday is "The Sidewalk Gourmet" day, etc. "If I had my way we would have the same structure every day," says Mr. Ubell. "People enjoy regular, established features," he asserts, and using them "is a calculated, stylistic technique."

Less stylized are the 30-second TV promo spots, released in December and January during the incubation period of the 6th Hour's new format. Although promotion manager Ann Berk says there is "no connection" between the campaign and the upcoming two-hour expansion, the timing is fortuitous. The two-hour broadcast is reportedly planned as more highly structured than the current

December, 1973

$5,100,000

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Broadcasting Jan 14 1974
I'm not a professional actor. I'm a regular person…" and names his favorite characters—among them the role he played in NBC's "The F.B.I."

I was married about what the actors' guilds would say about that line, but I wanted to let the spot run the way it was because we want to get people to say what they really think. It's all quite genuine and very real, that's why people like [Jim] are watching us again. How about you?" The promotional staff is reluctant to hail last month's rating increases until the one-on-one campaign gets a little older. But, Ms. Berk says, "people are really relating to the spots. The responses have been very positive, very keen and very strong.

While no one yet says the results are very spectacular, there is evidence of progress. The show's November rating was 4.9. Its December rating was 5.7 after two weeks of one-on-one personalized spots asking newswatchers to "come home" to channel 4. Most importantly, WNBC-TV's 16% rating hike was carved from an 8% rating decrease by number one, WCBS-TV, which in the same rating period fell from 13.3 to 12.3. WABC-TV lost one percentage point over the same period, down to 11.8.

"I think the whole idea of coming back to channel 4 is important," Mr. Ubell says, "because of the personal appeal, and because people really want to get away from happy news. They want straight news now. Happy talk is on its way out."

Mr. Ubell, who was science news editor at WCBS-TV before joining WNBC-TV, says he doesn't know what happy talk news is. "My goal in taking over as news director was to get our audiences back. We consider show that I liked. I was not anxious to promote the show when I joined it because I didn't think it was very good."

The news director asserted the broadcast could boost its ratings without a promotion campaign "because it would take a lot longer to bring the audiences back just by accidental sampling. The purpose of a promotional campaign is to speed things up. If I had my way we'd have year-round promotional campaigns. The more, the better."

Mr. Ubell interviewed over 100 people in his search for new 6th Hour news people (he hates the word 'personality'). "I wanted people who were extremely knowledgeable, and who cared deeply about what they were reporting on, and who could communicate both. That's very hard to find."

The news director also changed assignments of existing news personnel, giving former Cleveland Mayor Carl Stokes, for example, the opportunity "to discuss what he is an expert in, urban problems," rather than to merely report the news.

"In a minute they would be talking about something minus that faceless, nameless voice-over now," Mr. Ubell noted. "Our news-of-the-day coverage was substantially improved, and we started giving the meaning of the news to help people understand what we were talking about."

Real people. Discovered at a tenants' meeting by a WNBC-TV news salesman, these four were encouraged to express their praise of the station's 6 p.m. news broadcast on four 30-second promotional spots. Top to bottom: Geoff Neigher, Mary Ann Richards, Mary Edlow (and Elizabeth), Jim Saxon.

show, with serialized mini-documentaries produced each week.

"The show has changed a great deal; it's much more personal, and we wanted the campaign to be personal," Ms. Berk said. A thorough print campaign was followed by the spot campaign, produced on a shoestring budget of $5,000, Ms. Berk said, by the promotion staff itself, with whatever NBC crews were available. "We haven't consulted anybody about a campaign since we dropped our liaison with Jerry Della Femina [advertising agency]." Ms. Berk explained. "It's strictly in-house; none of the luxuries of working with an agency. We shot the first four spots all in one day. And we're shooting the next four in two days."

The spots were inspired by a tenants' meeting attended by WNBC-TV salesman Don Romanelli, who, upon telling his neighbors where he worked, was besieged by tales of how much people liked the 6th Hour broadcast. 

"We called on those same people, Don's neighbors," Ms. Berk said. "We put them in front of the camera and just let them talk about whatever they wanted to regarding the show." In one of the spots, a man opens with "Hi, I'm Jim Saxon."

**FCC in quandary after court rules lottery winners can be broadcast**

It will seek Supreme Court appeal of appellate decision saying FCC violated First Amendment

A U.S. Court of Appeals decision that winning numbers in a state lottery are newsworthy will be the FCC campaign's next broadcast stations from airing has generated as many questions from broadcasters as commission attorneys can remember taking in a long time. It has also generated a number of questions in the minds of commission attorneys, so much so that in fact, they hope to have the U.S. Supreme Court take the case and provide some clarification.

The commission decided last week to ask the solicitor general's office to seek Supreme Court review of the decision or, at a minimum, have more than one circuit court for the third circuit, in Philadelphia, in a case involving the New Jersey Lottery Commission (BROADCASTING, Jan. 7).

The court, overturning a commission ruling, held that winning lottery numbers could be aired, that they were "hot news"—and that the commission ruling that they could not be broadcast violated the First Amendment and the no-censorship provision of the Communications Act.

The commission has based its ruling on the federal statute prohibiting the broadcast of lotteries or information concerning them. And its attorneys now say the third circuit court's opinion conflicts with a 1969 opinion of the appeals court for the second circuit, in New York, which held that broadcasting lists of names of winners is "so-called news that directly promotes the lottery" and is illegal (BROADCASTING, Aug. 18, 1969).

That decision was issued in an appeal brought by Metromedia and the New York State Broadcasters Association from a commission ruling on the kind of material that could not be broadcast concerning lotteries.

Furthermore, some commission attorneys feel that a literal reading of the opinion would indicate the broadcast of any item of "hot news" is protected by the First Amendment—even if the item is the winning number in the local numbers game. "They don't premise the opinion on the lawfulness of the state lottery but on the fact that the winning number is news," said one commission lawyer.

"We'll ask the solicitor general to seek
The Supreme Court review so we can clarify the law,” said one commission attorney, after commenting on the number of telephone calls the third circuit court’s opinion had raised. “It’s not fair to leave broadcasters and the public in this uncertainty.”

The statutory bar on the broadcast of lottery information is not a favorite with many commission officials, particularly as an increasing number of states adopt the lottery as a means of raising revenues and find that broadcasters can do little to promote or publicize it. But they say they are stuck with the job of implementing it. The commission has made progress to amend the law to permit the broadcast of information concerning the operations of lawful state lotteries.

‘Morning News’ becalmed; CBS drops an anchor

Ratings for show continue poorly as Quinn is shifted to Washington and network considers restructuring

It’s the old hang-and-whimper story again with CBS’s Sally Quinn, who is being eased out of the co-anchor position on the CBS Morning News to that of a Washington sidebar correspondent (“Closed Circuit,” Dec. 10, 1973). The Morning News rating is still wallowing at 1.6 for December (compared to that month’s 6.0 for the Today show). Mel-low Hughes Rudd is left as the anchor-man now that Miss Quinn has departed.

Meanwhile, CBS Atlanta affiliate WAOA-TV announced it will drop the Morning News in early February, following the example of Detroit affiliate WJBK-TV which canceled the show in December. The show’s new format opened Aug. 6 with 166 CBS stations, but three small market stations have added the show, a CBS News spokesman said, leaving it with 167, compared to the Today show’s 256-station clearance.

Asked if Miss Quinn, reportedly held responsible by some at CBS for the broadcast’s poor showing, would be severed completely from CBS, the spokesman said “No, because that’s not the way they do things here.” The network Thursday (Jan. 10) issued the following statement, in response to snow-balling inquiries on Miss Quinn’s status:

“We have nothing concrete to say about the future plans for the CBS Morning News. Frankly, we’re still developing them.”

“Improvements or changes in the broadcast will be evolutionary—not immediate or obvious from one morning to the next.

“We are very proud of much of the CBS Morning News. The people who contribute to it are all exceptional right now. We are working on redefining certain elements, so that we can achieve what we set out to do: create a most complete and interesting informational early morning broadcast on network television and to attract significant audiences.”

Football fed live to Alaska TV’s opens RCA domsat

First U.S. system starts business, but it uses a Canadian bird

RCA inaugurated the nation’s first domestic satellite communications service last week with the dedication of its Satcom system, which uses leased circuits on Telesat Canada’s Anik II satellite to link the East and West Coasts of the contiguous U.S. and both coasts with Alaska.

The system was given a television workout in its “pre-operational stage” with transmissions of six football games live to Alaska, and was due to get another yesterday (Jan. 13) with pro football’s Super Bowl. It was far from clear, however, that the system would be used with any consistency for TV in the immediate future.

RCA officials said they were discussing possible TV use with all three commercial television networks and with cable-TV interests, but that no TV users were among the 32 customers already booked, mostly for voice and data transmissions.

Some CATV interests, however, said they were seriously considering the satellite service’s possibilities and might begin using it regularly later this year within the continental U.S.

Network sources appeared skeptical, at least initially, about the prospects for regular use of the satellite to get network programs to Alaska live. One estimated that live transmission of the evening news alone would cost $400,000 or more per year, even with RCA Satcom’s lower rates in comparison with those for international satellite transmission, Alaska stations currently get their network programs primarily on film or tape.

Transmission of the football games via RCA Satcom was paid for by Alaska stations, according to RCA spokesmen who put the charge at $3,600 per game, or about $1,200 per hour, which they said included reception at both Anchorage and Juneau, as against $5,000 to $6,000 per game if Intelsat facilities are used.

The games were the National Football League’s American conference championship game on NBC-TV and the National conference championship game on CBS-TV, both on Dec. 30; the Sugar Bowl game on ABC-TV on Dec. 31, and the Cotton Bowl on CBS-TV and the Rose and Orange bowls on NBC-TV on Jan. 1. The stations, according to RCA sources, were KTVA(TV) Anchorage, KINY-TV Juneau and KTVF(TV) Fairbanks, with the first two receiving satellite transmissions via RCA earth stations near Anchorage and Juneau and KTVF served by microwave from Anchorage.

Although officially dedicated in a...
satellite-linked six-city news conference last Tuesday (Jan. 8), the RCA Satcom system has been in service in what officials called its "pre-operational stage" since Dec. 20-21. It uses four RCA earth stations—near New York, San Francisco, Juneau and Anchorage—which cost an estimated $10 million, and two satellite channels leased from Telesat Canada at $2.7 million a year. The contract provides RCA with one channel full time and occasional use of the second channel. It is the occasional-use transponder, RCA officials said, that is envisioned for TV transmission. The full-time transponder will be used for voice transmissions.

The current system is in what RCA calls Phase I, which will continue until the company's own satellites are launched, the first of which is due for launch in late 1975. Phase II, with two 24-transponder satellites in stationary orbits and a third available when required, plus a network of major earth stations to serve the entire U.S., is targeted for operation by 1976.


Next satellite service in operation is expected to be provided by Western Union Telegraph Co., which is shooting for a mid-July start with its own satellites. Four other FCC-approved applicants have their projected systems in various stages of development.

**FCC satisfied about autonomous status of new Comsat General**

The FCC last week gave conditional approval to the Communications Satellite Corp. to turn over its domestic satellite operations to a newly formed subsidiary, Comsat General Corp. The immediate effect of the action will be the substitution of Comsat General as the applicant in actions already pending before the commission to construct and operate four communications satellites and two telemetry, tracking and control stations. The satellites will become part of AT&T's domestic communication system.

In a 1972 ruling, the commission directed Comsat to form a separate entity for its domestic-satellite operations in order to enter the field on a competitive basis. Comsat submitted a proposal last May but it was rejected by the commis-
Finance

Senate study sees big bank presence in broadcast firms

Though data may be obsolete, staff tracks alleged control of 20 radio-television licensees

A Senate committee report says that 12 U.S. banks have enough stock in 20 broadcasting corporations to constitute a controlling interest. But, according to the major thrust of the study, the information that government agencies receive from those companies and that is displayed on public file is often "meaningless and misleading." The study suggests that Congress pass stricter disclosure laws so that it may better formulate "public policy."

The 419-page report was issued last week by two subcommittees headed by Senators Lee Metcalf (D-Mont.) and Edmund Muskie (D-Me.). The subcommittees contend that Congress, the regulatory agencies and the public have difficulty in establishing proprietary ownership of and voting rights over large blocks of shares controlled by banks in trusteeship because of the practice of listing ownership under "street names" when reporting holdings.

The report charges that if seven banks do not divest themselves of stock in 17 broadcasting corporations by June 1975, they will be in violation of the FCC's multiple ownership rules. In 1972 the FCC upheld from 1% to 5% the interest one bank may control in single broadcast companies without counting all the stations against multiple ownership limits and gave institutions until June 1975 to comply. But those rules were in effect in 1972 (the year for which the FCC supplied ownership data) seven banks—Chase Manhattan, Bankers Trust, Morgan Guaranty Trust, United States Trust, Manufacturers Hanover Trust and Mellon Bank and Trust—would be in violation.

For example, with Bankers Trust's holdings in ABC, CBS, Metromedia and Dun and Bradstreet Inc. (parent of Corinthian stations) it had interests beyond the seven station limit in 19 television stations, 20 AM's and 20 FM's. Chase Manhattan, with more than 5% holdings in six companies, had interests in 20 TV's, 21 AM's and 18 FM's. Morgan Guaranty Trust held over-5% interests in four companies, Dun and Bradstreet, Capital Cities, Travelers Insurance (whose broadcast properties have been sold subject to FCC approval) and Time Inc., (which also has since sold all but one TV) with 16 TV's, seven AM's and eight FM's at the time of compilation. United States Trust had interests in 12 TV's, eight AM's and seven FM's with the stock it held in Capital Cities, Dun and Bradstreet and Gannett. Mellon Bank and Trust held interest in six VHF's, six AM's and six FM's through its holdings in Metromedia and Times-Mirror. Manufacturers Hanover Trust,
New York, held interests in six TV's, nine AM's and five FM's with stock in Ridder Publications, Pueblo International and Starr Broadcasting. And the Bank of New York held substantial positions in ABC, Pacific and Southern, Adams-Russell Co., Gendoff-Tire and Rubenst and Ridder Publications, including 16 TV's, 23 AM's and 16 FM's.

"The FCC did not know that the banks were in gross violations of regulations until the banks told the commission about it in 1969, according to the report. "It raised the limit because so many banks were in violation of the commission's 1% regulation."

The use of "street names," companies created by financial institutions to hold and trade stock often in trusteeship, in ownership reports to the government makes it difficult to identify who is exercising voting rights over the stock, the report contends.

The banks, pursuant to the 5% limit rule, have filed disclaimers of intent to vote their shares in any broadcast company in which they hold interests greater than 1%. But the author of the disclosure section of the report, Professor Reil of the business administration school of the University of Iowa, said that there was no way for the commission to verify that fact because of the practice of "street names."

"The potential implications of concentrated ownership by a group of financial institutions in the broadcasting and publishing industries," the report states, "are so great as to merit special attention."

The report also notes the need for more information on joining directors and managers. One such interlock mentioned was that of Atlantic Richfield President and Chairman Robert O. Anderson, who sits on the boards of the Chase Manhattan Bank (which holds 4.5% of Atlantic Richfield stock) and CBS (of which Chase controls 14%).

"The multiple levers of corporate management available to institutional investors present fundamental questions regarding public policy," the report concludes. "However, it is clear that Congress, the [regulatory] agencies and the public generally will not obtain answers to those basic questions—answers that will provide the framework for reasoned public policy—without a more solid data base than is now available."

The study suggests that Congress enact legislation that would require identification of proprietary owners of 1% or more of the stock in publicly held companies; would weight blocks of institutional stock so that its voting strength is lessened; would put limitations on stockholding in any one company; and would institute federal chartering of corporations with stringent disclosure requirements. The purpose of such laws, a committee official said, would be to "find out who has the power behind the wall."
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</tr>
<tr>
<td>Times-News Publishing</td>
<td>74,061</td>
<td>4.2</td>
</tr>
<tr>
<td>First Pennsylvania Bank &amp; Trust</td>
<td>123,640</td>
<td>5.1</td>
</tr>
<tr>
<td>Super Top Co.</td>
<td>10,515</td>
<td>0.4</td>
</tr>
</tbody>
</table>

**It's all in the family for Rahall stock**

In $2.6 million transaction stemming from management dispute, chairman takes over brother's shares; Rahall still retain majority interest.

Disagreement between two brothers over the management of Rahall Communications Corp. has led to an option agreement under which N. Joe Rahall, chairman and chief executive officer of that firm, will buy the 23.5% interest held for Rahall stock.
by Sam G. Rahall, senior vice president, for $2.6 million. According to the agreement, Sam Rahall and his immediate family (Rahall stock closed at 4% bid in the counter trading last Wednesday (Jan. 9). N. Joe Rahall said he has already made an initial payment of $50,000 and will pay the balance on or before Feb. 11, after which the option expires.

He also said the stock sale does not require FCC approval, because "it will not change my position of control." After the transaction, he said, he will hold about 47% of Rahall Communications. Another Rahall brother, Farris, holds 22%; the remainder is publicly held by several hundred shareholders.

According to N. Joe Rahall, the sale stems from a proxy battle last year between Sam Rahall and then Rahall President Harold Holder on one hand, and Farris Rahall and himself on the other. He said the dispute ended in the ouster of Mr. Holder and a compromise agreement under which Sam Rahall was granted the option to buy out every shareholder for $20.50 per share. That option expired Dec. 31, N. Joe Rahall said, and "when he did not exercise the option I made the offer for his stock."

The Rahall chairman said he and his brother Sam disagree about basic management policy, adding that Rahall Communications plans to stick close to its principal business—broadcasting. (The unprofitable E.B.S. Tax Services Inc., which Rahall acquired in 1970, was discontinued last year.) He said the Rahall organization is pressing the acquisition of three radio stations and a group of several TV outlets. And, he added, "a well-known broadcaster" will soon join Rahall as its new president.

The Rahall stations are WLVC-FM-FM TV St. Petersburg, Fla.; WBFM (AM), WFBQ (FM) Indianapolis; WKBV (AM) Whitehall, Pa., and WNNR (AM) Beckley, W. Va.

**Financial Briefs**

**In the market.** McGraw-Hill Inc. and Sonderling Broadcasting Corp. say they will purchase shares of their own stock on open market. McGraw-Hill plans to buy up to one million of company's common shares; company has 23.5 million shares outstanding. Sonderling is out to acquire up to 150,000 shares of its common, and would have 666,420 shares outstanding if full amount is purchased.

**Big-money loan.** General Instrument Corp., New York, diversified electronic firm active in cable television manufacturing, has arranged to borrow $75 million over seven-year period from group of 13 banks headed by Chase Manhattan, New York. Part of financing is $40-million, seven-year term loan, and remainder is provided by revolving credit agreement.

**Note sale.** UA-Columbia Cablevision Inc. Westport, Conn.-based group of CATV owner, has announced sale of $12 million of 15-year 9% senior promissory notes to three insurance companies. Company said proceeds will be used to prepay about $19.8 million in bank loans and help finance its operations. UA-Columbia has also arranged $6-million credit line with five banks led by Chase Manhattan and Pittsburgh National.

Oriel shares to RCA. RCA Corp. said holders of 98.51% of stock of Oriel Foods Ltd., London, have accepted its tender offer made last November. RCA offered equivalent of $26 million for 100% of stock of Oriel, which is refiner of vegetable, animal and marine oils. RCA said offer remains open until further notice.

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

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Wed. Jan. 9</th>
<th>Closing Wed. Jan. 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1975 High</th>
<th>1975 Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting with other major interests**

**ADAMS-RUSSELL**

**AVCO**

**BARTELT MEDIA**

**CAMPTOWN INDUSTRIES**

**CHRIS-FRONT**

**COMBINED COMM.**

**COWLES**

**DUN & BRADSTREET**

**FAIRCHILD INDUSTRIES**

**FUQUA**

**GENERAL TIRE**

**GLOBE-PLATTEN**

**GRAY COMMUNICATIONS**

**HARTE-HANKS**

**JEFFERSON-PILOT**

**KAISER INDUSTRIES**

**KANSAS STATE NETWORK**

**KINGSTON**

**LAND COMMUNICATIONS**

**LEE ENTERPRISES**

**LIBERTY**

**MECK-PLANT**

**MEDIA GENERAL**

**MERRICK**

**METRO COMMUNICATIONS**

**MULTIMEDIA**

**OUTLET CO.**

**POST CORP.**

**PSA**

**REEVES TELECOM**

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**Broadcasting Index**

**TOTAL**

**80,859**

1,762,594

---

**Broadcasting 14 Jan 1974**
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed.</th>
<th>Closing Wed. Jan. 9</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
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<tbody>
<tr>
<td>ROLLS</td>
<td>N</td>
<td>18</td>
<td>17 1/2</td>
<td>+1 1/2</td>
<td>+2.83</td>
<td>36 1/2</td>
<td>14 1/4</td>
<td>16</td>
</tr>
<tr>
<td>RUST OVRY</td>
<td>A</td>
<td>9 1/8</td>
<td>8 3/4</td>
<td>+3 1/4</td>
<td>+4.23</td>
<td>6.43</td>
<td>7</td>
<td>5</td>
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<tr>
<td>SJ RAN RACING</td>
<td>S</td>
<td>12 5/8</td>
<td>12 1/8</td>
<td>-1/2</td>
<td>-1.04</td>
<td>23 3/4</td>
<td>12 1/8</td>
<td>11</td>
</tr>
<tr>
<td>SCHERING-PLOUGH</td>
<td>SGP</td>
<td>N</td>
<td>62 1/2</td>
<td>70 -1 7/2</td>
<td>-10.71</td>
<td>87 5/8</td>
<td>62 1/2</td>
<td>33</td>
</tr>
<tr>
<td>SONDERBY</td>
<td>SOB</td>
<td>N</td>
<td>8 1/4</td>
<td>+1/4</td>
<td>+1.36</td>
<td>3.3</td>
<td>3/8</td>
<td>3</td>
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<tr>
<td>TECHNICAL OPERATIONS</td>
<td>TO</td>
<td>A</td>
<td>4 3/4</td>
<td>5 1/8</td>
<td>-3.71</td>
<td>13 1/2</td>
<td>4</td>
<td>5</td>
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<tr>
<td>TIMES MIRROR CO.</td>
<td>TMC</td>
<td>N</td>
<td>15 3/4</td>
<td>16</td>
<td>-1.56</td>
<td>27 5/8</td>
<td>15 3/4</td>
<td>10</td>
</tr>
<tr>
<td>TURNER COMM.</td>
<td>D</td>
<td>O</td>
<td>3 5/8</td>
<td>3</td>
<td>-0.00</td>
<td>6</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>WASHINGTON POST CO.</td>
<td>WPO</td>
<td>A</td>
<td>16 17 3/8</td>
<td>-1 3/8</td>
<td>-7.91</td>
<td>37</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>WADMETCO</td>
<td>WDM</td>
<td>N</td>
<td>9 8 3/8</td>
<td>+5/8</td>
<td>+7.46</td>
<td>19 5/8</td>
<td>7</td>
<td>7</td>
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**Cablecasting**

TOTAL: 333,978

<table>
<thead>
<tr>
<th>CABLEMARKETING</th>
<th>GROSS</th>
<th>TOTAL</th>
<th>MARKET</th>
<th>ZET</th>
<th>TOTAL</th>
<th>MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>151,307</td>
<td>48,108</td>
<td>299,415</td>
<td>2,727</td>
<td>307,142</td>
<td>3,034</td>
</tr>
</tbody>
</table>

**Programing**

TOTAL: 85,140

**Electronics**

TOTAL: 60,044

**Service**

TOTAL: 165,378

**CABLEMARKETING**

TOTAL: 2,590,124

**Service**

TOTAL: 2,500,000

**Electronics**

TOTAL: 60,044

**Service**

TOTAL: 165,378

**CABLEMARKETING**

TOTAL: 2,590,124

**Service**

TOTAL: 2,500,000

**Electronics**

TOTAL: 60,044
Media

Raymond Balson, general sales manager, WTVN-TV Columbus, Ohio, named VP and general manager WTVQ(TV) Lexington, Ky. WTVQ was WBLG-TV prior to purchase by Starr Broadcasting Co.

George C. Castrucci, businessman, broadcasting manager, Tait Broadcasting Co., named VP, administration and planning. He is succeeded by John C. Halloran, businessman of group owner's WKRC-AM-TV and WKRC(FM) Cincinnati.

Daniel B. Bradley, director of radio and TV for 1973 gubernatorial campaign of Representative Charles W. Sandman (R-N.J.), named general manager, WSLT-AM-FM Ocean City, N.J.

Frank Gunn, station manager, KAKE(AM) Wichita, Kan., elected VP, KAKE-AM-FM.


Robert O. Cooper, VP and general manager, WKOK[AM]-WFPN(FM) Framingham, Mass.-Boston, appointed VP and general manager KVIL-AM-FM Highland Park, Tex. He is succeeded by George Corwin, formerly VP and general manager, WGOU(AM) Kokomo, Ind. Jay Williams, sales manager, WVBK, appointed VP and station manager. All are Fairbanks Broadcasting stations.

Roger H. Coleman, general manager, WGL(M)-WAFG(FM) Galesburg, Ill., elected president of licensee, Galesburg Broadcasting Co.

William F. Howard III, sales manager, WJMD(FM) Bethesda, Md., named station manager, WHFM(FM) Rochester, N.Y.

Bill Logan, promotion director, WMIV-AM-TV Louisville, Ky., named director, TV operations, WMIV-FM Cedar Rapids-Waterloo, Iowa. All are Orion Broadcasting Co. stations.

Susanne K. Larson, sales staff, WGLC-AM-FM Mendota, Ill., named operations manager.

Jean T. Ensign, assistant community relations, Northern Westchester hospital, Mount Kisco, N.Y., named creative director, WVOX-AM-FM New Rochelle, N.Y.

Peter Royezewicz, advertising representative, Teleprompter, in Worcester, Mass., named director of development and public relations, noncommercial WICN(FM), there.

Barbara Williams, programming and administrative assistant, WNIC-AM-FM Dearborn, Mich., named community-relations director.

Mel Furney, formerly with CBS, New York, named manager of sales and customer service, Reeves Cinetel, New York.

Gary Brazee, with KCKN-AM-FM Kansas City, Kan., named operations director.

Gene Allen, with news staff, WKY-AM-TV Oklahoma City, named community-relations director.

Broadcast Advertising

Jack Galassini, with sales staff, WSFA-TV Montgomery, Ala., appointed national sales manager. John Purcell, national/regional sales manager, named local sales manager.

Richard F. Appleton, general sales manager, KFEM-TV Fresno, Calif., named director of sales, WPVI-TV Philadelphia. Both are Capital Cities stations.

John Risher, local sales manager, WKYS(AM) Cleveland, named general sales manager. He is succeeded by Jerry Gilles, account executive.

Arthur R. Klein and Peter A. Georgescu, management supervisors, Young & Rubicam International, New York, named senior VP's.

Sanford S. Ackerman, formerly with Touche Ross & Co., New York, accounting firm, named senior VP in charge of
Films, program director, A'Heam

New Orleans, named Craig Donald, executive, finance, for distribution

Nora production at producer, named manager of broadcast
creative

Lewis, Ed

Trot Hills, Mich., Metro TV David Indianapolis Ind., named copy chief and assistant
General Electric Cablevision, Anderson, member

Grand man, Navan, Moore & Baird advertising,


David P. Griggsby, senior research analyst, Metro TV Sales, New York, named research manager.


Ed Carter, VP, Zimmer, McClaskey Lewis, Louisville, Ky., named associate creative director for broadcast production. Mike Stone, assistant to broadcast producer, named manager of broadcast production at agency.

Nora Scott Walker, promotion secretary, KRTV(San Diego, named assistant director of advertising and promotion.

Programming

Albert G. Hartigan, director of special projects, Worldvision Enterprises, New York, elected VP-special projects.


Doug Duperrault, administrative assistant to president of WFLA-AM-FM-TV Tampa, Fla., named program director, WFLA-TV.

Frank D. Murray, VP-sales, Mapleleaf Films, Toronto, returns to ITC of Canada Ltd. as general manager, responsible for distribution in Canada of all properties and programming of Independent Tele-

vision Corp., New York.


Ronald Cassinelli, from WEZEO(Boston, appointed program director, WHFM(FM) Rochester, N.Y.

Paul Meyer, acting production manager, WUTV(Buffalo, N.Y., named production manager. Denise McGeein, secretary, named program coordinator.

Gene Kirby, program manager, CKY-(AM) Toronto, named VP-programming.

Dale Conquest, sportscaster, WTVN-TV Columbus, Ohio, named sports director, WTKR-TV Cincinnati. Both are Taft stations.

Milt Kahn, publisher of Milt's Mirror, sports newsletter, named sportscaster at KPIT(AM) San Francisco.

Lovell Dyyt, executive producer and host on local programs for WBZ-AM-TV Boston, assumes additional duties as operations manager of WBZ-TV.

Broadcast Journalist

Richard Crombje, executive news producer, KATU(TV) Portland, Ore., joins KGTV(TV) San Diego in same capacity.

Susan Carmichael, reporter, WQUA(AM) Moline, Ill., named news director, WIRE-(AM)WXTZ(FM) Indianapolis.

Paul Barnett, reporter, WREC-TV Memphis, named assistant news director.

John Edmond, anchor, WLSL-TV Roanoke, Va., named anchor, WVIR(TV) Charlottesville, Va.

Chuck Rowe, anchor, anchor, WLSL-TV Chicago, joins KTV(TV) Los Angeles, as weekend anchor.

Robert Houck, newscaster, WIBO(AM) Philadelphia joins WIOO(FM) there in similar capacity.

Roz Parry, newscaster-producer, WSN

(tv) Chicago, joins KQLO(TV) Reno as newscaster.

Jerry Shane, news director, KWMN(AM) Fort Dodge, Iowa, joins WTAE-AM-FM Pittsburgh as reporter.

Alan Mendelson, reporter-producer, WFIL(AM) Syracuse, N.Y., joins WJTV-TV there as reporter.

Lemar C. Wooley, University of Florida graduate, joins WTFT(TV) Orlando, Fla., as reporter.


Cablecasting

R. E. Cornwell Jr., division marketing manager, Cablecom General, Odessa, Tex., named construction coordinator, Heritage Communications, Des Moines, Iowa. Don Bridgman, manager-techni-
cian, Cablevision of Eldon, Eldon, Mo., named field technician of Heritage.

Frank Kneiser, manager of Covenant Cable TV system, Millville, N.J., appointed VP.

Sal Ammirati, engineering manager, Amphenol RF, Division of Bunker Ramo, Danbury, Conn., equipment manufacturer, named chief engineer, Cablewave Systems, Hartford, Conn.

E. C. Oldfield, treasurer, TeleCable Corp., Norfolk, Va., named VP for corporate development.

Equipment & Engineering

John J. Guerrera, chairman and president, Sacom, Sun Valley, Calif., equipment manufacturer, and Robert D. Briskman, director of domestic systems, Communications Satellite Corp., Washington, have been elected president and di-


ional director, respectively, Institute of Electrical and Electronics Engineers, New York.

William R. Oon, manager of engineering, CKBY(AM) Toronto, named VP, Shore-

aces Engineering Services, Shoreacres Broadcasting Co. is CKYK licensee.

Charles B. Cohen and William J. Mc-

Carren, project engineers, CBS Radio, named associate editors of engineering department.

Please send

[Box for Broadcasting]

The newsweekly of broadcasting and allied arts

Name

Position

Company

Business Address

Home Address

City State Zip

SUBSCRIBER SERVICE

3 years $60

2 years $45

1 year $25

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

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 to two issues in advance.

Broadcasting Jan 14 1974

47
Allied Fields
David S. Denison Jr., who resigned last month as member of Federal Trade Commission (Broadcasting, Dec. 17, 1973), joins Washington law firm of Peabody, Rivlin, Lambert & Dennison. Mr. Denison’s resignation was effective Dec. 31; no successor yet appointed.

Philip F. Connolly, account executive, A. C. Nielsen Co., Northbrook, Ill., named VP.

King Broadcasting, becoming executive VP in 1965. During his career, he was chairman of the Television Bureau of Advertising, vice chairman of NBC’s board of affiliates, and member of TV board of National Association of Broadcasters. He is survived by his wife, Thelma, and two children, Keith and Tina.

Lizette Sarnoff, 79, widow of late David Sarnoff and mother of Robert W. Sarnoff, current RCA chairman, died Jan. 8 in New York following brief illness. She was leader in hospital and educational causes and accomplished author and sculptress. Survivors in addition to Robert Sarnoff include two other sons, Edward, chairman of Flet Services Inc., New York, and Thomas W., NBC staff executive VP, West Coast.

Julius F. Brauner, 64, secretary and general attorney of CBS Inc. and executive director, CBS Foundation Inc., died Jan. 5 at his Scarsdale, N.Y., home. Mr. Brauner joined CBS as attorney in 1938 and had been secretary since 1947. From 1932 to 1938 he was with law firm of Cravath, deGersdorff, Swaine & Wood, New York (now Cravath, Swaine & Moore). He is survived by his wife, Mrs. Ruth Gordon Brauner; daughter, Mrs. Edward (Andrea) Hein of New Providence, N.J., and son, J. Frederick Brauner IV of Redwood City, Calif.

John C. Cohan, 61, president-founder, Central California Communications; died in sleep Jan. 2 at his Salinas, Calif., home. Central California Communications owns KSBW-FM-TV Salinas-Monterey, KSBY-FM-TV San Luis Obispo, all California, and seven cable systems in the state. He is survived by his wife and four sons.

Ira Blue, 65, talk-show personality since 1959 at KGO(AM) San Francisco, died Jan. 8 after long illness. Mr. Blue is survived by his wife, a son and daughter.

Donald I. Ball, 69, died Jan. 7 in Scarsdale, N.Y. Mr. Ball retired in 1969 as director of program practices for CBS Radio. During 1930’s and 1940’s Mr. Ball was radio announcer for CBS. He is survived by his wife—son and daughter.

Buck Ritchey, 58, morning man on KAYO(AM) Seattle, died of cancer Dec. 23. He had been KAYO personality for 10 years, was with KVT(AM) Seattle for 22 years before that. Survivors include his wife, Inez, and one son.

Deaths

For the Record

As compiled by Broadcasting Dec. 31 through Jan. 4 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, ASB—community antenna relay system, CH—commercial license, CP—construction permit, D-day—directional antenna, ERP—effective radiating power, HAAT—height of antenna above average terrain, kHz–kilohertz, kw–kilowatts, LS–local station, mhz–megahertz, mod.—modifications, N-night, PSA—prescriptive 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.

New TV stations

Applications

* Anchorage—Alaska Public Television Inc. Seeks VHF ch. 7 (174–180 mhz); ERP 103.4 kw vis., 22.50 kw surf. HAAT 186 ft.; ant. height above ground 220 ft. P.O. address 308 G Street, Anchorage 99501. Estimated construction cost $855,125; first year operating cost $307,000; revenue none. Geographic coordinates 61° 15’ 10” north lat.; 149° 52’ 33” west long. Type trans. RCA TT-1PH. Type ant. RCA TF-6AH. Legal counsel McClean, Wilkinson & Reuter, Washington; consulting engineer Marvin R. Weisheyer, Anchorage. Principals: William T. & Cauughan 761, Anchorage.


Action on motion

* Administrative Law Judge Forest L. McLenning, in Anchison, Calif., et al., Surrogate County Broadcasting Co., et al., TV proceeding, on pending officers’ own motion, motion to set aside findings of record and scheduled hearing conference for Jan. 7 for purpose of determining whether merger negotiations and for setting date for filing of fact and conclusions of law (Docs. 18295, 18297-8, 18300). Action Dec. 28.

NOTE NEW ADDRESS

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisals • Financial Advisors

Washington—5530 Wisconsin Ave., Washington, D.C. 20015

301-652-3766

West Coast—P.O. Box 218, Carmel Valley, Calif. 93924

408-375-3164

Broadcasting Jan 14 1974 48
**Existing TV stations**

Final actions:
- KIEM-TV (Eureka, Calif.) - Broadcast Bureau granted CP to install television equipment at location 5640 South Broadway, Eureka (BPCT-768). Action Dec. 18.
- KPIJ-TV (Hilo, Hawaii) - Broadcast Bureau granted mod. of license covering change in name of licensee to Hawaii Television-Hilo Inc. (BPCT-770). Action Dec. 18.
- WWL-TV (New Orleans, La.) - Broadcast Bureau granted CP to install all TV service control and equipment (BPCT-4649). Action Dec. 18.
- WSRE-TV (Birmingham, Ala.) - Broadcast Bureau granted CP to install all TV service control and equipment (BPCT-4668). Action Dec. 18.
- WXII-TV (Winston-Salem, N.C.) - Broadcast Bureau granted CP to install all trans. (BPCT-4668) and mod. of CP to change type trans. (BPCT-7493). Action Dec. 18.

**Actions on motions**

- Administrative Law Judge Frederick W. Dennis in High Point, N.C. (Southern Broadcasting Co. (WQHP-TV) and Furniture City Television Co.) - TV proceeding, granted motion by Forum to amend application to report minor change in ownership of interest by controlling shareholders against Reynolds Securities Inc., of which Kenneth H. Mount was a controlling shareholder of Southern's, director and vice president (Docs. 19896-7). Action Dec. 21.
- Administrative Law Judge Lenore G. Ehrig in Panama City, Fla. (Panhandle Broadcasting Co., docket No. 34210, and Braniff and Braniff) - TV and FM proceeding, denied request by Panhandle for petition for permission to extend time of expiration of broadcast license (Docs. 19836, 19878). Action Jan. 2.
- Administrative Law Judge James F. Tierney in New York (WPIX Inc. (WPXI-TV) and Forum Communications Inc.) - TV proceeding, granted motion by Forum to amend application to update information about broadcast interests of stockholder (Docs. 18711-2). Action Dec. 18.

**Other action**

- Review board in Salem and Derry, N.H. - AM proceeding, granted petition by Broadcast Bureau for extension of time through Jan. 14 within which to file comments on joint petition to add issues against Salem Broadcasting Corp. and New Hampshire Broadcasting Corp. in Salem and Derry AM proceeding (Docs. 19434-6). Action Dec. 27.

**Call letter application**

- J. Lee Dittert and Dinah L. Dittert, Belville, Tex. - Seek KACO.

**Call letter change**

- Carol A. Lopez-Lay, Fredericksburg, Va., Virginia Islands-Granted WRVA.

**Existing AM stations**

**Applications**

- WSIR Winter Haven, Fla. - Seeks CP to increase daytime power to 1 kw. Trans. site redesignated as Lake Toward Drive, .75 miles southeast of Winter Haven. Ann. Dec. 28.
- WKUN Monroe, Ga. - Seeks CP to change frequency to 1490 kHz, change to unlimited time with 250 kw, 1 kw-LS and requests interim operating authority on 1490 kHz, 250 kw, 1 kw-LS-D. Ann. Jan. 2.
- WVVH Chester, Pa. - Seeks CP to change name station, site to Sutton Mill Road, .4 miles southwest of Middle Road, Middletown township, Pa. Ann. Jan. 2.

**Final actions**

- KMKO Conroe, Texas - FCC affirmed staff action which granted application of five Commercial Group Enterprises to change call letters of KMKO to KJKK for application by KJKK Inc., licensee of KJKK (Waltham, Massachusetts). Action Jan. 3.
- KMCO Conroe, Texas - FCC reversed preliminary action of the Commission to grant license of KKMC to KJKK and directed staff to deny grant of the license. Action Jan. 3.

**“a complete package”**

- **FM monitors**
  - TBM-3700 Main channel frequency and modulation
  - TBM-2200A Stereo modulation and pilot frequency
  - TBM-2000B SCA frequency and modulation for remote monitoring
  - TBM-2500C RF amplifier from the "FULL-CHOICE" line

**McMartin Industries Inc.**

- **How to protect yourself against Broadcasters Liability losses**

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright.

We have 5 U.S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office.

**Employers Reinsurance Corp.**

New FM stations

**Applications**

- Sun Valley, Idaho—Sun Valley Radio Inc. Seeks 93.3 mhz, 51 kW, HAAT 214 ft. P.O. address Box 1340, Hailey, Idaho 83333. Estimated construction cost $22,900; first-year operating cost $2,500; revenue $31,000. Principal: Patricia Ann Frandsen (together 85%), Alfred C. and La- Vonne H. Cordor (together 15%).

- Hammond, La.—Southeastern Louisiana University. Seeks 90.9 mhz, 10 w. HAAT 116 ft. P.O. address Broadcast Bureau, 500 University Blvd., Hammond, La. 70401. Estimated construction cost $4,000; first-year operating cost $12,000. Principal: Clea E. Parker is president of Southeastern Louisiana University. Ann. Dec. 19.

- Columbus, Miss.—Wetmore Pulley. Seeks 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address 609 John- son, Quitman 38653. Estimated construction cost $30,000; first-year operating cost $4,000; revenue $40,000. Principals: Mr. Pulley (100%) is general manager of WCBV AM South in St. Minn. Mr. Pulley also has pending application for new FM station in Philadelphia, Pa.

- Bolivar, Tenn.—Bolivar Broadcasting Services. Seeks 96.7 mhz, 3 kw. HAAT 300 ft. P.O. address Box 477, Bolivar 38008. Estimated construction cost $14,150; first-year operating cost $4,200; revenue $18,000. Principals: Ben L. Enochs, H. I. Sorrels (equal 50%), et al. Mr. Enochs owns KLPL (AM) Lake Providence, La. He also has pending application in S. Lexington and WBOL (AM) Bolivar, both Tennessee. Mr. Sorrels has hardware business and Mr. Lofton is pulpwood buyer, both Lexington, Tenn. Ann. Dec. 12.


**Final actions**

- Hodgensville, Ky.—Lincoln Broadcasting Co; Broadcaster seized. Seeks 90.7 mhz, 1 kw. HAAT 235 ft. P.O. address Box 276, Brandenburg, Ky. Estimated construction cost $30,470; first-year operating cost $4,600. Principals: Joseph W. Myers, Joseph R. Jones and James L. Jones (each 33%), Mr. Myers is general manager of WMMG (FM) Brandenburg. Messers Jones own grocery stores in Brandenburg and Eliz- abethowth, both Kentucky (BFH-8359). Action Nov. 20.

- Lebanon, Pa.—Pennsylvania State University. Broadcast Bureau granted 90.1 mhz, 10 kw. HAAT 78 ft. P.O. address Lebanon, 17080. Estimated construction cost $9,628; first-year operating cost $3,000; revenue none. Principals: Michael Baker is president of board of trustees of Pennsylvania State University (BFPED-1660). Action Nov. 21.

- Union City, Tenn.—Perkins Broadcasting Co. FCC granted 90.9 mhz, 3 kw. HAAT 300 ft. (BFH-5462). P.O. address Box 370, McKenzie, Tenn. Estimated construction cost $55,810; first-year operating cost $36,000; revenue $60,000. Principals: Ed. R. Perkins, sole owner. Mr. Perkins is 10% owner of WAKR (AM), McKenzie; 45% owner of WBHT (AM)-FM, Brownsville, Tenn. Mr. Perkins also has building and retail and contract interests in McKenzie. Action Jan. 3.

- Waupun, Wis.—Collins Broadcasting Corp; Broadcaster seized. Seeks 99.3 mhz, 1 kw. HAAT 141 ft. (BFH-8504). P.O. address 609 Home Telephone Waupun 6363. Estimated construction cost $42,651; first-year operating cost $6,000; revenue $25,000. Principals: Jerry J. and Catherine C. Collins (together 85%); Collins Bros. (together 15%). Planned to operate FM. Action Dec. 12.

- Cedar City, Utah—Southern Utah Broadcasting Co. Broadcast Bureau granted 93.5 mhz, 30 kw.

**HAAT 12 ft. (BFH-8348). P.O. address Radio Station KUSB, Box 819, Cedar City 84720. Estimated construction cost $9,600; revenue $30,000. Principals: Howard D. and Donald E. Southern Utah also owns KUSB (AM) Cedar City. Action Dec. 12.

**Actions on motions**


**Other action**


**Rulemaking actions**

- FCC amended FM table of assignments with assignment of class A channels to following com- panies: Pacifica (for Pacifica), Cazenovia, N.Y., (240A); Jera (257A) and Tallulah (258A), both Miss.; South Carolina (265A) and Butler (28A), both Miss; Ship Bottom, N.J. (261A); Pageland, S.C. (272A) and Princeton, N.J. (248A) Jan. 3.


**Call letter applications**

- Connor Broadcasting Co., Bethany Beach, Del.—Seeks WDRD-D (FM). See also WDD (FM).

- *Florida Institute of Technology, Melbourne, Fla.—Seeks WFFI (FM).*

- *Plaza Broadcasting Co., Vestaw, Ind.—Seeks WMGH (FM).*

- *Booiville Broadcasting Co., Boonville, Miss.—Seeks WBBO (FM).*

- *Cedarville Christian College, Parin, Ohio.—Seeks WMCM (FM).*

- *Pennsylvania State University, Lebanon, Pa.—Seeks WPSS (FM).*
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 315-4200
Member AFCCE

Paul Godley Co.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

Edward F. Lorentz & Associates
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
Washington, D.C. 20005
Member AFCCE

COHEN and DippeU, P.C.
CONSULTING ENGINEERS
577 Munsey Blvd.
(202) 782-0111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING ENGINEERS
1771 N St., N.W.
206-2315
WASHINGTON, D.C. 20036
Member AFCCE

Gautney & Jones
CONSULTING RADIO ENGINEERS
2922 Telestar Ct., (703) 560-6800
Falls Church, Va. 22042
Member AFCCE

Lohnes & Culver
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

Robert E. L. Kennedy
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCCE

A. Earl Cullum, Jr.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8260
Member AFCCE

Silliman, Moffet & Kowalski
CONSULTING ENGINEERS
711 14th St., N.W.
Republic Building, N.W.
Washington, D.C. 20005
Member AFCCE

Steel, Andrus & Adair
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 333-6646
(301) 827-8725
Member AFCCE

Hammett & Edison
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

John B. Heffelfinger
9208 Wyoming Pl.
Hilland 4-7010
KANSAS CITY, MISSOURI 64114

Jules Cohen
CONSULTING RADIO ENGINEERS
Suite 716, Associations Bldg.,
1145 19th St., N.W., 659-3707
Washington, D.C. 20036
Member AFCCE

Carl E. Smith
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-516-4386
Member AFCCE

VIR N. James
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
248 Colorado Blvd.-82506
(303) 333-5562
DENVER, COLORADO
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

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

John H. Mullaney
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

Merl Saxon
CONSULTING RADIO ENGINEER
622 Hopkins Street
Lufkin, Texas 75901
(409) 998-1821

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
F.O. Box 3127-Olympic Station 80212
BEVERLY HILLS, CALIF.
(213) 272-3344

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

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Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
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Call letters actions

**Call letters**

- **KMMI (FM)**, Walhuk, Hawaii—Seeks KAOI (FM).
- **WVSL FM Stedile, La.—Seeks WXEL (FM).**
- **WABK FM Salem, Ohio—Seeks WDOGE (FM).**
- **WLRC FM White Hall, Mich.—Seeks WLRQ (FM).**
- **WZOW FM Utica, N.Y.—Seeks WWMC (FM).**
- **KTFW FM Seattle—Seeks KZOK (FM).**

Call letter actions

- **WWAG (FM)**, Carrollton, Ala.—Granted WAQT (FM).
- **WFNM (FM)**, Naples, Fla.—Granted WCVU (FM).
- **WVEK (FM)**, Tampa, Fla.—Granted WBBQ (FM).
- **WWTV FM Cadillac, Mich.—Granted WKJF (FM).**
- **WVWI (FM)**, Three Rivers, Mich.—Granted WKLK (FM).
- **WQLH (FM)**, West Point, Miss.—Seeks WKB2 (FM).
- **WAKN FM Alten, S.C.—Granted WNEZ (FM).**
- **WVQFM (FM)**, Huntington, W. Va.—Granted WHZM (FM).

Modification of CP's, all stations

- **WSWB-TV Orlando, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to June 18 (BMPCT-7510).** Action Dec. 18.
- **KASI Ames, Iowa—Broadcast Bureau granted mod. of CP to increase radiation efficiency; conditions (BMPCT-7550).** Action Dec. 19.
- **WWWP-TV Hagerstown, Md.—Broadcast Bureau granted mod. of CP to extend completion date of educational TV to June 18 (BMPCT-809).** Action Dec. 18.
- **WCTE (TV) Cleveland—Broadcast Bureau granted mod. of CP to extend completion date to June 18 (BMPCT-7354).** Action Dec. 18.
- **WTCF-TV Shawano, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to May 15 (BMPCT-13715).** Action Dec. 19.

Other actions, all services

- **FCC extended date for filing reply comments in renewal proceeding for WVIR (FM).** (Doc. 19154) to Jan. 18. Action Jan. 3.

Ownership changes

Applications

- **WXQK (FM)** Hialeah, Fla.—Seeks transfer of control of owner to Teporic Inc. from John S. Field, John T. Rulidgie, Rose Hartman, et al. (100% each, none before, none after). Consideration: $80,000 stock, 30% of consideration is major stockholder of WCQJM (AM) Miami. Action Dec. 7.
- **KJYQ (FM)**, Oakland, Calif.—Seeks assignment of license from Voice of the Rockies Inc. to Cable Television Co. Inc., Robert R. Donnelly, president, et al. (100%). Buyers: G. Michael Adams (80%), et al. Mr. Adams is station manager at KNJQ. Action Dec. 19.
- **KTIV (TV)** Sioux City, Iowa—Seeks transfer of control of KTIV Television Co. from Perkus Brothers Co. (100% before, none after) to Black Hawk Broadcasting Co. (none before, 100% after). Consideration: principal: Richard Black (100%), is president of Black Hawk which also owns KWWL-AM-TV and KFMW (FM) Waterloo and KWWL (AM) Cedar Rapids, both Iowa. Action Dec. 19.
- **KCBM (FM)** Chico, Calif.—Broadcast Bureau granted assignment of license from Butler Broadcasting Co. to Kangwood Broadcast Inc. for $100,000 (BAPHL-161). Sellers: Carl Auel, president, et al. (100% before, none after). Action Dec. 19.
- **WVFDM (FM)** Flint, Mich.—Broadcast Bureau granted assignment of license from WDFD Flint Corp. for $100,000 (BAPHL-736). Sellers: Elmer A. Kropf, president, et al. (100%). Buyers: John W. Pelavo, et al. (100%). WDFD Flint Corp. is board chairman of WDFD Flint Co. He also has interest in Tri-Lakes Land and real estate firm and Houston oil drilling project. Action Dec. 19.
- **WKRA (AM)** Holly Springs, Miss.—Broadcast Bureau granted transfer of control of Radio Station WKRA Inc. from Sue A. Matheny (51% before, none after) to Clarence Brooks Wallace and Leola Wallace (49% after) and Joseph J. Caasatta (10% before, 25% after) (BTC-7147). Considerations: principals: Mr. Wallace has farm and business interest in Tate county, Miss. Mr. Caasatta is general manager of WKRA. Action Dec. 18.
- **WRLB (FM)** Long Branch, N.J.—Broadcast Bureau granted transfer of control of Long Branch Broadcasting Co. from Orlando A. Brumette, John J. Gesualdi, and Dennis Mastro (together 69% before, none after) to John Mazzacco (together 40% before, 50% after) and Phillip Delima (21%) (BTC-7240). Action Dec. 18.

Cable

Applications

- **WSXH-AM-FM Las Vegas and WTPR-AM-FM Parker, Calif.**-granted CP to extend completion date of both—TV stations to April 30 and $425,000 respectively. Sellers: National Bank of Commerce of Jacksonville, Tenn., as trustee for estate of late Aaron B. Robinson (75%), Harold L. Simpson (12.5% and 28%) and Frank M. Davis (6.25% and 9.5%). Sales of WTXH-AM and WTXR-FM to Continental Broadcasting Co. of Missouri, of Kansas City. Action Dec. 17.

Final actions

- **Lake Charles, La.—FCC ordered LVO Cable Inc., operator of 12-channel system at Lake Charles, to show cause why it should not cease and desist from further violation of same-day network procedure.** (Doc. 19171) as of Aug. 1974, to cease and desist from further violation of same-day network procedure. Action Jan. 3.

Broadcasting Jan 14 1974

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Help Wanted Management

Sales Manager: Top 50 market. Local salespeople with limited regional/national experience considered. $28,500 plus. Looking for an unusual opportunity that is available now. Must have sales experience. $30,000 plus profit sharing. Submit resume to Box N-128, BROADCASTING.

Assistant Corporate Director of Marketing. Major group. College graduate who desires management. Must have local sales experience. $30,000 plus profit sharing. Submit resume to Box N-130, BROADCASTING.

General Manager. Opportunity for advancement within group. Strong sales background. Major midwest market. Salary up to $40,000. Send resume to Box N-130, BROADCASTING.

25% ownership available to ambitious, young radio executive seeking equity participation. Best FM facility in fast growing Midwest city of approximately 400,000 population. If you have FM experience and are ready to run your own show, send resume to Box N-138, BROADCASTING.

General Sales Manager for top rated Oklahoma station. Excellent sales person. Must know FM radio. Can you come in, take charge, handle all management duties, and immediately have a highly successful operation? Send resume and letters to a salesperson and inspire sales crew to break their records? If you have the experience, talent and confidence in yourself, we have the paychecks. We should justly reward your setting down and writing us the best letter of letter of your opportunity employer. Box A-127, BROADCASTING.

Ownership of an AM/FM is what you'll have if you are now earning $20,000 or more and can do the same with me. Mild winters no snow. Equality Opportunity Employer. 214-657-3307.

Computer System Consultants. Interesting job for persons with 3 to 5 years broadcast operations experience. Ability to interface with station personnel at all levels. College background essential. Degree in Broadcast, Education preferred. Must be assertive, self-motivated, and a shirtwaist professional. Work in system implementation and training at home office and at station locations. Approximately sixty percent travel. Send resume or call Bruce Massie, Compunet, Inc., 747 East Green Street, Pasadena, CA 91101.

Help Wanted Sales

Group owned Detroit radio station has immediate opening for midday (2-7PM). Must be able to move up to a large market. Company promotion made possible available, income range 30 to 35K depending on performance. Send resume to Box N-132, BROADCASTING.

Sales help wanted: Primary salesperson, small market love sales. Good arrangement for performance. Could lead to sales management. Box A-25, BROADCASTING.

Radio salesperson. Network owned and operated station. Opportunity to advance into national sales in 1 to 2 years. Looking for aggressive salesperson ready to move up to a large market. Company promotion made possible available, income range 30 to 35K depending on performance. Send resume to Box N-132, BROADCASTING.

Sales manager: Sell me on your being right person for permanent position. Arizona. Box A-131, BROADCASTING.

Solid opportunity if you know sales and are willing to work. You can be a very part of capable team in one of New Mexico's best markets. Contact Jack Chapman, KGAK, Gallup, 505.836.4443.

Sunny Phoenix, Group-owned, top-rated, "beautiful music" FM has an opening for aggressive salesperson with proven record. E.O.E. Rush responses by returning this ad to: Bob French, Sales Manager, KFRRF, P.O. Box 10098, Phoenix, AZ 85064.

Help Wanted Sales Continued

Salesperson who wants to make radio sales a career. Have had excellent sales background and am looking for replacement to one whose husband is transferring. Must be ambitious and imaginative person. Contact Charlie Person, KVBR, Brainerd, MN 56401.


You Should Be Or Have a lemma. X-ROK has the #1 spot in E.U. (150 kw) and is on its way to #1 ratings. The LSM will bill #1 dollars, stable income. Resume & references to Ray Treado, G.M., X-ROK Radio, 101 Arizona Ave., El Paso, TX 79902.

Help Wanted Announcers

Personality announcer for morning shift, medium Florida market. $10,000 to $15,000. M.O.R. format. Equal opportunity employer. Send resume to Box A-5, BROADCASTING.

Announcer—50,000 watt stereo FM. Only 24-hour in market. Excellent lower Michigan community. Experienced person strong on production with copy writing ability. We are an EOE. Send complete resume, picture. Box A-11, BROADCASTING.

Wanted: An experienced announcer for a C&W format. Must be available immediately and be able to do production and sales if wanted. Reply Box A-32, BROADCASTING.

Christian FM Station—S.F. Bay Area. Announcer/engineer 1st phone. Board shift & Studio/Transmitter experience with expanding group. Box A-100, BROADCASTING.

Announcer with first phone. Send tape and resume. Station WAMD Aberdeen, MD 21001.

Morning DJ. music direction experience. Sales experience helpful. Recent college graduate. Becoming program director. State salary requirements. WGLX Radio, P.O. Box 161, Galion OH 44833, 419-468-6664.

Florida contemporary news/experienced, talented rock jock with good production to entertain within a tight format. $120,000-$130 to start with good fringe benefits, security and room for growth. Small market but professional sound. Tapes, resumes to WIPR, P.O. Box 712, Lake Wales, FL 33853. No calls please.

Florida coastal station wants exceptional morning personality. Experience with contemporary, A/B mix, heavy sales. Phone or write. Try us. Send tape and resume. Hudson Miller, WIRL, Fort Pierce, equal opportunity employer. Resume, photo or call Bruce Massie, Compunet, Inc., 747 East Green Street, Pasadena, CA 91101.

Knoxville, TN. WIVK AM & FM, 50 kW & 100 kW ERP. Immediate opening for solid individual wishing to be involved in expanding station that is #1 in the market. Send letter, resume, picture to Bobby Danion, Operations Manager, WIVK, P.O. Box 330, Knoxville, TN 37901.

Experienced announcer with Third Endorsed minimum. Contact Bob Davis, WADM, Box 461, Moline, IL 61265, 309.326.3357.

Experienced morning personality wanted for Southern Virginia modern country AM. Good production and news a must. Send tape, resume and recent photo to WRIC, P.O. Box 828, Richland, VA. No phone calls.

Still seeking experienced only, drive-time announcer for top markets local and regional. New facilities and many benefits. Rush tape, photo if possible, salary requirements, references and availabilities to John Carillo, WSOW, P.O. Box 1454, Saginaw, MI.

Help Wanted Technical

Chief Engineer, Directional AM, automated FM, Mid- west station with outstanding reputation. EOE. Send salary resume to Box N-111, BROADCASTING.

Chief Engineer. East. Need directional AM and good FM experience. Immediate opening. Up to $15,000 to start. Send resume and references. Box A-91, BROADCASTING.

Chief Engineer for fast growing production center. Excellent opportunity with first staff replacement. Will take full responsibility for their dept. You will be working with the latest state of art equipment and staff of dedicated professional engineers and technicians. Send resume Box A-94, BROADCASTING.

Help Wanted Technical Continued

Engineers: KOSI AM/FM, the Denver area's good music stations, need a strong maintenance engineer to help us grow. We are looking for an engineer with a first class license, a good ear for audio quality, and a genuine engineering interest. Experience in practical experience in operation, maintenance and repair of all types of broadcast equipment. If you're out of work, this is a stable position at a stable station located in one of the great family living areas of the country. Please send resume, Box A-22, BROADCASTING, KOSI, P.O. Box 98, Aurora, CO 80010. Equal Opportunity Employer M/F.

Opportunity for 1st class engineer with some electronics background to break into engineering. Some announcing desirable, routine maintenance, etc. Work immediately if qualified. Well equipped FM/AM/CATV, automation, etc. Send resume and picture and requirements to Michael McKee, KWCO Radio, P.O. Box 770, Chickasha, OK 73018.

Chief Engineer for AM/FM operations in West Palm Beach. Excellent opportunity for ambitious, young group owned Detroit radio station. Salary up to $40,000. Send resume and cover letter to Box A-125, BROADCASTING.

Broadcast Equipment Sales—CCA Electronics Corporation has an opening for an aggressive young engineer with AM & FM experience preferably at the chief engineer or technical director levels. The successful applicant should be able to assume a responsible position in administrative office with sales and sales commuter with experience. Send resume to Clarence Beverage, CCA Electronics Corporation, 717 E. Avenue, Gloucester City, NJ, 08030, 609-456-1716.

Help Wanted News

News Director—Dynamic Wisconsin medium market station. Experienced, responsible, top earnings. $7,000 plus benefits. EOE. Resume with references to Box A-111, BROADCASTING.

Experienced newscaster ready to move up to stable position with leading contemporary station. If you're strong on digging, imaginative writing and delivery, and can be on the field reports. We'll pay. Send resume and references to Box A-125, BROADCASTING.

A good solid radio person, experienced, dedicated and a self starter. The ideal candidate will be able to cover local news and sports for an established daily newspaper. A love of play by play and service a small list of established economic stations is the goal. We are a state community; we pay health and medical insurance, pooled retirement, etc. Send resume, photo, tape and picture of resume to Box A-128, BROADCASTING.

Wanted: Experienced newscaster to join aggressive news operation at Penn. suburban station. Dig, write and broadcast local news. Must also have play-by-play ability. Good salary and generous benefits. Applicants from minority groups invited. Box A-141, BROADCASTING.

Wanted: Aggressive and dedicated newscaster who can anchor and field report. We'll pay. Tape, resume and salary requirement to Leonard Will, News Director, KCOM Radio, 1400 Pierce Street, Sioux City, IA 51105.

Wanted: Experienced, conscientious, alert, enterprising journalist. We're looking for a person with excellent news judgment, integrity and good professional values. Send a resume to Lowery, WABC, 485 Park Avenue, New York City. Gene Hirsch, WRU, Radio 1429, St. Louis, MO 63128. An equal opportunity employer.

News Director, WSUS, Franklin, NJ. Long hours low pay. But if you really believe in yourself and think you'll grow and move on to greater glory. Maximum power facilities in suburban County. Must have experience in area. Duration subject to 23rd amendment with Jay Edwards/Peter Barditch, 201-827-2525.

Sacramento correspondent—We're looking for a conscientious newscaster for actuality gathering and voice reports in the state capital. Current news affiliation preferred, but will consider all qualified applicants. Send resume and references to Box 2522, Los Angeles, CA 90054.

Broadcasting Jan 14 1974
Help Wanted, Programming, Production Others

Copy Writer-Traffic Director—$50,000 watt FM. Only salary. Excellent location in city community. Experienced person strong on copy and traffic promotion. Excellent work environment. We will send complete resume and pictures including commercials you have written to Box A-12, BROADCASTING.

Film Specialist. To produce and direct film documentaries. Must have strong film background. State television and state ETV network. Requires BA plus five years experience or equivalent and advanced knowledge of all facets of film production. Minority group member preferred. Must present resume upon interview. Immediate opening. Box A-76, BROADCASTING.

Leading Beautiful Music Syndication Co. seeks young but experienced programming person for 2nd unit board position. Must have board detailed resume to Box A-109, BROADCASTING.

Situations Wanted Management

General Manager, 33 with three years experience managing MOR station in top 50 market. Sales management background. Currently earning 22K, desires more. Box N-127, BROADCASTING.

Sales Manager, looking for challenging sales management spot in large market with opportunity for fast advancement. Responsible for five salespeople and own list. College graduate, 30, family man. Box N-131, BROADCASTING.

Sales Manager: currently salesman in top 20 market with super track record. Willing to sacrifice dollars for management opportunity. College graduate, four years experience. Box N-142, BROADCASTING.

General Manager proven track record in major market. Looking for greater challenge, I know how to motivate and develop programming staffs. Box N-143, BROADCASTING.

Creative announcer, former music director, also strong in copywriting and news, looking to get involved,Charming, self-sufficient, expertise. Will relocate. Box N-179, BROADCASTING.

Currently employed top rocker in sales-management position. Ready and ready for the total radio, 12 years—all TOP 40. Put it all together—it works! Prefer South or West but consider all. 322,000 PPM. References and results. Box A-227, BROADCASTING.

Radio is where it's at—Respected radio man, heavily sales oriented, administrative executive. Station sales management and prominent national representative management experience, Desire West Coast, but will consider all locations for station or rep sales management position. Box A-54, BROADCASTING.

Experienced Broadcast manager wants V.P. & G.M. position for an FM purchase. Box A-87, BROADCASTING.

20 years, 15 management. Good record, excellent credentials. Want to return to West Coast. Prefer California. Will relocate. Good track record. Present station to be sold. You want SALES, I want to contribute; Call West Coast. Let's get together. Box A-107, BROADCASTING.

If You're Looking for a General Manager with 15 years experience, call. Prefer Southern California or Western New York. Box A-115, BROADCASTING.

Officer and General Manager of medium market AM-FM and stockholder/officer of small market AM-FM group interested in management position in large market or major group. Came up via programming and sales, thirteen years experience; ten years with present employer. Early 30's, High I.Q., hard worker, fast thinking, creative management approach. Strong in analysis, planning, marketing, financial, sales, programming, and traffic. Family oriented, strong on responsibility and eventual equity. Local go-to man, own business, Box A-120, BROADCASTING.

Selling General Manager-aggressive self-generating. Will relocate. Excellent track record in Management-Sales. Financially strong, interested in solid growth situation. Box A-130, BROADCASTING.

Sales Manager seeks aggressive, growth oriented station or group. Young sales pro increased station's billing 125% in one year. Without numbers. One year, veteran, radio & TV, major and small markets, proven track record. Can we grow together? Call now 617-123-4567.

Are you looking for an aggressive, young GM, 34, family man, 14 years experience, F in management including AEs? Phone Box A-131, BROADCASTING.

General Manager. 14 years experience. Strong on sales and management. Prefer C&W small market, dependable family man. P.O.O. Box 10520, Norfolk, VA.

Situations Wanted Sales

Experience creative ad. Man. Currently employed, desires a career in sales/marketing with top 100 retail store, strong in promotion, sales promotion and public relations. Solid background in retailing. Excellent references and will present resume upon request. Reply to Box A-112, BROADCASTING.

Experience sales manager, successful with adult formats, sales ability, people skills, TV market. Excellent references and will present resume upon request. Box A-133, BROADCASTING.

Situations Wanted Announcers

Announcer Looking for rocker or wild top 40, Capable of up tempo MOR. Creative, Married, 3rd phone. Willing top dollar to gain skin experience. Box N-120, BROADCASTING.

Entertainer/communicator for med. or major market. Q & other one on one play, College grad. Box A-61, BROADCASTING.

Young Top 40 Jack/Production Manager now in medium market seeks part time job in major market so I can go to college and pursue my degree in Radio. TV, 6 years experience. Super production. Very dependable. Box A-73, BROADCASTING.

Broadcasting School grad, experienced in D.J., sports, news, sales, etc. Desires position on East Coast, looking for greater opportunity. Will relocate. Box A-101, BROADCASTING.

Three years experience, some college, endorsed third. Speech, voice and acting background. Good voice, all formats. Box A-92, BROADCASTING.

Tired of Perry Como? "GREATS. Need to lay some rock on the air. "Four years experience, especially College Broadcasting Degree. Third. Box A-105, BROADCASTING.

Currently employed seeking change to stable organization with opportunity. First phone, experienced, creative, good voice, production, and news. Prefer upper top market, i.e., "ROCK" will locate. Resume on request. Box A-102, BROADCASTING.


Female DJ. Dependable, creative, tightboard, versatile, authoritative. Weekends and/or evenings. New Jersey, N.Y.C. area. Anxious. Box A-105, BROADCASTING.

I'm looking for work in Michigan's lower peninsula as a jack or announcer. Full or part-time, 3rd phone. 19 young, male with one year exp. Top newsmaker, age 27, single. More info on request. Box A-106, BROADCASTING.

Major Market Jack, presently doing Uptempo MOR, good background in programming. Desires position for looking for large or medium market, professional Radio board and executive to work with. Excellent references. Box A-117, BROADCASTING.

Young, Sexy Voice DJ with one year experience. Some major, currently unemployed, good commercial. Can hold his own, is a great choice for any major market. Currently living in Chicago. Country or MOR. Notify for immediate availability. Box A-118, BROADCASTING.

28 years experience, 52 year old man desires permanent Florida residence, Country or easy format. Family oriented, good voice, pleasant delivery, humor, Morning show specialty. References, credit excellent. Box A-123, BROADCASTING.

Ta'k, Records, Sports, Telephone. All these things in one show, 15 years of making it work. Too much energy and talent to go to waste. Great references. Prefer all top money and personal satisfaction. Reply to Box A-125, BROADCASTING.

Morning Personality: Phone calls to strange characters, crazy news reports, etc. 24, 3 years experience, 3rd phone. Willing to move Progressive MOR or similar. Box A-132, BROADCASTING.

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

Wanted: Fair-minded GM or PD with the ability to recognize and support talent with good voice, desires position as air personal. College grad with five years experience with educational and commercial promotion. For resume write Box A-139, BROADCASTING.

P.D.-Morning Jack desires straight Jack job at Top 40, 10, 50, 100 market. Medium market salaries. Salary $18,000 and up, rated one, smooth, warm personality. Box A-140, BROADCASTING.

Situations Wanted Technical

Experience Chief-D.A., FM Stereo, proof, SCA, 51L, automation, design, construction, TV, supervision, engineering, Administration, Sales oriented. Additional qualifications, ideal for chain operation. Seeking experienced, motivated engineer. Will consider TV. Box A-84, BROADCASTING.

Production management experience. Copy, still and motion, commercials, BROADCASTING. Position desirable in Los Angeles, major market. Will consider TV. Box A-84, BROADCASTING.

Experience Chief-D.J., Florida resident, seeks position in Florida. Consider Florida. Third endorsement. Call or write: 1-904-255-6950, Mike Hon, 373 Williams Ave., Daytona Beach, Fl. 32014.

Get back no base . . . no town down . . . no jobber . . . just good time Rock 'n Roll. Three years' experience . . . First phone . . . go anywhere. Available immediately. Dan 607-797-1398.

Licensed commercial looking. Desires up-tempo MOR or beautiful music. PEP, news and prod. experience. Four years on air. Human, happy, soft sound. Southeast or relocate. 508 South 9th St. Beverly, Mass. 02306. 910-797-7803.


Full or part time, 1st Tickler, no maintenance. Apa 617-866-7200, Box A-126, 30210. 904-797-3500, Jacksonville, Fl. 32210.

Yes, young announcer-DJ desires work in small market Michigan station. Work hard, learn, fast. Harold Mool, WVX, P.O. 150, Pauli, NC 28754. 812-793-5600 between 4:10 p.m.

Experienced-D.J., Florida resident, seeks position in Florida. Consider Orlando, Third endorsement. Call or write:1-904-255-6950, Mike Hon, 373 Williams Ave., Daytona Beach, Fl. 32014.

Situations Wanted Technical

Broadcasting Jan 14 1974 54
Help Wanted Management

Sales Manager. Rare opportunity for bright, young account executive. Major market experience in retail. Needs aggressive, hardworking spokesperson to help him develop major market television group. Rush resume to Box N-134, BROADCASTING.

Help Wanted Sales

Account Executive. Large Midwest market. List earned $420,000. Three years experience with growing company. Submit resume to Box N-135, BROADCASTING.

Help Wanted Annunciator

We need a talented TV commercial announcer who is also capable of handling sports segments on the major market station's newscasts. Six-month contract. Submit CV and technical ability to Box A-99, BROADCASTING.

Help Wanted Technical

Chief Engineer—Group owned New England TV-AM requires Chief Engineer with technical ability. Box A-72, BROADCASTING.

West Virginia. On the move, needs studio/VTR Maintenance Engineer. Experience, salary required to Box A-80, BROADCASTING.

Help Wanted News

Director-Assume full command of outstanding strong local TV news program. Excellent references. Send photo and resume to Box A-33, BROADCASTING.

Weatherperson—Top 50 Midwest market with great potential for innovative talent. Competition is dismal and exciting benefit package. We're number one. Send resume and salary requirements to Box A-47, OPPORTUNITY M/F.

Weekend anchor. Solid reporter with dynamic delivery. Capable of handling field reporting. We're top rate! Contact us. Box A-51, BROADCASTING.

Investigative-action reporter. Long on journalistic moxie. Able to tell a story with sharp production. Job opens April first. E.O.E. Send resume to Box A-52, BROADCASTING.

Crack reporter, able to develop unique features and meaningful sidebars. Female or male. Creativity and the ability to be a self starter vital. We're number one, looking for newer and older type people. E.O.E. Rush resume and writing samples to Box A-53, BROADCASTING.

Experienced TV Action News Reporter who understands what it takes to solve community problems. Major midwest market. Dynamic news operation. Salary commensurate with experience. Send current salary with first reply to Box A-65, BROADCASTING.

TV News Producer must be able to handle leadership role in a tough competition news market. Must be sharp writer and understand film editing and photography. Major midwest market. Send all information first reply to Box A-66, BROADCASTING.

TV News Feature Reporter experience as on-air talent necessary. Must be inventive and know film production techniques. Must have good writing and communication skills. Send information first reply to Box A-67, BROADCASTING.

Help Wanted Programing, Production, Others

Traffic director for Florida station on BIAS computerized system. Need take-charge person thoroughly familiar with control and manipulation of inventory, salary commensurate with responsibility. Write fully to Box A-34, BROADCASTING.

Producer/Director—Top 50 Midwest market looking for creative abilities with strong background in news, commercials, documentaries and live sports. BA and track record required. Experience in the medium. Experience in studio/VTR. Send resume and salary requirements to Box A-48, BROADCASTING.

Promotion director for NBC affiliate, Top 50 market. Salary range, $9,500-$10,500. Equal opportunity employer. Fasting, transitision to position of promotion, Send resume with photograph to Box A-79, BROADCASTING.

Art director for PTV Station. Responsible for TV graphics, set design, related print materials. Salary range, $9,500-$10,500. Equal opportunity employer. Fasting, transition to position of administration. Send resume to Joan Gordon, WBGU-TV, Bowling Green, OH 43403.

Situations Wanted Technical

Assistant Chief Engineer desires greater responsibility and financial remuneration. Age 32, BSEE degree, desires a move for the right opportunity. Box N-129, BROADCASTING.

VTR Videotelevision experienced first phase with over 7 years on Ampex VR1000 and Noritsu-GEC color cameras. Seeking creative position involving the production of programs. Prefer to work for VTR facility or big station production groups. Willing to relocate. Box A-30, BROADCASTING.

Young, experienced, professional, 30, 2 years radio, 3 years TV news production, 2 years college. New opportunity in TV news desired. Tape, resume on request. Box A-42, BROADCASTING.

Young, experienced broadcast engineer looking for a major market position, eager to work as weatherman in larger market. Box A-98, BROADCASTING.

Experienced, responsible, broadcast engineer, 30, 2 years radio, 3 years TV news production, 2 years college. New opportunity in TV news desired. Tape, resume on request. Box A-42, BROADCASTING.

Meteorologist: Two years radio experience forecasting for the New England area. Professional certification by the American Meteorological Society. Seeks opportunity in television. Will relocate to any part of the nation. Box A-110, BROADCASTING.

Weathercaster with personality. Top ten, desires change. All markets considered. Excellent appearance, industry references. VTR. Not experienced. Box A-136, BROADCASTING.

Reporter—Have the experience, background, intelligence. Not run of the mill or limited to a single talent. Send work samples, Box A-137, 24AD, Columbus, OH 43224.

Sports—Experienced in all areas: reporting, writing, shooting, editing. VTR available. P.O. Box 6481, Columbus, OH 43224.

Help Wanted Programing, Production, Others

Promotion Manager now #2 man ready for #1 spot in major market. Must be a person who can assume both office and field responsibilities. Send resumes to Box N-133, BROADCASTING.

Program Manager with 6 years experience. College graduate looking for better company in large market. Requires solid midwest market experience. Box N-141, BROADCASTING.
Situations Wanted Production Programming, Others, Continued

MA desires college radio-TV past with production duties. You create! Creative, commercial and non-commercial experience. Box A-2,.Broadcasting.

Associate Director in top 10 with considerable directing experience seeks Director position in top 12 market. Super references. Strong news. Creative too. Box A-3, Broadcasting.


Young woman, but all pro seeks challenging job in television. Heavy experience in film booking, sales promotion, public relations and news casting. 14 years U.S. experience, Excellent all around skills. Box A-90, Broadcasting.

Producer/director with solid background in all phases of production and programming is seeking opportunity in broadcast management. Will consider any position that gives me the responsibility of the air product. Box A-95, Broadcasting.

Successful, profit-oriented P.D. In Cable TV wants to switch to the right broadcasting or advertising situation. 3 years experience producer-director, sales, news. Box A-97, Broadcasting.

Eight years in radio/TV media, last three as director/producer and still young enough to keep on truckin. Write Box A-105, and I'll have more than enough to be a television director at your station. Box A-107, Broadcasting.

Young CATV station engineer wants position with promise, Color experience, have 3rd endorsed, working on 4th license. Will relocate. Resume. Box A-142, Broadcasting.

Attention Chicago—Gal available, part-time evenings or weekends. Mass communications degree. I enjoy my work in the industry and now the broadcast world. Call evenings 312-642-8246.

Program Manager, Experienced in network and community television, radio and film, programming in top 5 market. Age 38, 20 years in broadcasting. Top references. Call 317-649-6014.

CABLE

Help Wanted Management

Grads: Major MSQ seeks recent college grads with sales experience to be Advertising/General Managers in various locations. To $2000. Box A-4, BROADCASTING.

General Manager: Small MSQ affiliated with large insurance company is looking for a general manager with marketing background to operate its 65,000 homes in the Midwest. Reply will be treated in confidence and promptly answered. Box A-114, Broadcasting.

WANTED TO BUY EQUIPMENT

Wanted. First class color remote vans. 2-6 color cameras, 2-6 QTVR's. No more, 5 years old. Ready to buy. Reply Box N-167, Broadcasting.

Plate Transformer for GE 4T5FSA 500kW Transmitter in operating condition or would consider good core and supply. Also, consider any other plate transformer capable of handling 25-50 kw VHF transmitter 208-240v, and 7.8 thousand $5. Please send information to All Smith, RFCU-TV, P.O. Box 1488, Lake Villa, IL 60040 or Phone 312-399-9071.

Wanted: Plate Transformer for RCA TA-25 Al Transmitter. Model NA 1960, 32 Volt DC @ 2300 volt. 2500 volt. Contact: K. Lux, KQTV, P.O. Box 268, St. Joseph, MO 64506.

We used 250, 51, 10 KW, 10 KW AM and FM broadcast power. Any surplus equipment. Box A-308, Northbrook, IL 60062.

Wanted To Buy. 1000 Foot Used Tower, heavy duty. Must be FCC first class license—plug & play. Fire Chief, Greep, Owensboro Cablevision, P.O. Box 371, Owensboro, KY 42301.

FOR SALE EQUIPMENT


For Sale Equipment Continued

IGM 630 surplus typewriter, card reader, remote controls, sensor cards etc. KOOO Radio, Omaha, NE. Don. 1-781-9286, 1-900-9286.

RCA Model BTF 20-C Transmitter (FM) Parts. We have a substantial supply of parts for this discontinued model transmitter and will be happy to make them available to any station at a reasonable price. We have to throw them out! Contact WEAN, Evans- ton, IL.

For Sale: Pair of 410 CBS Automatic Peak Controllers (FM Volumax and FM Stereo Volumax) for $950.00. WFCW, Winter Haven, Fl but needs local pick-up.

3KW ERP, XMiter Line, Antenna, 1 Channel Stereo Board. $4500 or separate. On air at WTAO 687-2000.

Hellaflex/antenna, Large stock—baggage prices—tested and certified. On air Station, Top Western Electric Board, 23872, Oakland, CA 94628.

One step for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

Used transmission line, 4 years old, 500' of 6/9" Universal line, 50 ohm, excellent condition together with elbows and hinges. Call or write: Tower Erection, Inc., P.O. Box 188, Manomenone Falls, WI 53051.


VTR Airhead Assembly Head RCA MA1402GAQ/Case. Need a spare? Here it is. $600. Norman Gil- lespie, Box 2124, Monterey, CA 93940. 1-408-372-7424.

Gates Cycl oid, 6-bay FM antenna, deccorant, Excellent condition, low VSWR. On 94.7, tuneable. $1100. P.O. Box 9095, Dallas, TX 75230.

Vacuum capacitors: MCM1500, $1500.00; MCM2000, $2000.00; MCM5000, $3000.00; Lightning arresters, feedthrough, 10 amps, $50.00. Hustead, 6620 Tal- mage, Dallas 75230.

All Digital split-field color bar generator. $595. Write JRM, Box 381, Madison, AL 35758.

McMartin Broadcast Console Model B-502 Stereo never used, in original box, $2250; also spare parts box $1100. Will ship anywhere in the U.S. $700.00 delivered. 714-647-7910.

New fidelio cartridges—wound to any length 1/2". Send check with order. Idaho Magnetics, 160 Anderson, Caldwell, ID 83605.

COMEDY

Deejay's: New, sure-forty comedy 11,000 classified one-timers. $10 Catalog feast Edmund Orr, 2786 W. Robert West, Phoenix, CA 90205.


INSTRUCTION

Broadcast Technician: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2000 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, Omega Services has the best price for a First Class License. Day or evening. Guaranteed re- sults. Omega Services, 333 East Ontario, 312-649-0927.

Jeb opportunities and announcer-clr—first class F.C.C. license trained. B.S. or equivalent high school. Price $1,100. Will ship anywhere in the U.S. $700.00 delivered. 714-647-7910.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute formerly Ekins Institute, One Ash Road, Cincinnati, OH 45236, Telephone 513-791-1770.


REI teaches electronics for the FCC First Class Radio Telephone License. Over 90% of our students pass their exams. Classes begin January 9th, February 6th, March 25th, April 29th, May 22, South Palm Ave., Sarasota, Fl. 34237; phones: 813-335-6292, R2, 2402 Hollywood Trail, Fredericksburg, VA 22401; phones: 737-341-151.
**RADIO**

**Help Wanted Management**

**SALESPERSONS**
Leading broadcasting company will be adding experienced salespeople in 1974. Excellent opportunities in both radio and television, including company owned national representative division. Rapid advancement for candidates with management potential. Send detailed resume. Confidential. Equal opportunity employer.

Box A-37, BROADCASTING

**AM-FM Combo. Midwest market of 80,000 seeks sales oriented GM. Must have proven local sales ability and understand programming. Sales managers welcome.**

Box A-125, BROADCASTING

IF YOU CAN PRODUCE THE TOP RATING IN HONOLULU, YOU CAN COLLECT THE TOP PAYCHECK! We need two grabbers. First, we need a General Manager with top administrative skills who can sell and keep a staff selling. His goal is simple: Top revenue radio station in Honolulu. Second, we need a Program Director who will have an equally simple goal: #1 ARB and Pulse In Honolulu. Our Incentive is not complicated either: You'll be the highest paid GM and PD in America's most interesting city. If you've ever made an effective presentation, today's the day! Equal opportunity employer.

Box A-126, BROADCASTING

**Help Wanted Announcers**

WANTED IMMEDIATELY

**WAKEUP PERSONALITY** with good sense of humor by West Coast 50kw

Rush resume, photo and salary desired to:

Box A-39, BROADCASTING

Northeast major looking for a top-flight professional announcer/personality. Salary commensurate with ability. Top benefits and a great company. Picture and resume. All will be held in strictest confidence. Equal Opportunity Employer M/F

Box N-68, BROADCASTING

**MORNING PERSONALITY**
50 KW nationally respected industry pioneer needs it all—Humor, communication. No. 1 dynamite. Aggressive, fun place to work—money too! Rush resume to:

Box A-113, BROADCASTING

(An equal opportunity employer)

**Help Wanted Production, Programming, Others**

Modern C & W DJ


**TELEVISION**

**Help Wanted Management**

**TV GENERAL SALES MANAGER**

One of the nation's leading independent TV stations needs an aggressive General Sales Manager to develop the full sales potential of the station. Market rank is within the top 40—an exciting growth market where the living has to rank among the best in our country.

If you feel you have the ambition, experience, and leadership to motivate others and become the #2 person at this station, send your resume and salary requirements.

An Equal Opportunity Employer

Box A-101, BROADCASTING

**Help Wanted Technical**

**BROADCAST** (Television) **CHIEF ENGINEER**

New York based station requires top professional studio and RF engineer to run full facility, knowledge of helical tape and Telco Interconnections essential. Top compensation, benefits and exciting opportunity. Send resume to:

Box A-103, BROADCASTING

**Help Wanted Production**

65" or Taller TV/Radio Personality wanted for stand-up, straight-delivery TV Spot. Send TV tape if available or Audio tape and head shots. All Material Will Be Returned. PLEASE DO NOT APPLY IF UNDER 65". Write to: Forest Advertising, 24 Forest Street, Brockton, Mass. 02402.

**Situations Wanted News**

A SWITCH TO COUNTRY?

Or perhaps you want to improve your present country operation. One of America's foremost country program director-operations managers, TED CRAMER, is now available to take your station to the top. P.D. in Kansas City since 1962. Top references and industry contacts. If you're in a good market with a strong fulltime signal and not getting the most out of it, phone 913-381-8626. It could be the most important call you'll make this year. All replies held in strictest confidence.

**Situations Wanted News**

**TV Sports**

**Director/Sportscaster**

Interested in top 35 market. All inquiries considered.

Box A-108, BROADCASTING

**NEW MEDIA DEPARTMENT**

Major bank holding company organizing own advertising agency needs a senior media planner and a time buyer. Highly motivated individuals will find challenge in helping to develop new media department. Fine working conditions in Upstate New York where a long commute is 30 minutes. Close to many ski resorts, hunting and fishing areas and there is a boat marina just 3 blocks from the new office.

Box A-122, BROADCASTING

An equal opportunity employer.
For Sale Stations

FOR SALE—Midwest Day-Timer in attractive sound medium size market $250M. Absentee owner wants out. This could be buy of the year. Reply Box A-86, BROADCASTING

John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310

USED BROADCAST AND CLOSED CIRCUIT EQUIPMENT
Cameras, Monitors (Monochrome and Color), Mount Equip., VTR's, Videocassette play-ers, recorders, Syx. Generators, Switch-ers, Audio Equipment, lenses and Lighting Equip. Equipment Manufacturers: Teletron, Spotmaster, Sony, Ampex, Bell & Howell, JVC, Conrac, Panasonic, 3M, Bell Brothers, Canon, Bradford, Quick-Sel, G.E., Graflex. Call collect or write:
Linda McAllister
Teleman inc.
P.O. Box 15068
(801) 487-5999

SALE
GOLF TELEPHONE NETWORK
INTERVIEW COMMUNICATIONS
E. B. & K. Communications
Golf Telephone Network
11326 North Central Expressway
Dallas, Texas 75231
(214) 368-8545

For Sale Stations

SE . Small . Daytime . 100M . Terms
East . Medium . AM/TV . 1MM . Terms
N.Y. . Metro . Profitable . 350M . 29%

Gulf . Major . Fulltime . 2MM . Neg

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles . Washington
Contact: William L. Walter
Suite 986, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/373-1535

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Your special needs deserve special attention. You will profit from the solid experience and creative service of the nation's fastest-grow-ing media brokerage firm. To buy, sell, trade or upgrade your group holdings, call or write us today... in complete confidence. (This is where the action is)

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THE KEITH W. HORTON COMPANY, INC.
200 William Street  .  Elmira, New York 14902
P.O. Box 948 .  (807) 733-7138

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.
When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, whether the ad should be placed. No make goods will be run if all information is not included.
The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy.
Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.
No telephoned copy accepted.
Repplies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Effective January 1, 1974, BROADCASTING will not forward audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number. All material sent to BROADCASTING for forwarding will be sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified display ads:
-For Sale, Wanted to Buy, Stations. Employ-
-ment Agencies and Business Opportunity advertise-

Agency Commission only on display space.
Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $8/m, COO, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name
Phone

City
State
Zip

Insert time(s). Starting date

Display (number of inches).

Indicate desired category:

Copy:
Bob Hales: in charge of the mouse that hopes to roar in TV networking

Robert D. Hales, the new chief executive officer of the Hughes Sports Network, is walking a tightrope these days. On the one hand, he has definite ideas about setting in motion his scheme of making Hughes a bona-fide fourth network, one that might be able to compete with ABC-TV, CBS-TV and NBC-TV by putting on the kind of specialized programs that the networks tend to shun in their search for mass-audience Nielsen numbers. But, on the other hand, he doesn't want to move too aggressively and risk massive retaliation from the Big Three this early in the game.

So Mr. Hales is keeping a low profile as he sets about changing Hughes's image from a predominantly sports-oriented operation to a network with a "judicious" mix of sports events, documentaries, entertainment shows and children's programming. As of this month, for example, the Hughes Sports Network officially changes its name to the Hughes Television Network. "Ideally," Mr. Hales says, "our nonsports programming would grow to the point where it would make up about half of our network schedule."

Currently, golf, basketball, football and tennis consume more than 80% of the Hughes schedule. "Putting most of our eggs in the sports basket is a very risky business," he says. "We're heavily committed to golf, for instance, which means, of course, that a run of bad weather could hurt us badly. And if a golf match is one-sided, or if one team gets a commanding lead during an ABA basketball telecast, the viewer may get bored and switch to something else."

The previous management at Hughes, Mr. Hales says, was content to glide along, televising sporting events that the three other commercial networks didn't want to bother with. This play-it-safe attitude gave Hughes a steady return on investment (even though a major golf tournament, say, can cost Hughes as much as $1 million in production costs, rights fees, line charges and station compensation), but Mr. Hales is aiming higher. "I'm not a conservative man," he says. "I believe in taking chances—both physically and personally. A legitimate fourth network is going to happen in this country—the government allowed the networks to get their stranglehold over the airwaves, and, if the phrase 'in the public interest' has any meaning, the government's going to have to undo that stranglehold."

Mr. Hales is now in the middle of an efforts to get out to advertisers the message that, for example, Hughes can easily deliver regional hookups to sponsors that are not interested in blanket ing the country. Because Liberty Mutual special on a simultaneous line feed (permitting Hughes to reach 84% of U.S. TV homes). Similarly, Xerox has given rerun rights to the BBC-TV Time-Life Films series *America*, narrated by Alistair Cooke, which originally ran on NBC (Tuesday, 10-11 p.m., NYT), to Hughes because, according to Mr. Hales, Xerox was up in arms over the late scheduling on NBC. Most of the Hughes outlets are now carrying it early Saturday or Sunday evenings, where Xerox hopes it will be watched by the children who couldn't see it at 10.

Trying to put Hughes on the network-TV map against tough odds is the kind of problem Mr. Hales was forced to solve regularly at the Harvard Business School, which he attended from 1958 to 1960. "Harvard was all case-study method," he recalls. "They gave you a case, put you in a room with 90 bright guys, and then the competition was on to see who could come up with the best solution. They deliberately gave you more work than you could possibly handle, and that forced you to decide priorities since you literally couldn't do every case every night."

If Harvard gave him a solid grounding in the unraveling of tough problems, the Gillette marketing-training program, which he signed up for after getting his MBA at Harvard, "gave me a broad picture of business by showing me how one top company operates," Mr. Hales says. He spent the entire decade of the sixties at Gillette, rising from product manager of the Technic stainless-steel razor to three posts abroad: marketing director of Gillette in England; marketing director of Gillette in Italy; and general manager in Germany and general manager in Spain. He was made president of Gillette's Papermate division in 1969, and served in that capacity until Alfred Firestein, the president of Max Factor, "made me an offer I couldn't refuse" in 1971.

But when Norton Simon took over Max Factor early in 1973 and Mr. Firestein died less than a month after the merger, the Firestein men began an exodus. Mr. Hales's destination turned out to be the Hughes Sports Network, which signed him as executive vice president for marketing on June 20, 1973. He became chief executive officer on Oct. 5, 1974.

Mr. Hales's most important extracurricular activity is his post as regional representative for the Philadelphia and Pittsburgh branches of the Mormon church. "If you want to know how I relax, it's not by sitting down and reading a book but by going out and using my time to help people through the church," he says. "Church work is my change of pace, my way to balance things out. It pulls me back from the day-to-day grind and gives me some perspective on life."
Enough was enough
The Third Circuit U. S. Court of Appeals has raised more questions than it answered in ruling that broadcasts of winning numbers in state-run lotteries are news and therefore protected against government censorship (Broadcasting, Jan. 7). The court's central finding, that broadcast news enjoys the full protection of the First Amendment, would have done much to clear the legal air if it had stood alone. Regrettably, the court elected not to stop there.

"They," said the court of radio and television, "at least as much as the other news media should be left free to make their own editorial decisions as to what news will best serve their public. The only restraints on information by which, in the news context, the broadcast media may constitutionally be bound are those imposed by what little is left of the law of libel...and by the law of obscenity." So far so good.

But then: "We can set to one side those cases dealing with a broadcaster's commercial activities," the court unnecessarily continued. "We assume for present purposes that Congress may constitutionally condition the grant of a license to use the federally owned broadcast frequencies upon an agreement by the licensees that they will disclose payments for broadcast information [sponsor identification] and that they will not...derive revenue from promotion of products or activities deemed by Congress unworthy of such promotion [the exclusion of cigarette advertising from the air]. We assume, as well, that Congress may condition the grant of exclusive licenses to use the limited number of broadcast frequencies upon reasonable agreements by the licensees designed to assure fair access of competing ideas to those frequencies."

The clumsiness of wording in that last sentence is of a piece with the thoughts expressed. Here the court has progressed from a finding that broadcast news is exempt from government control to an endorsement of a governmentally imposed and supervised fairness doctrine. That, however, is not the only ambiguity in a decision that also said nothing about the constitutionality of the federal code provision that the FCC was enforcing when it ruled against lottery reports on the air.

The FCC is planning an appeal to the U.S. Supreme Court where sound arguments by broadcast lawyers might very well succeed in gaining some ground in the fight for First Amendment recognition.

Each to his own
Inside the antitrust division of the Department of Justice is a little band of career lawyers who are dedicated to the divestiture of co-located newspaper and broadcast properties. The deed is to be done not by the Justice Department in the tedious and uncertain process of antitrust litigation but by a single turn of an FCC mimeograph machine. Surely the FCC will frustrate this outrageous flight of bureaucratic ambition.

There is ample evidence and precedent for a dismissal of the rulemaking that the FCC has now dusted off under the pressure of Justice's filings of individual petitions to deny license renewals to a number of newspaper-associated broadcast stations. Indeed the commission has gone through this whole exercise before, as is recollected in a report elsewhere in this issue.

There are striking similarities in the rulemaking that the FCC has now revived and the one it conducted in the early 1940's. Both collected massive evidence on the newspaper-broadcasting side and none to justify the wholesale dismemberment of crossownerships. The first ended with a straightforward dismissal on a unanimous vote. The second should be ended similarly.

If Justice genuinely believes there are antitrust violations going on, it can prosecute as it has before — as, for example, it forced the Kansas City Star to dispose of WDAF-AM-TV in 1958 after a court had found the company guilty of restraints of trade through the use of combination rates and forced-buying tactics.

The antitrust laws are still at Justice's disposal for application to specific cases. The adoption of an FCC rule would be a grossly unjust punishment for multimedia owners that have committed no offense.

DST forever?
Whatever second thoughts the great American body politic may harbor after the first week of daylight saving time, it might as well accept the premise that there will be no return to standard time for the foreseeable future; in fact DST might be forever.

Broadcasters, who live by the clock, have been doing their utmost to adjust to fast time while intensely involved in programing changes to conform to new rules, actual or about to be thrust upon them by the FCC in revising renewal criteria. Also to be coped with by advertisers and media is the barrage laid down by the reorganized Federal Trade Commission on competitive product claims made by advertisers.

Because the energy emergency is a problem of this generation, at least, it behooves broadcasters to plan for the long term rather than the two years decreed for DST. The greatest impact of the oil shortage undoubtedly will be on automobile travel for pleasure — weekend travel and vacations. This is bound to be reflected in more leisure time at home with bigger broadcast audiences.

Increased tune-in will bring another bumper crop too — a comparable jump perhaps in audience reactions — complaints as well as kudos. This also provides the greatest opportunity for broadcasters, the networks and the advertisers. They have only to soften their voices and give greater emphasis to the quality and depth of their services.

"This is traffic reporter Ted Steele speaking to you from our helicopter replacement during the fuel shortage."
Whatever you might call her, Marcia Brandwynne is an important member of the Action News Crew on KTVU. Along with Anchorman George Reading, Weatherman Bob Wilkins and Sports Director Gary Park, Marcia is another reason more San Francisco Bay Area viewers aren't waiting till 11 O'Clock to get the news.
Our new Electro Sound ES-505 Professional Recorder has what it took the Swiss in centuries to develop. A heritage of classic design and precision performance. The ES-505's essential mechanical and electronic specifications compare favorably to Studer's A-80. And at ½ the price! •European or American• no other professional machine has more significant "Operator Engineered" features. A disappearing headgate for easy editing or cleaning. A built-in reference audio oscillator that supplies test frequencies 60 through 15K for instant alignment. An optical monitoring system prevents tape damage during control sequencing. And automatic tape stops. • Operator sim-plicity. Our ES-505's "record" indicator light also continuously monitors bias. There are two calibrate positions: one for record and one for reproduction. Our optional third reel is the ultimate in convenience for those heavier editing jobs. Operating modes are instantly selectable with fully illuminated transport controls or optional remote controls. • Operator satisfaction. Electro Sound's unique viscous damped inertia flywheel lowers flutter to 25%. The ES-505's non-slip capstan improves playback timing accuracy to ±1.5 seconds in 30 minutes, recording. • The ES-505 is available in minutes, portable, and unmounted configurations. ¾" or 1" versions, with 1, 2 or 4 channels of electronics. • The Electro Sound ES-505 comes with the world's only 1½ year extended parts warranty. The American machine to match Swiss excellence.

Electro Sound, Inc.
725 Kifer Road, Sunnyvale, CA 94086
(408) 245-6600 Telex: 345324 LECTROSND SVVL

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### Performance

<table>
<thead>
<tr>
<th>Performance</th>
<th>Electro Sound ES-505</th>
<th>Studer A-80</th>
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<tr>
<td>Mechanical Timing Accuracy</td>
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<td>30-18K Hz ± 2db</td>
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<td>1.0% @ 1K Hz Operating Level</td>
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### Prices

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