Broadcasting's turn in impeachment arena
Pros, cons again join issue on crossownership

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How can we do all of this? With the help of a great deal of data developed for Golden West Broadcasters’ Market-Buy-Market by W. R. Simmons, Inc. So why settle for crumbs on the Coast? We have enough consumer/media facts for a feast. And we’ll pick up the check.
News about news. TV news, dependable audience-getter any time, demonstrates its strength even more dramatically when entertainment rerun season starts. That's proved anew in Arbitron TV's latest report listing top-25 programs in country's top-50 markets in May. News ranked among top-25 programs in all of those markets except Los Angeles (seven more than in February-March report), represented one-fourth of all programs making or tying for top-25 positions (25.7% versus 17.3% in February-March) and averaged 7.1 top-25 positions per market (versus 4.8 before). Newscasts were highest-rated shows in four markets, ranked one-two-three in Oklahoma City and were sole competitors in three-way tie for first in St. Louis. In 17 markets 10 or more newscasts placed in top 25; in four, total reached 13.

Arbitron report also turns up mystifying phenomenon: Highest-rated news shows, whether local or network, were on Wednesday or Thursday almost nine times as often as on all other nights combined, and were on Wednesday more than twice as often as on Thursday. Researchers say they're intrigued but have no ready explanation beyond surmise that viewers' midweek lifestyles may somehow figure in. Whatever reason, it's not simply rerun-season aberration. Similar trend is apparent in February-March report, which shows three out of four top-rated newscasts were on Wednesday or Thursday, three out of five on Wednesday.

Is comparison odious? National Advertising Review Board is reported to be setting up consultative panel to investigate entire area of comparative advertising on television. Four members of five-man panel already have been chosen and fifth is to be named soon. Panel will issue position paper once investigation is completed.

Staffing up. Freshman FCC Commissioner Glen O. Robinson has picked legal aide—Daniel Polsky, now with Washington law firm of Wilmer, Cutler & Pickering and former student of commissioner's at University of Minnesota Law School. Commissioner Robinson expects to forgo engineering aide and add economist to his staff instead. Like other aides, economist can be Grade 15, draw salary of $27,000 to $36,000.

Other brand-new commissioner, Abbott Washburn, last week had winnowed list of applicants for his legal assistant to about three, expects to make decision this week. He is certain yet whether he will seek engineering aide; depends on area in which he specializes. But if, as seems likely in view of his background in Intelsat, he concentrates on international communications and common carrier work, he will look for engineering help. Meanwhile, he has picked confidential assistant, Kathy Toms, formerly with Office of Telecommunications Policy, where Mr. Washburn served as consultant.

Cooking. Though no transactions have been completed for sell-off of radio and TV properties held by Knight and Ridder newspaper groups to pave way for their $174-million merger (Broadcasting, July 15 et seq.), conversations were under way last week with each group. Robert Ridder, president of that chain's broadcast properties, said he had designated R.C. Crisler & Co., Cincinnati broker, to handle negotiations for sale of Ridder's interest in WCCO-AM-FM-TV Minneapolis and of wholly owned KSSM (AM) Colorado Springs, KSBN (AM) Aberdeen, S.D., and WDSM (AM) Superior, Wis.

Knight Newspapers owns 45% of Group One Broadcasting Co., which includes WAKR-AM-TV and WAEE (FM) Akron, Ohio; KLZ-AM-FM Denver; WONE (AM) and WTUE (FM) Dayton, Ohio, and KBOX (AM) KTLC (FM) Dallas. Other 55% is owned by Roger Berk family, Akron, presumed to be among bidders for Knight holdings.

Futures. At least one major media brokerage is advising clients to mark "paid under protest" on checks made out to FCC for station transfer fees. Theory is that this establishes precedent for ultimate recovery of at least part of fees when litigation and revisions of fee schedule are finally resolved.

Search goes on. Looks now as though Television Bureau of Advertising's search and executive committees are expected to be in position to nominate new TVB president by early September. Round of interviews two weeks ago covered nine potential candidates (Broadcasting, July 22). But though they reportedly narrowed field considerably, sources close to say, they were sufficiently short of consensus on one man that they decided to keep looking. They're talking now of prospect that committee, may meet shortly after Labor Day.

Among those interviewed or considered thus far: James E. Duffy, ABC-TV; Don Durgin, NBC-TV; Thomas Dawson, recently of baseball commissioner's office, formerly CBS-TV; John Gilbert, Television News (TVN); George Huntington, TVB; Greg Lincoln, CBS TV Stations; Dick Noll, Tele-Rep; John M. Otter, formerly NBC-TV, now consultant on corporate underwriting at non-commercial WNET New York (see page 43), and Roger Rice, Cox Broadcasting. Persistent reports say remaining favorites at end of first round are Mr. Otter, who had been picked for job in aborted realignment year ago, and Mr. Rice.

Black is brighter. Specialists say black radio advertising has been soft in recent months, but stronger than some other increments of radio business. And they're taking comfort in development of new-to-black-radio accounts from such major advertisers as S.C. Johnson (Edge shave cream), Reynolds Wrap, Woolworth's stores, Celanese Corp., Iberia airlines and K-Mart stores.

Another first? Broadcast trade association spokesmen rather than corporate heads will be on Wall Street firing line on July 29. At invitation of J.G. Tsai & Co., five association executives, headed by Vincent T. Wasilewski, president, National Association of Broadcasters, will answer questions of some two-dozen institutional portfolio managers and analysts and other members of investment community.

Others on trade association panel at Chase Manhattan Bank Plaza (3:30-5 p.m.) will be NAB's Grover Cobb, senior executive vice president; John B. Summers, general counsel; Miles David for Radio Advertising Bureau and one official of Television Bureau of Advertising.
Old words, new ears. FCC’s broadcast-newspaper cross-ownership inquiry has been around for four years. But with one exception, the present commissioners haven’t. Thus, last week’s oral argument on the issue served as orientation for new regulators and as chance for both sides to echo prior sentiments. Page 16.

Old words, old ears. Citizen groups get another chance to take potshots at renewal bill as Pastore unit reconvenes hearings. But despite shortage of proponents among those offering testimony, most senators appear unmoved by criticisms. Page 18.

Singing praises. CBS promotion chief Lou Dorfsman has struck paydirt in his latest attempt to convey supremacy of his organization to viewers. His “wandering minstrel” has been called everything from a gay to a sex symbol, but his effectiveness in bringing home message remains undisputed. Page 21.

Like it is. Robert Choate feels ABC and CBS have obligation to educate young viewers about nature of commercials networks bring their way. Networks feel otherwise. Accordingly, group asks FCC to intervene in its behalf. Page 22.

Comparative clash. Gillette Co.’s ad for its Tame creme rinse makes mention of competitor, Alberto-Culver’s Alberto Balam. A-C shows what it thinks of that in filing $7 million suit charging fraud against Gillette and its agency, J. Walter Thompson Co. Page 27.

Landmarks. As broadcasting ventures into House hearing room for first time to record Judiciary Committee’s historic impeachment debate, the book of precedents comes in for significant revisions. Page 29.

Return. Henry Geller seems engaged in mission to restructure some of the major FCC policies he helped maintain as agency’s general counsel. His latest target: the fairness doctrine. Page 30.

Another round. Should cable operators be compensated when a franchise falls by wayside? That’s pertinent question in FCC’s latest clarification proceeding. Page 32.

Goof. John Dexter Worthington may be having some second thoughts over his decision to scream payola when WMEX(AM) Boston took major effort of his CMCA Records off its playlist. Action threatens firm with loss of lucrative distribution contract and no small amount of bad PR. Page 34.

Rubbing it in. Savoring their judicial victory in prime-time access dispute, independent producers prod FCC to disclose how it intends to follow through with court directive. Page 36.


Thumbs down. Citing anticompetitive ramifications, FCC staff recommends rejection of AT&T’s hi-lo tariff approach for news services. Page 40.

At home. Dan Pecaro has always had a particular affection for sports and movies. His career at WGN Continental gives him a chance to share that interest with the masses. Page 57.

A broadcast first as House Judiciary Chairman Peter Rodino gavels committee’s debates on impeachment into session last week.

**Networks face $1 million daily ad loss as they take on historic impeachment coverage; strong ratings mark start**

Big television audiences, bigger television costs: That’s how broadcast coverage of House Judiciary Committee hearings on presidential impeachment could be summarized near end of last week’s hearings that began Wednesday night (see page 29).

Best estimates available from sales sources Friday (July 26) were that advertising losses from network pre-emption of scheduled commercials could range up to $750,000 or more per network per night, after such recoveries as may be obtained through make-goods, and that comparable daytime figure could reach $250,000 or so. Network sources noted they have relatively few availabilities open in next few weeks that are of value comparable to scores that were being pre-empted for hearings, particularly at night. Initial check of station reps indicated affiliates may be relatively much better off in terms of making good their own pre-empted national advertising. Agencies for many national advertisers were said to have indicated willingness to accept make-goods later, though most will probably run in August rather than July.

TV set usage jumped 24% in New York during first night of live television coverage of impeachment hearings and was up 16% on second night, but impeachment audiences tailed off second night to little more than half (56%) of opening night’s. In Los Angeles, where prime-time sessions were fringe-time show (5:15-8 p.m. PDT), set usage increased more modestly but, unlike New York, Los Angeles made impeachment sessions number-one attraction on both nights. Ratings for subsequent coverage — and national ratings for first two days as well — will be available this week. NBC had coverage Friday, and second round of network rotation was due to start with ABC on Saturday.

ABC had first day’s coverage (Wednesday), with session entirely at night, and doubled its preceding Wednesday’s audience with 15.6 Nielsen rating and 27 share in New York plus 10.3 and 24 in Los Angeles. This was well ahead of entertainment on CBS and NBC in Los Angeles. In New York it led NBC (8.9/15) but trailed CBS (20.1/34). On Thursday, with both day and night sessions and with CBS handling coverage, prime-time portion dropped to 8.8 rating in New York versus regular entertainment’s 12.8 on NBC and 16.0 on ABC, but in Los Angeles hear-
ing coverage at 11.2 and 27 almost equaled NBC and ABC combined.

Homes using television (HUT) in New York rose to 59.8% on opening night, compared with 48.3% one week earlier, and on second night reached 53.0% as against 45.7% week before. In Los Angeles, HUT gains were estimated variously to be about 10% above "normal" on first day, about 2% ahead of week-to-week levels on second.

Senate license renewal hearings winding down

Dozen more witnesses were unanimous in objection to House version of license renewal bill at last week's third session of hearings before Senate Communications Subcommittee (also see page 18).

Unannounced witnesses were four from New Jersey, including Senator Harrison Williams, Governor Brendan Byrne, Newark Mayor Kenneth Gibson and State Senator Thomas Kean. Governor Byrne noted New Jersey has no commercial VHF stations, said there was consequent void in news coverage of state. He said groups like New Jersey Coalition for Fair Broadcasting must rely on license renewal to negotiate for New Jersey programming on neighboring New York and Pennsylvania stations. "If Congress passes the pending legislation," governor said, "it further heightens possibility that New Jersey will continue to face news 'brownout.'"

Representing himself was former California Senator George Murphy, who suggested renewal legislation should include provision for examiners, presumably employed by federal government, to subject licensee performance to continuous review in light of public interest. Challenges would be accepted at any time that performance was judged below par. Mr. Murphy also complained that House bill may be retroactive, prompting Subcommittee Chairman John O. Pastore (D-R.I.) to say that he too is disturbed by tortuous wording in bill's Section 7. Bill seems to indicate provisions would apply to renewal proceedings already begun under existing rules.

Senator Pastore's remarks during hearings indicate he is committed to some form of legislation revising current renewal rules. To those witnesses who testified that no change is needed, senator said that if subcommittee sits on its hands, someone else in Senate is liable to act on own to attach renewal rider to another bill -- with results objects might like even less. Chairman further indicated his subcommittee will not take seriously House wording requiring only "minimal service" (language from House report) in face of petitions to deny.

One brief but heated exchange occurred between chairman and Roy Rugless, head of Rochester (N.Y.) Black Media Coalition, who said senator had not been listening to testimony of two previous witnesses from minority groups. "You did not show the respect that is due us so long," he said. Senator Pastore replied he had indeed been listening, even though after close to 75 witnesses, testimony had become repetitive. "If it's raining outside," he said, "I don't need 20 people to tell me so."

More movement at FCC

Appointments, reshuffling of key commission staff executives continued late last week. Joseph F. Zias, chief of Renewal and Transfer Division, was named supervisory attorney-advisor (assistant for review) in Office of Opinions and Review. He will be succeeded by Richard J. Shiben, chief of renewal branch. Roy J. Stewart, attorney in TV applications branch, named chief of transfer branch in Broadcast Bureau's Renewal and Transfer Division. Abraham A. Leib, of Cable Bureau's Certificates of Compliance Division, has been named chief of that unit. (For earlier appointments, see page 45).

Commission hears last word on crossownership, gets ready to draft rule; indications are that will not call for blanket divestiture

FCC on Friday wound up two-and-one-half days of oral argument on proposal to break up multimedia holdings in same market, and plans to meet on Tuesday to begin shaping rule it will adopt. Questions commissioners asked of some 50 participants in proceeding reinforced widely held view that rule in its present form -- limiting individual to one mass medium (except in case of AM-FM combination) per market will not be adopted. Chairman Richard E. Wiley will have alternatives for commissioners to consider at meeting tomorrow. He expects report and order to be written and adopted by end of year.

Last witness commission heard was former Chairman Rosel H. Hyde, who said commission should abandon proposal entirely and develop policy for dealing with undue concentration of media control on case-by-case basis. When Chairman Richard E. Wiley pointed out that pending license-renewal legislation (H.R. 12993) would, if enacted, prohibit that approach, Mr. Hyde said he is "dubious" about "wisdom" of that provision in bill. "It would take away the discretion you ought to have, as the divestiture rule would."

Mr. Hyde, who appeared as counsel for KSL-AM-FM-TV Salt Lake City, which is commonly owned by Mormon Church with Deseret News, said he understands his idea will not make him popular with newspaper-affiliated broadcasters concerned about license challenges based on concentration-of-control issue. But he said commission could make it clear in hearing process that newspaper affiliation does not set up adverse presumption.

Commission heard from long list of representatives of multi-media operations--most of them television-owning newspaper companies--who cited benefits they said flowed from such crossownership. They talked of local, civic-minded orientation of newspaper owners, importance of journalistic heritage, and of separation of staffs of newspaper and broadcast property.

Among those making argument were Clifford M. Kirtland Jr., president of Cox Broadcasting Corp., which operates WSB-AM-FM-TV Atlanta and is owned by company publishing two daily newspapers there, and Marcus Cohn, counsel for WHAS Inc., licensee of WHAS-AM-FM-TV Louisville and commonly owned with Louisville Courier-Journal and Times. Small-market operators were represented by companies like Effingham Broadcasting Co., which owns WRCA-AM-FM Effingham, Ill., and is affiliated with Effingham Daily News. And Allen Jensen, president and general manager of KID-AM-FM-TV Idaho Falls, Idaho, speaking for Rocky Mountain Broadcasters Association, said in areas like Rocky Mountains, "there has to be certain amount of economic concentration or else there will be no such thing as service of diversity at the local level."

Those opposing rule stressed so frequently that there was no evidence of abuse on part of crossowners and that commission should concern itself only with abuses, that commissioners began showing concern with situation they might confront if there were no rule. If commission felt compelled to consider abuses as they occurred, Commissioner Benjamin L. Hooks said at one point, it would become involved "in dealing with program content, then with the actions of the newspaper--with a whole thicket of things we ought not to be dealing with."

However, Commissioner James H. Quello said he had not noticed "any large public outcry for divestiture." And he noted that no television stations or newspapers facing competition from commonly owned media had come forward to complain.

One of minority of speakers calling for adoption of di-
vestiture rule was Sidney W. Dean Jr., chairman of communications committee of Americans for Democratic Action. He said dangers to free speech and press in television-newspaper combinations "are too great for the FCC to tolerate without clear evidence that the combination will not create irresistible incentives for unfair competitive practices and suppression of competition in news and information, circulation and advertising." He suggested criteria commission might adopt for determining kind of concentration that would require divestiture—for instance, if newspaper-owned television station were in area in which no other daily newspaper was published.

Hearst hoax causes news flap in L.A.

Radio-Television News Association of Southern California established committee to redraft code of professional conduct following Patty Hearst hoax last Wednesday night (July 24) in Los Angeles that saw thousands of people crowding into area of alleged apartment hideout. Incident occurred after Los Angeles Police Department advisory, transmitted by City News Service, was broadcast over KFI(AM). Report was picked up by other stations and media and brought news personnel and citizens flocking to scene before police had established control of area. New code, aimed to supersede one formulated in 1960's during civil disorders, will stress professional responsibility of news media and police in light of public's right to know. RTNA board deliberated four hours last Thursday night (July 25) with police representatives present. John Babcock, news assignment editor of KABC-TV and president of news group, suggested professional censure of reporters who disrupt police operations.

P&S, CCC merger alive again

Proposed merger of Pacific & Southern Broadcasting Co., New York, into Combined Communications Corp., Tucson, Ariz., in limbo for past six months, is coming to life. Firms have issued proxy statement announcing separate stockholders meetings in respective headquarters cities Aug. 12. Assuming approval, transaction could be consummated within two weeks.

Merger would bring remaining P&S broadcast assets (WXIA-TV Atlanta, WWJZ(AM) Hackensack, N.J., WSAI(AM)-WJDL(FM) Cincinnati and KKDJ(FM) Los Angeles) into CCC portfolio that already includes six TV's and one AM-FM combination. Transaction was held up by possibility of adverse effects of energy crisis on CCC's outdoor advertising division. Deal calls for exchange of 0.6924 shares of CCC common stock for every outstanding P&S share. Appraisals of P&S's assets, on file with Securities and Exchange Commission, vary, but average is $36.45 million. P&S has already spun off three of its radio properties to Jefferson Pilot Broadcasting Co. —WQXI-AM-FM Atlanta-Smyrna, Ga., and KIMN(AM) Denver—for $15 million.

Ayer finds better treatment of spot TV

Latest report in continuing study by N. W. Ayer & Son, New York, on station handling of television commercials says "some headway" was achieved in 1973 in improving spot TV placements. Based on check of 199,136 spot TV commercials for packaged food products placed by Ayer during two year period, study reveals during 1973 make-goods were required to correct 46 out of every 1,000 commercials, while the comparable figure in 1972 was 54. Other results of study by Ayer: in 1973, 18 out of every 1,000 commercials ordered were missing when station invoices were audited, as against 19 in 1972; only two commercials per 1,000 spots scheduled ran in totally unacceptable time period in 1973, compared with seven in 1972, and in 14 cases out of every 1,000, TV station ran wrong commercial in 1973 (unchanged from 1972).
Sunday thru Saturday - Total Homes - Average Quarter Hour - Audience - Total Survey Area.
Syracuse Nielsen - May/1974 - 7 AM to 1 AM
Syracuse ARB - May/1974 - Sign-on to Sign-off

All measurement data are estimates only - subject to defects and limitations of source materials and methods.
Represented nationally by Harrington, Righter & Parsons, Inc.
"It is not enough to be busy... The question is, what are we busy about?"

Each day, the broadcaster faces two tasks. Tasks which at times might seem to conflict.
On one hand, he faces the elemental challenge of programming the broadcast day.
On the other, he must remain a sensitive and genuine source of entertainment, information, and education.
To satisfy both aims requires a unique combination of stamina and imagination.
Each day, the easy options must be rejected.
Each day, new sources of ideas and opinions must be sought.
Each day, a determined effort must be made to present the unusual, the unfamiliar, even the unpopular.
True, broadcasting's appetite for material is virtually limitless.
As is its power to open the minds and hearts of its audience.
And that, ultimately, is what we as broadcasters are determined to be busy about.
It is not enough to be busy... the question is: what are we busy about?

Thoreau
How to ship small packages in a big hurry.

DELTA'S DASH
DELTA AIRLINES SPECIAL HANDLING

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

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

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

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

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

Rate Examples (Tax included)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Rate</th>
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<tr>
<td>Atlanta-Washington</td>
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<tr>
<td>Boston-Miami</td>
<td>$26.25</td>
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<tr>
<td>Cincinnati-Louisville</td>
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<td>Cleveland-Phoenix</td>
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<td>Los Angeles-New Orleans</td>
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<td>New York-Tampa</td>
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For details, call Delta reservations.
Good station marketing is not a hit or miss proposition

Station marketing programs have been around for years. Some work. Some don’t. The broadcast specialists of Concerned Marketing provide proven, effective programs that eliminate the guesswork.
It's that extra thought and planning that makes a winning radio campaign

As a major advertiser with many consumer products on the market, among them English Leather, I have often wondered why radio advertising is the Cinderella of the industry. The major thrust of most big-budget advertising campaigns is in the powerful step-sisters, TV and print. While they are no doubt effective, I have really never understood their magic spell on ad agencies. Why aren't agencies willing to recommend the broadest-based, most pervasive medium in America? I've heard the excuses. The audience is too fragmented. Radio is too difficult to buy for an effective national campaign. Its hidden costs are high: for example, in media buying manpower. The creative people find it too difficult to create "memorable" advertising for radio. What you gain in cheaper per-minute costs you lose in the greater frequency necessary to drive the message home. There are no effective radio networks. And then the ultimate in self-delusion: The audience is there but you just can't reach it with the three "E's"—economy, efficiency, effectiveness.

The radio audience is not badly fragmented—it is wonderfully fragmented. Fragmentation is not a disadvantage. Furthermore, advertising people know it isn't. However, to make it work requires a crystal-clear conception of a product's market, along with an appropriate, well thought out campaign.

Generally, fragmentation is most useful in products connected with a special interest or industry. Hotels advertise in travel magazines. Drug companies advertise in physicians' periodicals. Those advertisers plug the holes between the special interest audiences with the general mass audience of prime-time TV. That, by the way, is my idea of how best to use TV—to plug in the holes, not as the major thrust.

Rarely considered is the way fragmentation can be used for a general consumer product. For example, the primary English Leather toiletries market includes every male over 12. Its secondary market includes the females who buy for the males. Although network TV might be the obvious answer to such a broad-based marketing problem, I find the blandness that sometimes passes for "market" too ineffective. Then too, even a provocative commercial has to compete with three or four others in any given TV programming break. Consumers often do not remember the commercial, nor do they remember the brand name. In fact, they may confuse it with a competing product.

At MEM Inc. we purposely fragment our market. We then market specifically to those fragments, with special advertising, packaging, products, promotions, and media buying to reach those special-interest groups.

For example, we are heavily involved in auto racing. We are sponsors of Craig Breedlove's rocket car, as well as Tom McEwen's "Mongoose" dragster and funny car and the car Roger McCluskey drove in the 1974 Indianapolis 500. Each of these cars participates in different championship racing categories. Thus, each attracts different audiences in terms of interest and geographic locale. Yet all three form part of our market. They can identify with English Leather because we make an effort to identify with them.

The value of radio networks. We also market specifically to the other sports audiences that radio generates. Our skiing promotion is an example of a special-interest market program that takes advantage of a special-interest network. Our Timberline toiletries line which features an outdoorsy scent is most appealing to fans of outdoors sports. Thus we advertise on radio stations that report the skiing conditions during the winter. Winter sports fans listen attentively for the weekend weather predictions. In doing so, they also hear our commercial for Timberline. Chances are that the copy is read by their favorite announcer or disk jockey—another advantage of radio.

Such special interest networks exist also for auto racing, the PGA golf tour, and general sports information or feature programming. It is a worthwhile investment. Other networks which are effective are the major broadcasting companies—CBS, NBC, Mutual and the four ABC networks geared to contemporary living, information, entertainment and FM. Depending on the advertising purposes, media buyers can specify geographic region, weekly scatter plans, and special copy appropriate to each region.

Spot radio. One complaint of advertisers is that radio stations have such definite individual characters that advertising a general-appeal product on them will be too expensive in the long run. But if advertising is specifically written for a given station's audience, a higher percentage of listeners can be brought to the point-of-sale. The listener's favorite radio personality will read the copy. And since radio listeners tend to be more loyal to their stations than TV viewers, the frequency of commercials can be spread out over a greater time span.

Spot radio is most useful in conjunction with local and regional promotions. In fact, advertisers might want to consider such promotions to support their radio coverage instead of the other way around. Special tie-ins with department store chains, regional sports events, and holiday celebrations all augment the success of radio advertising. But without radio, such promotions are a waste of money.

For example, suppose the advertiser is planning a promotion in the St. Louis area. If he sponsors any prominent personalities, he would set up a special appearance schedule with the major department store there. Copy geared to the stores' customer market and his product market would be prepared for radio. He would buy time appropriate to those audiences. He would also gear copy to the fans of the celebrity making the appearance. He might even have his public relations firm place the celebrity on a couple of local radio interviews. And, of course, the store splits the tab.

The results are that people come to see the celebrity promote the product in the department store. But also, nearly everyone in St. Louis on commutes, housewives, teen-age sports fans, in-veterate shoppers—all have heard the product identified with something close to their own lives. They may not come to the personal appearance. But next time they are in the store, they may well pick up the product.

Memorable advertising. Let's discuss the effectiveness of radio advertising. Of
course there are problems in reaching the consciousness of radio listeners who often listen while concentrating on other things, unlike a TV viewer who is totally involved in a story. Again, solving this problem requires clear objectives in advertising. The commercial must be placed during programming that inspires the listeners’ close attention. The copy must speak to the individual in the audience. In this instance, some advertisers can’t see the trees for the forest.

For example, with English Leather products, we emphasize sports, If Craig Breedlove’s English Leather special is mentioned on the broadcast, followed by an Eastern League commercial. The achieved frequency of product-name mention without an extra time slot. Again, if winter sports fans are listening carefully for reports on weather conditions, they will hear the Timberline message that precedes it.

I must confess that I am somewhat unsympathetic with the creative department’s malaise concerning radio commercials. It may well be more difficult to write effective copy for radio. True, the producer cannot control the way a local announcer may read his copy. That means that the copy has to be very nearly perfect. It must be written so that it cannot be misread. But I’m told this can be done. In view of the way people remember the old-time radio programs of the thirties and forties, I am convinced it can be done. It simply requires a commitment to the medium and discipline in the radio copywriter’s craft.

Summing up. A lot has been written recently about “advertising clutter” on TV. Studies have been made proving that with the bombardment of messages during commercial breaks, the viewers are remembering less and less of what they see during that time. During any given two-minute break in programming, as many as four messages may be given. If that occurs five times in one program, there are twenty messages competing in the viewer’s reluctant memory. It is too much to be effective. Under such conditions, frequency becomes just as important in TV advertising as in radio.

As both an advertiser and a consumer, I find the prospect of one primary medium for editorial and commercial messages intolerable. Print, radio and television all have their limitations. To depend upon only one taxes its abilities so much that its effectiveness deteriorates. For the audience, exposure to only one medium limits their horizons. And, for children to be exposed to only TV limits their ability to learn by other means.

Under the American system, the success of each station or publication depends upon its ability to attract advertising. But the entire responsibility for the success of radio as a medium does not lie wholly with the people who program the stations. Advertisers must be willing to use the medium—even if it means a little extra thought and planning. Advertisers must also be willing to help the radio editorial people experiment with programs to maintain the vitality of their broadcasting. Such vitality can only enhance the advertisers’ commercial success.
Phrases such as “Happy Talk,” “Tableoid,” “Top 40 News,” and “Show Biz News” are coined by people, mostly columnists or commentators, who haven’t the slightest idea of what makes local television news the number one source for news in most markets in the country. Much less do they have any first-hand knowledge or understanding of what mass audience is, or why it is attracted to and believes in the credibility of television news more than any other news source. None of the “catch” phrases above relate in any way to the success of a local newscast. What makes for success is news content, delivered by competent people in a way that uses all of the techniques of TV to tell the story.

There was a time a few years ago, when network television news carried along with it, the local station’s news ratings. This is no longer true. Local news has improved so significantly in the last few years, that in most cases, it now carries the network news. A study of ratings in individual markets will make this fact clear.

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Old arguments, new impetus for action on crossownership

Biggest difference at FCC's latest exposition of issue is commission membership itself; additional element is citizen group involvement

Four years after it had issued the notice of proposed rulemaking, the FCC last week was in the final stages of deliberations on the question of whether it would require the breakup of commonly owned broadcast properties and newspaper stations in the same market. And although the make-up of the commission had changed drastically over the four years, the arguments on both sides had not.

The Department of Justice, which had originally suggested the rule that would bar anyone from owning more than a newspaper or a television station or an AM-FM combination in a market, was continuing to argue that, on economic theory alone, no one should be allowed to wield the power that, it says, goes with ownership of a television station and daily newspaper in the same market. Broadcasters and newspaper publishers and their attorneys—and they were in the vast majority at the argument—contended there was no evidence of the kind of abuse that would warrant such "radical surgery," if indeed the commission had the authority to attempt it.

If there was one new element it was the presence of citizen groups supporting the proposal, some looking to it as a means of opening the door to black ownership of television stations. But countering them were representatives of stations owned by newspapers talking proudly of all that they had accomplished for their communities over the years.

The arguments were being made in two and a half days of oral argument, which began on Wednesday and were expected to provide the last word on which the commission would base a decision, at least tentatively, in the rulemaking. Chairman Richard E. Wiley plans to call the commissioners together this week to consider the matter and, he hopes, decide on instructions to the staff for drafting an order resolving the issue. He said several times that the commission would act speedily.

For most of the commissioners, the arguments were not terribly old hat. Only Commissioner Robert E. Lee was on the commission on March 25, 1970, when the notice of proposed rulemaking was adopted. He had concurred in the action with a statement in which he stressed that he had not made up his mind on the question of divestiture.

"The questions from the bench did not seem particularly calculated to the commissioners' attitudes, at least on the first day," Commissioner Glen Robinson, who as a professor of law at the University of Minnesota had indicated he favored a strong anticoncentration-of-control policy as an alternative to government intervention in programing, challenged those who opposed the rule more often than those who did not. But he seemed to be trying to pin down arguments.

And observers found little basis for questioning the conventional wisdom that the proposed rule cannot command the support of a majority of the commission. Modifications, however, are expected to be considered. One possibility mentioned is a rule that would not require divestiture of holdings but would bar co-located crossownership prospectively. Another, suggested by questions Chairman Wiley asked, would be directed against particularly serious concentration of ownership. Of course, "serious" might be defined, possibly a situation in which the only newspaper in a city owns the only television station and few if any outside broadcast signals are received.

Most attention on the part of the commission and parties seemed to focus on the first scheduled speaker—the Justice Department representative, Barry Grossman, acting deputy assistant attorney general in charge of the antitrust division.

Daily newspapers and television stations are the most effective means of advertising goods and services and of dispensing news, Mr. Grossman told the commission. And since "economics" limits the number of television stations and newspapers that serve individual markets, he added, common ownership of them in individual markets should not be allowed.

He was aware, Mr. Grossman said, of the arguments on the other side which hold that there is no evidence of abuse on the part of those newspapers and television stations. But, he said, such evidence is not necessary for the commission to act. The commission is not limited to "eliminating evil." It is only necessary that commission action be taken in "reasonable expectation" of promoting competition and providing more diverse voices, he said: "Reasonableness of expectation is what should concern the commission.

That position received vigorous dissent. First, there was Arthur B. Hanson, general counsel of the American Newspaper Publishers Association, who made it clear newspaper publishers resented being singled out as a class that could be barred from ownership of local broadcast stations. That is treating publishers as "felons or aliens," he said. And that, he added, is not possible under the Constitution. Furthermore, he said, the Justice Department's "attempt to persuade this commission through a rulemaking proceeding, to enforce the antitrust laws, represents an invidious intrusion by an executive agency into the proceedings of an independent regulatory agency created by the Congress of the United States and answerable only to the Congress and the courts."

Mr. Hanson, who speaks with some heat, appeared to push that argument a little far for the taste of some commissioners. Responded Chairman Wiley: "This is an independent regulatory agency; we'll make up our own minds." When Mr. Hanson said he simply wanted Justice to understand that, Commissioner Ben Hooks retorted, "We understand that."

ANPA's communications counsel, Aloysius B. McCabe, argued that there is no dearth of competing voices now, and that if forced divestiture did occur, local ownership of broadcast properties would give way to ownerships by distant banks, conglomerates, insurance companies—the only entities with the financial resources to buy television properties.

But in any case, the ANPA representatives said, the commission is dealing with a small and declining fraction of the nation's stations, as far as local newspaper ownership is concerned. Mr. Hanson said 83 out of more than 700 television stations and fewer than 400 AM and FM stations out of more than 7,500 are affiliated with local daily newspapers.

And Ernest Jennex, counsel for WTOP-TV Washington, which is owned by the Washington Post, said the department was wrong in assuming the diversity of voices is equated with diversity of ownership. Diversity of viewpoint, he said, "depends on the policy of stations to report and present news and opinion." These attitudes, he added, "are part of a tradition of a free press, and are as
likely to be found in newspaper-owned stations as in stations owned by other businesses."

Those who opposed the rule did not rule out commission action against cross-owned stations in specific cases. Frank Fletcher, counsel for WKLY Enterprises, a subsidiary of the Buffalo Evening News, said the commission might develop a "laundry list of no-no's"—actions that it would consider contrary to the public interest on the part of the station. And the National Association of Broadcasters' special counsel on the crossownership issue, Lee Loevinger, said the license-renewal bill now pending before the Senate Communications Subcommittee would not prevent the commission from dealing with cases of abuse of power even though it would prohibit case-by-case consideration of such matters as cross-ownership or integration of management and ownership.

But a major argument of those opposing divestiture was the one Mr. Grossman had attempted to anticipate with his contention that such a rule would be "reasonable"—the lack of hard evidence that divestiture is needed, "Justice says, "What we cannot prove, you must assume,"" said W. Theodore Pierson, counsel for Lee Enterprises Inc., the Evening News Association and WXY Inc. "This [proposal] is radical surgery for an ailment the proponents can't discover."

Mr. Loevinger, a former commissioner who served also as chief of the antitrust division, was particularly harsh on his former colleagues in Justice. He said that while broadcasters have sustained the burden of proof—in volumes of data submitted in earlier stages of the proceeding—the burden should be on those who want change, "who want to impose forfeitures and deprivation of investment" on those who would be obliged to sell properties.

And although the Department of Justice is rightly concerned with competition, it is barred from considering the public interest, he said. "If the Department of Justice sees antitrust violation, its duty is to bring it to court." But, he said, "competition is one element in a determination of the public interest"—which is the FCC's concern—"but only one element."

The Justice Department's approach was a reasonable one to Stephen Barnett, a professor of law at the University of California at Berkeley. "The kind of power we are concerned with," he said, "is monopoly power in local markets." He said there are 60 cities in which the "monopoly" newspaper owns one or more radio stations, and 20 cities where the only newspaper owns the only television station. "There is no reason to assume that television from outside markets is an adequate substitute for local news and public affairs, and for local advertisers," he said.

And on the question of evidence of abuse that would support divestiture, he thought it was readily available. "There are media-aware people in cities who would laugh at the notion that there is no impact from crossownership," he said.

The citizen groups had no trouble finding grounds for supporting the proposal. Indeed, Frank Lloyd of Citizens Communications Center, who represented the National Citizens Committee for Broadcasting, said citizen groups have been raising the question of concentration of control of media in renewal proceedings since 1969. The need for such a rule, which would provide for an "unmanaged marketplace," is particularly urgent now, he said, in view of recent commission decisions in the fairness report. He referred to the commission's barring application of the fairness doctrine to commercials and ruling out public access to the broadcast media.

Furthermore, he said, the divestiture route is free of First Amendment problems than a case-by-case approach to abuses of power wielded by crossowned media. "You don't have to get involved with what's going on in the newsroom to get at abuses," he said.

And some citizens spoke for themselves. The National Black Media Coalition was represented by six members from chapters across the country—Rochester, N.Y.; New Haven, Conn.; Chicago; Houston, and Columbus, Ohio. Some talked of what they considered abuses of crossownership power in their respective cities; others of "black ideas and viewpoints [being] frozen out" of crossowned media.

And some said divestiture itself is not enough. Kijaatele Kweli, secretary of the coalition, said, "Guidelines must be developed which not only require divestiture, but which also increase diversity. Otherwise new rules might only recognize vested interest. Any new ruling must be conceived in the spirit of creating new opportunities for the previously deprived."

And James Alexander, of New Haven, put it more explicitly: A rule requiring divestiture should make it clear that black owners from the local community would "have the first opportunity to buy into the stations" being sold.

One of the crossownership situations complained of by the coalition representatives involved the Houston Post and its KPBC-AM-TV. It happened that Jack Harris, president of the television station, was in the audience, awaiting his turn to participate. He said newspaper ownership was a plus, and noted that KPBC-TV was the only one of three stations in Houston that was still locally owned. He also talked with pride of the manner in which it competes vigorously with the Post. "There is no reason why this ownership should be traded for one hundred or thousands of miles away," he said.

Mr. Loevinger had been in the commission meeting room during the testimony of the National Black Media Coalition members, and in his remarks later described the testimony as "moving and persuasive." And he said that he and the NAB "favor and will fight for full equality of opportunity" for blacks and minority groups. "If some of the testimony presented was accurate and supported by evidence," he added, "some licensees should be disciplined—not for crossownership but for dishonesty, racism and discrimination."

The matters about which the coalition complained "must be rooted out," he said. But there is no easy solution. And the problems, he added, did not result from crossownership. Nor is it likely that divestiture would help blacks acquire stations. He said the law does not permit the commission to favor a particular transferee, and stations will sell for up to $60 million.
Anti's have say on renewal bill

Second set of hearings before Pastore unit hears mostly from minority-oriented groups

As the bell sounded to begin round two of Senate license renewal hearings, the room was filled with witnesses eager to take a cut or two at the proposed renewal bill (H.R. 12993). When the first two days had ended, the legislation had found but three allies in a group of 24.

The hearings are being held by Senator John O. Pastore's (D-R.I.) Communications Subcommittee, which completed one set of hearings in June.

Comments for and against tended to follow tracks well worn in the first round of hearings. Current license challengers, for example, argue that the bill would make incumbent license holders immune to challenge, that certain renewal terms would allow broadcasters to become slothful and would lose sight of the public interest. (Among other things the bill would lengthen the license term to five years and would require holders to show "substantial" service to their communities against competing applications and "implied" consent against petitions to deny.)

Witnesses from minority groups, especially blacks, complained the bill is racist. They and representatives from public interest groups (such as the Greater Dallas-Wichita Coalition for the Free Flow of Information) said the bill weakens the petition to deny, the only weapon they said they have to gain access to broadcast programming.

Minorities have gained little as it is, said Errol E. Hunt, executive director, Urban League of Rhode Island. He added, "It is a sham to allow black and minority programs to be aired before people wake up, after they go to bed and while they are in church."

A lonely supporter of the bill this time around was the National Association of Broadcasters, represented by its president, Vincent T. Wasilewski. Mr. Wasilewski, in a prepared statement, expressed NAB's conviction that a five-year license term is not too long, that the bill does not foreclose new ownership of stations and that consumer and minority groups will not be frustrated in trying to get action on their complaints to broadcasters. The new legislation is needed to bring stability to the industry, said Mr. Wasilewski, so broadcasters can devote less time to litigation.

"We believe this to be a moderate piece of legislation which should not be obstructed by delaying tactics, which is what we see from certain opponents," Mr. Wasilewski said.

"Certain opponents" undoubtedly included Albert Kramer of Citizens Information Project, Washington, by some accounts the opposition's orchestrator. Mr. Kramer ran the hearings into overtime, even while fencing with Chairman Pastore.

Mr. Kramer prefaced his remarks by saying no license renewal legislation was needed at all, then launched into a 38-page statement outlining among other things a plan for rewarding broadcasters for community service with preference in applications for renewal.

He called further for staggered license terms within a particular area and for systems to phase out co-located ownerships of newspapers and stations (Broadcasting, June 17).

Testifying into Mr. Kramer's statement a vexed Senator Pastore interrupted and complained of the plan's complexity. The senator confided he was under pressure from nearly all his colleagues in the Senate to pass a renewal bill. Kramer argued that a lot of senators just wanted the issue out of their hair and that if a bill is necessary at all, Senator Pastore need only push a provision for five-year staggered license terms to fulfill his political commitments. The chairman is obligated to find a reasonable solution to issues such as ascertainment standards and shot back, "If you think I can pass the Kramer bill in this Congress, my young man, you're mistaken."

Mr. Kramer had earlier aroused the chairman's ire when he used the word "blackmail" in describing tactics the NAB used to solicit letters of support from service organizations which use broadcast facilities. Mr. Kramer implied that some letters of support from religious leaders which Senator Pastore had previously read into the record may have been exorted from them by broadcasters who threatened to cut their programs. The implication was wholly rejected by the chairman.

A recurrent complaint about H.R. 12993 in the first two days of hearings was that the bill is retroactive. William G. Simon, president of Fidelity Television Inc., Los Angeles, said in his testimony that confusing wording in Section 7 of the bill conceals the fact that upon passage the bill would apply to all competing applications and petitions to deny which are now pending under the present law. Obviously their dispositions could change as a result. The test of a licensee's past performance, for example, would change and considerations of diversification and integration of ownership into management would be eliminated, Mr. Simon said. Fidelity is seeking the channel 9 facility now occupied by KJL-TV Los Angeles.

Another license challenger who testified was R. Leslie Cizek Jr., vice president of 38-14 Inc., Miami. Mr. Cizek decried reports in Washington and Florida which implied that Tropical Florida is a "handmaiden of the government" in Mr. Cizek's words, working to the "pending harm of Post-Newsweek. Another license challenger at the hearings, Charles O. Blaisdell, contributed to Mr. Cizek's defense saying Tropical Florida was formed "fully two months before Watergate, at a time when the incumbent was enjoying unprecedented popularity with the American people and a respectful reportage by the Washington Post itself." Mr. Blaisdell is president of Multi-State Communications Inc., which is challenging RKO General Inc. for channel 9 in New York.

Among the witnesses the first day were a half dozen from Senator Pastore's home state of Rhode Island. One witness, in complaining that Italian-Americans are "always portrayed as mobsters" on television, aroused the senator, himself an Italian-American, to respond, "It's getting to be disgusting, isn't it? They could show more of men like Fermi, Rodino and Sirica."

Senator Howard Baker (R-Tenn.) said the hearing record will remain open for anyone who wishes to submit further comments until Aug. 7. Hearings will conclude this Wednesday.

Wiley cites flaws in Kramer renewal ideas

FCC chairman sides with Whitehead in opposing proposed legislation

FCC Chairman Richard E. Wiley has found the proposed license-renewal bill drafted by the Citizens Information Project no more appealing than did Clay T. Whitehead, director of the Office of Telecommunications Policy.

Mr. Whitehead two weeks ago said the proposal would not provide the stability of ownership that is one of its stated goals (Broadcasting, July 15). Mr. Wiley last week said the proposal "fails to strike a reasonable balance" between "predictability and flexibility, on the one hand, and the competitive spur contemplated by the Communications Act, on the other."

Both officials submitted their views in response to requests from Senators Philip A. Hart (D-Mich.) and Howard Baker (R-Tenn.), members of the Senate Communications Subcommittee, for comments on the proposal submitted by CIP's Albert Kramer during hearings on license-renewal legislation. The proposal would require all license renewals and renewals/comparative proceedings to buy out the depreciated assets of the incumbent licensee or reimburse it for "unrecouped investment." It would also provide assurance that a newcomer could win in such a hearing if its proposals are "clearly superior" and if it could demonstrate a "very high probability" that the proposal will be implemented.

"If the incumbent has provided a strong and substantial service to the public, the competitive hardship standard should not interfere with the legitimate renewal expectations implicit in the Act," Chairman Wiley wrote. "The incumbent should not lose its license based on preferences to be awarded a newcomer which is depicted as having "substantial capability." Such a standard, he added, does not strike the proper balance between the statutory goals of industry stability and the competitive spur.

Chairman Wiley also took the opportunity to state his opposition to the use of percentage guidelines for judging license programming performance. He said
the bill appears to reflect a misconception—that the public will be better served by a newcomer who can promise more informational programming. "Both the commission and the courts have recognized that performance in the public interest cannot be measured simply by a percentage test," he said. "Programming responsive to a community's problems, needs, and interests is the best standard by which to evaluate performance in the public interest," he said.

Mr. Wiley also found the proposal wanting in that it would provide for case-by-case application of such criteria as integration of management and ownership and diversification of media ownership, which are the standards applied in nonrenewal comparative proceedings. Applying those criteria in renewal/comparative proceedings, he said, would inject "an undesirable element of instability" into the broadcast industry.

And the reimbursement standard provided for in the proposal, he added, "would not adequately counterbalance" it. "Indeed, in the long run, the public . . . may be the loser." If the application of such criteria could deprive it of "a strong, solid substantial service in favor of untested proposals."

Okay, but . . . Questioning equal employment practices, FCC conditionally granted license renewal and transfer of KLMR(AM) Lamar, Colo., from KLMR Inc. to Dennis Behan for $477,325. Commission said both applications had deficient equal employment proposals and required station to submit list of community organizations contacted for job openings and detailed affirmative action statements with 1974 and 1975 employment reports.

Second look. Mexican-American group has filed notice in U.S. Court of Appeals, District of Columbia Circuit, that it will appeal FCC grant of renewal to University of New Mexico Board of Regents and city of Albuquerque, N.M., board of education for educational station KNME-TV Albuquerque. Appellants Alianza Federal de Mercedes, La Escuela del Rio del Norte de Nuevo Mejico, Santiago Tapia Y Anaya, Isabel Garcia and William L. Higgs asked court to overturn commission's dismissal of their petition to deny, which claimed that KNME-TV hadn't disseminated information to Chicano and other minority neighborhoods in programming and had violated fairness doctrine.

Second roadblock. Black group that filed petition to deny renewal of Call of Houston Inc.'s KCOH(AM) Houston last week filed petition to deny transfer of control of that station. John B. Coleman and Michael P. Petrizo and others applied to FCC in June to buy 100% control of station from Robert C. Meeker estate for $400,000. Alleging that applicants had "no new promises" to improve situation, Black Citizens for Media Access said transfer should be denied for same reasons as petition to deny renewal—that KCOH has not served needs and interests of black-community and violated FCC rules on program-length commercials.

Judges' manual. "Manual for Administrative Law Judges," written by Merritt Ruhlen, has been issued by Administrative Conference of U.S. Each procedural technique used at formal proceedings by federal administrative law judges is discussed from assignment to decision. Designed for both those new to profession and experienced judges, manual is meant as a general guide to procedural technique and is not specific to any particular agency. 2120 L Street, N.W., Washington 20037.

The unwanted. KPHA(AM) Berkeley, Calif., went off air July 23 after its staff of 45, including volunteers, went on strike, seeking removal of Roger Pritchard, manager, and Craig Pyes, program director. The listener-supported Pacifica station remained off air for second day July 24 as strikers and management moved to negotiate differences. Mr. Pyes, however, has announced resignation. Es- sence of difficulties, it is understood, is Mr. Pritchard's aim to restructure station's organization.

One more time. Coordinating Committee of the Black Community, Topeka, Kan., last week asked FCC to reconsider rejection of its petition to deny renewal of nine Topeka stations. Late filing was due to misunderstanding of filing rules, committee said, and it urged commission to accept "new evidence" of job discrimination and programming inadequacies which it claimed would provide specificity that commission said original petition lacked. Stations involved are: WIBW-AM-FM-TV, KTSB(TV), KWRH(AM)-KSWT-FM, KTOP-AM-FM and WREX(AM). Commission itself has held up licenses of KTOP-AM-FM, WREX and KTSB pending resolution of FCC equal employment inquiries.

Beefed up radio. KASI(AM) Ames, Iowa, celebrated National Radio Month and National Beef Month with one shot. Union Story Trust and Savings Bank, Iowa Beef Industry Council and KASI gave away hind quarters of beef in exchange for antique radios from listeners, other beef prizes for those visiting display in bank lobby.
Consumer agency bill runs into rough water
Nixon says he'll veto measure; Senate filibuster possible

In the midst of floor debate last week on a bill creating a Consumer Protection Agency, President Nixon sent a message to the Senate that he will veto the legislation in its present form.

The Senate bill would give the agency wide-ranging power to intercede for consumers before federal agencies, including the FCC and courts. However, the measure specifically exempts FCC license-renewal proceedings from the agency's authority.

In a July 18 letter to Senator Carl T. Curtis (R-Nebr.), President Nixon said that, while the bill under debate "is unacceptable," he might accept a substantially softened measure. The administration's major objections to the bill, as expressed in a May 15 letter by Office of Management and Budget Director Roy L. Ash to Senator Sam J. Ervin Jr. (D-N.C.), are that the agency would be too powerful and independent. But in his letter Mr. Ash also attacked the renewal exemption, which he said would exclude CPA from proceedings that "sometimes concern vital consumer interests." Such proceedings, he said, should be placed on an equal footing with other agency activities. The FCC exemption also has been the target during floor debate of Senate Minority Whip Robert P. Griffin.

The possibility of a Nixon veto came as no surprise to the bill's supporters. But they were more concerned last week about prospects of a filibuster. That tactic, led by Senator Ervin, killed a similar measure the previous year, and while no such action had begun by the middle of last week, the bill's supporters were still apprehensive and could not say when a veto is likely to come.

TV station records are now subject to copying by public

FCC amends rules to conform with older policy allowing for reproduction of program logs

The FCC last week announced a rule change that would permit members of the public to reproduce records and materials in the public files of television station applicants, permittees and licensees. Under the new rule, stations must make their records available for machine reproduction provided that whoever wishes to make copies makes such a request in person and pay "the reasonable cost of reproduction." The commission said the new rule was warranted in light of a rule change last January that provided for public inspection and reproduction of television program logs. That action, it said, created the "anomalous situation" in which the public could copy the newly available material (the logs) but not material that had previously been public.

In taking the action, which resulted from a further notice of proposed rulemaking, the commission said that the proposal had been approved, to varying degrees, by CBS, the National Association of Broadcasters, the National Citizens Committee for Broadcasting, the National Black Media Coalition and the Office of Communication of the United Church of Christ. The suggestion of CBS that parties wishing to copy be required to identify themselves beyond name and address was rejected by the commission as unnecessary, but it agreed to an NAB proposal that stations need not, though they may if they wish, comply with mail requests for copies.

At the suggestion of NAB and NCCB the FCC also set a requirement that requests be fulfilled "within a reasonable time, but which in no event shall be longer than seven days." This does not mean, however, that seven days should be the norm, the commission said, and it said that if problems arise it would take another look at the question in the future.

As for the "reasonable costs" requirement, the commission, noting that it has experienced no problems with this standard in its logging rule, said that it would be left to stations and requesting parties to determine what is reasonable. However, charges should not include personnel costs, it said, since that might discourage requests.

The FCC rejected the proposal of the NBMC that the rule change also be applied to radio stations. That question will be taken up in a later proceeding, it said.

Changing Hands

Announced

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

- WBAY-TV Green Bay, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church to Nationwide Communications Inc. for figure in excess of $5 million. Norbertine Fathers run St. Norberts College and own WBYA(AM) Appleton, Wis. Buyer is subsidiary of Nationwide Mutual Insurance Co. of Worthington, Ohio, and also owns WNCI(FM) Colum

Honor back home. The Michigan state legislature has adopted a concurrent resolution paying tribute to James H. Quello on his confirmation as a member of the FCC. Mr. Quello, former manager of WHR-AM-FM Detroit, is the first resident of Michigan to serve on the commission. The resolution will be presented to Commissioner Quello at a luncheon today (July 29) at the Detroit Athletic Club.
bus, Ohio; wgar(AM)-wncr(FM) Cleveland; wate-TV Knoxville, Tenn.; wlee(AM) Richmond, Va., and wxex-TV Petersburg, Va. It has received FCC approval to buy wfmf-FM Baltimore for $950,000 and has applied for FCC approval to sell wred(AM) Columbus-Worthington, Ohio, for $750,000 (Broadcasting, July 22). WRAY-TV is CBS affiliate on channel 2 with 100 kw visual, 20 kw aural and antenna 1,200 feet above average terrain.

- Kqyo(AM) Big Spring, Tex.: Sold by Howard County Broadcasting Inc. to KTFS Inc. for $21,500 plus $35,000 for covenant not to compete. Principals in seller are John H. Hicks and John H. Hicks III, who also own Klv(AM)-KKpo(FM) Beaumont, Klar(AM) Laredo, KLup-AM-FM Lufkin and KR6V(AM) Sherman, all Texas. Principal buyer is Hugh D. Frizzell, who also owns KTFS(AM) Texarkana, Tex. Kqyo operates on 1400 kHz with 1 kw day, 250 kw night. Broker: George Moore & Associates.

- Kenu(AM) Toppenish, Wash.: Sold by John R. DiMeo, Don L. Downing and Al Winn to Donald R. Nelson for $125,000. Mr. Nelson is general manager of KLxr-AM-FM Ellensburg, Wash., and, with Messrs. DiMeo and Downing, owns it and KR6V(AM) Aberdeen, Wash. His shares in those stations are being re-deemed for $15,000. Kenu is daytimer on 1490 kHz with 1 kw.


Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 46):

- Wbll(FM) New York: Sold by Judic Broadcasting Co. to ICBC Corp. for $1,350,000. Principals in seller, Harry, Sylvia and Morris Novik (100%), also have interest in Wput(AM) Brewster, N.Y. Parent of buyer is Inner City Broadcasting Corp., a black owned company that also owns Wlib(AM) New York. Among Inner City principals are Clarence Jones, publisher of Amsterdam News, New York, and singer Roberta Flack. Wbll(FM) is on 107.5 mhz with 2 kw horizontal, 1.45 kw vertical and antenna 1,220 feet above average terrain.

- KLmr(AM) Lamar, Colo.: Control of KLmr Inc. sold by Douglas D. Kahle (75% before, none after) to Dennis Behan (25% before, 100% after) for $477,325. Mr. Behan, manager of KLmr, also has interest in Kato(AM) Safford, Ariz., and Kqmr(AM) Silver City, N.M., and Media Cable TV Systems Inc., Lamar. FCC granted application subject to equal employment conditions. KLmr operates full time on 920 kHz with 5 kw day, 500 kw night.

- Wm6v(AM) Canton, Ohio: Sold by Radio Canton to North American Radio for $460,000. Principals in seller are Margaret L. Wardlaw (55%) and John J. Laux (45%). Ms. Wardlaw has interest in Kist(AM) Santa Barbara, Calif. Principals in buyer are Jack Steenbarger, Canton businessman, and Earl E. Wise, Canton attorney. Wm6v is daytimer on 1520 khz with 1 kw directional.

- Wwvs(FM) Saginaw, Mich.: Sold by Clark Broadcasting Co. to Wwvs Radio Inc. for $150,000. Principal in seller is Lumphra L. Clark, president. Principals in buyer include Frank P. Lloyd (27.2%), Achilles Angelicchio, Lehman D. Adams, Freeman Martin (each 14%) and others. Mr. Lloyd owns Wtcl(FM) Indianapolis. Wwvs is on 107.1 mhz with 2 kw and antenna 360 feet above average terrain.

Commerce Committee marks up its revisions to Senate's copyright bill

Just under the wire, the Senate's Commerce Committee last week wrapped up consideration of its Judiciary Committee's copyright bill. After throwing out the controversial Section 114, which would have required broadcasters to pay performance royalties to recording artists, and penciling in a watery sports blackout provision in Section 111 (Broadcasting, July 22), the committee sat down one last time in executive session Tuesday for some last-minute changes. A staff document incorporating the committee's directives was expected to be ready for reporting out by Thursday—right on the 15-day deadline imposed by Judiciary.

Voted Tuesday was an amendment by Senator Daniel K. Inouye (D-Hawaii) to exempt Hawaii and Puerto Rico from inclusion among areas where subsequent rebroadcast of taped programs by cable systems would be permitted. Also approved was an amendment by Senator Norris Cotton (R-N.H.) that would exempt from copyright those cable systems existing before March 31, 1972—provided those systems served communities "so situated as to be principally dependent upon such system for access to broadcast signals."

When the copyright bill with Commerce Committee revisions reaches the floor (in 10 days to two weeks or longer, depending upon progress of the plodding Consumer Protection Agency bill), vigorous fights are expected over the Commerce Committee's amendments, which are to be taken up before the bill itself.

One amendment to be introduced on the floor is a proposal by Senator Howard Baker (R-Tenn.) to allow libraries and archives to tape evening television news programs. The amendment is prompted by a current dispute between CBS and Vanderbilt University over the university's practice of videotaping television news programs for rental to researchers.

W E S T E X C L U S I V E

Class 3 Daytimer with a Class C-FM
In a fast growing market
Golden opportunity for a dynamic owner/operator
$397,500
Real estate included, very favorable terms to qualified buyer.

Please contact John H. Bone, San Francisco Office
Choate petitions for new tack in children's ads

He wants FCC to make networks carry programs and messages providing education in advertising

In an attempt to force scrutiny of children's advertising in light of the fairness doctrine and public-interest obligations, the Council on Children, Media and Merchandising last week petitioned the FCC to require ABC and CBS to educate the young viewer in evaluating and understanding advertising techniques.

The complaint, according to council head Robert Choate, stems from an "unsatisfactory" response by the two networks to a March 21 letter that charged them with failure to meet their obligations to educate children about the nature of TV commercials. While NBC did not escape unscathed at that time, the council applauded that network's treatment of children's ad issues in its morning and presentation of Junior Consumer Tips prepared with the Council of Better Business Bureaus.

In filing its formal complaint July 24, the council made good its threat to take the matter to the FCC. It said that the networks' failure to provide "vital information" to a unique audience that has traditionally been afforded special protection.

Although based primarily on public-interest arguments, the complaint also charged the two networks with violation of the fairness doctrine. The complaint argued that advertising to children is a controversial issue of public importance, and that the two networks have failed to provide adequate coverage of the issues involved despite extensive print coverage of the subject. Secondly, the presentation of commercials aimed at children constitutes an implicit pro-advertising position on that issue that requires balanced programming. It was said.

In a May 24 letter to the council, CBS said there was no "evidence" buttressing the council's assertion that advertising to children was harmful or raised counteradvertising requirements, and argued that the broadcast of commercials does not per se raise fairness doctrine obligations. To the council's assertion that CBS had failed to present contrasting views on the subject, the network said it had presented "extensive material" on advertising techniques and products aimed at children and argued for its right to make independent journalistic decisions.

In a May 8 reply to the council, ABC said it had instituted both quantitative and qualitative commercial improvement, but disputed the argument for the applicability of the fairness doctrine as being "wholly inconsistent with that basic commission policy."

The council's proposed remedy differs from ad recommendations presented to the commission in the past. Unlike Action for Children's Television, which has proposed a complete elimination of ads in children's programming, and suggestions from other quarters recommending that the FCC develop commercial time limits and other restrictions, the council complaint asked for no changes in advertising in itself. It would, however, require informational programming—via such avenues as public-service announcements, entertainment, news or documentary presentations—"that would help the child to distinguish advertising matter from entertainment programming, the purpose of advertising and techniques employed to sell products."

"It is only fair and just that anyone who seeks to exploit an audience that is admittedly gullible, naive and innocent, also explain those techniques," according to Mr. Choate.

FCC happier about commercial time standards for children

Wiley sees self-regulating action of NAB, INTV as facilitating rulemaking on TV for youngsters

FCC Chairman Richard E. Wiley appears to have gotten what he wanted from the industry in connection with children's television programming. As a result, it is virtually certain that when the commission completes its aging rulemaking on children's television programming—a process that began in February 1970—commercial time standards will be excluded.

Chairman Wiley last week described himself as "very pleased" by the decision of the board of the Association of Independent Television Stations to recommend that all independents begin on Jan. 1, 1975, a phased reduction of nonprogram elements in children's programming. The action, following and parallel action by the National Association of Broadcasters code, opens the door to speedy commission action on the long-pending proceeding, the chairman said. He said the staff is nearing completion of a document which he plans to review and submit to the commission in the fall.

Whatever else is in the document, it seems a safe bet that commercial time standards will not be. In discussing children's programming in his speech in Atlanta. May, Chairman Wiley said that the commission was being forced to take various actions because of the failure of broadcasters to regulate themselves. With broadcasters now undertaking the kind of self-regulation he seemed to have in mind, it appears that time-standard rules would not be in order.

The chairman also said he was pleased by the INTV board's action in establishing a committee to explore other children's advertising matters with INTV members. These include separation of program material and commercials and hosts' delivery of commercials.

The voluntary plan the INTV board is recommending to the members calls for an upper limit of 14 minutes per hour, Monday through Friday, and 12 minutes per hour on weekends, starting Jan. 1, 1975. The maximum would drop to 12 minutes per hour during the week and nine and one-half minutes on weekends, starting Jan. 1, 1976.

Chairman Wiley indicated he was satisfied with the reductions, that they were along the lines of what he had proposed in Atlanta. "We're not looking for deeper cuts," he said.

If the commission makes the chairman's word good and forges rules because of the self-regulatory actions by the NAB and INTV, the commission would keep tabs on the stations in both groups to determine, by Jan. 1, 1976, whether they have adhered to the self-regulatory guidelines.

If that turns out to be the case, the chairman could be expected to make a point of expressing his displeasure publicly. And if such jawboning did not work, the commission might include a question asking about advertising in children's programming.

Jan. 1, 1976, is also significant in that it is the date by which NAB members who are not members of the code will have been required to join.

Nutrition rule delayed. With its failure last week to vote out its trade regulation rule on nutritional advertising at the last formal Federal Trade Commission meeting before the August recess, observers are saying not to expect commission action on the rule—detailing the type of nutritional information that must be disclosed as well as the type of ad claims that may be made—before Labor Day since a number of questions are unsettled.

One is whether the advertising industry, through its joint committee (representing the American Association of Advertising Agencies, American Advertising Federation and Association of National Advertisers), can come up with a sufficiently strong consumer education program to sway the FTC from its desire for "brand specific" information in ads. Results of a committee meeting two weeks ago make it look as if the industry won't concede the brand-specific point; it wants to use the Advertising Council to flesh out details of its educational campaign.

While not brand specific, the campaign will provide information about product categories and probably urge label reading in an attempt to satisfy the FTC's Consumer Protection Bureau director, Tom Rosch, who says he could settle for a plan that would "lead the consumer by the hand" to the product label.

Outside observers also wonder if the FTC has the technical expertise to settle another question—the degree to which sugar is hazardous to health—and speculate the agency may decide to drop sugar provisions from the rule rather than tackle a question over which even experts are at odds.
We're proud of a new TCR-100 milestone...

We're pleased to announce that deliveries of the TCR-100 Cart Machine recently passed the 200 mark.

The 200th Cart Machine went to WGN-TV Chicago, which joins the rapidly growing number of stations that are so sold on the Cart concept that they're ordering their second machine.

Worldwide, the Cart Machine is responsible for some 27,000 commercials per day. So it's no wonder that the 12 millionth cart commercial was recently broadcast.

Some of the reasons for the success of the Cart idea:

- Labor savings of up to 1100 man-hours per year. Each station break is set in motion at the push of a button. And making up a daily spot reel is eliminated. Which helps explain why many stations report yearly savings of as much as $30,000.
- There's improvement of the on-air look of station breaks. Automatic switching means clean and precise spots.
- Also, the Cart Machine frees up reel-to-reel equipment for other revenue-producing duties. And increasing numbers of users are finding production applications for the Cart.

That includes all five stations in Seattle, Washington.

In short, more and more stations are finding that for them, the Cart Machine is an idea whose time has come. See your RCA representative for a demonstration. Or talk to one of the 200 stations who own one.

So it shouldn't be a surprise that 41 out of the top 50 U. S. markets are using at least one TCR-100 on a regular basis. And 75 out of the top 100.

In 33 U. S. markets, the TCR-100 is the only automatic station-break machine currently in use.
And grateful for a new TCR-100 honor.

It was with a special sense of gratitude that RCA accepted the coveted statuette granted the TCR-100 Cart Machine at the 26th annual Emmy Awards presentation ceremonies.

As noted by RCA Division Vice President Neil Vander Dussen, "This recognition by the Academy is a tribute to a great RCA design team and to the many broadcasters who shared with us the uncertainties of pioneering a system completely new to TV station operation."

We'd like to assure all broadcasters of our continuing commitment to the discovery of new and better ways of improving the art and science of broadcasting.

For its leading role in the development of quadruplex video tape cartridge equipment.

Answers to the most-asked questions about RCA TV transmitters.

Q. What one thing would you say to convince me to order my next transmitter from RCA?
A. More TV broadcasters choose RCA transmitters than any other. And the percentage is growing.

Q. O.K. Suppose I switch to an RCA transmitter. Will I see any improvement in picture quality?
A. Very likely. And the older your present transmitter, the more change you should see. We're improving transmitter quality all the time. You can take advantage of modern video processing, signal precorrection, the minimal use of RF linear amplifiers after modulation, and DC filament supplies that reduce hum to far below the interference level.

Q. What about stability?
A. Very little adjustment is needed for peak transmitter performance, thanks to automatic sync level control and regulated filament supplies to keep tube filaments at precise voltages.

Q. How difficult is it to set up and tune an RCA transmitter?
A. Not difficult—simple. Many of the tuning adjustments needed in earlier-generation transmitters just don't exist in an RCA "F" line transmitter. Only two visual tuned linear amplifier stages. No tuning at all in the solid-state visual RF amplifiers following modulation.

Q. Has maintenance also been simplified?
A. It sure has. In fact, RCA transmitters are quite easy to maintain. Designed that way. Thanks to the lower number of tubes, for instance. Only one blower cools the entire transmitter (two in parallel transmitters). And components are readily accessible for servicing. Our thinking is that a transmitter which is easier to maintain will be better maintained.

Q. How many types do you make?
A. Just about a transmitter for every need. VHF highband and lowband, 15 kW to 50 kW. UHF 30 kW to 220 kW. Single end or parallel systems. And all associated audio and video equipment. Plus transmission line. And antennas.

Q. Do RCA transmitters cost less?
A. In most cases, no. We believe that the lowest cost over the life of the transmitter is realized by building in quality right at the beginning. And that extra quality—represented by improvements like regulated DC filaments, interstage RF circulators, automatic sync level control, and broadband solid-state linear amplifiers—costs extra money.

Q. Then you're saying I'll get more for the money I do spend?
A. Right.

Q. Where can I get more information?
A. Easy. Call your RCA representative—or write RCA Broadcast Systems Marketing Services, Bldg. 2-5, Camden, N.J. 08102. We'll send you our latest brochure.
In film to tape transfer, image quality doesn't have to be a losing game.

If there's any one reason for the acceptance of our TK-28 Film Camera by a growing number of teleproduction houses, it's quality. Quality of operation and quality of results.

Consider this comment from Jack Calaway—Vice President, Engineering and Operations at TransAmerican Video, Inc., Hollywood: “The TK-28 produces pictures of the highest quality with nearly zero downtime. It is far and away the most stable and easily operated camera I have ever been associated with.”

And that's very important in situations like the extremely competitive West Coast post-production market, where TAV operates. TAV houses complete TV production facilities. Their TK-28 runs for ten to twelve hours a day with “excellent reliability”.

To quote Mr. Calaway again, on the TK-28: “The picture quality in all critical areas is excellent, and we are particularly pleased with the low noise and excellent resolution.

“Since the installation of the camera, we have transferred all types of material, from home movies to features for network airing. In every case, our clients have commented on the quality of the product, and this is what counts.”

The TK-28's unique ability to handle a wide range of picture-quality problems and to actually enhance the reproduction of film is a major reason for its rapid acceptance by critical film users.

Among the problems handled automatically by the TK-28 are: Variations in film density and contrast range; low color saturation; film base errors; scene-to-scene matching and color fidelity.

The TK-28 takes care of them all—with automatic color balance, automatic level control, a preselectable Chromacomp color masking system and other high-performance features.

Chromacomp is valuable where the TK-28’s colorimetry must be matched to that of live cameras, as at Videocassette Industries, a fast-growing Los Angeles teleproduction center.

VCI’s TK-28 system is equipped with Plumbicon pickup tubes, chosen for their low-lag qualities.

Ernie Rinaldi, Chief Engineer at VCI, is another industry professional who stresses the need for top-quality performance in this highly competitive atmosphere.

Besides straightforward film-to-tape transfers, the VCI TK-28 system is also used to transfer filmstrips to the videocassette format—one more example of the flexibility in the film/tape mix.

Flexibility is also evident at Editel, Inc., another TK-28 owner. Editel's Hollywood Telecine operation includes the TK-28 and a TP-55 Multiplexer with a TP-7 slide projector; a TP-66 16mm film projector, and a 35mm film projector—along with an interlock magnetic master recording system.

Editel may on one project transfer film to tape. Then on another, start with tape, transfer to 35mm workprint for editing, and back to tape for “masters” and distribution. The end product is almost always tape, according to Editel’s Don Johnson.

Other recent purchasers of the TK-28 for teleproduction are Teletronics International, New York, and Compact Video Systems of Burbank - more instances of the TK-28's expanding use in the burgeoning teleproduction industry.

You’ve read the story... now see the demo tape.

It’s one thing to read about the TK-28. But seeing what it does with the video image is another.

Which is why it will pay you to get in touch with your RCA representative and take a look at the TK-28 demo tape.

You’ll see an actual demonstration of how this third generation of film cameras improves upon the performance of older, second-generation equipment in a number of ways.

And you’ll find out how the TK-28 can help you operate more economically at the same time it’s improving your product.

So give your RCA representative a call. Because seeing is believing.
Grand Ole Opry has some brand-new RCA color cameras.

We know one reason why the recent opening of the new Grand Ole Opry House just outside Nashville was so colorful:

Five new TK-45 color cameras. Plus a complete TK-28 telecine system. (And coming—two TKP-45 color portables.)

The new cameras are due for a workout, because the busy new Opryland U.S.A. complex is already in full swing, producing live shows, syndicated programming, and commercials, too, under the direction of WSM-TV.

Circular polarization comes to VHF antennas.

Currently undergoing FCC-authorized tests is a new RCA antenna that employs circular polarization, long a success in FM broadcasting.

The new antenna, being tested by WLS-TV, American Broadcasting Company's Chicago O&O station, sits atop the 110-story Sears tower. The radome-covered antenna is mounted on a cylinder along with a standard horizontally polarized antenna.

Since early May, with special FCC permission, WLS-TV has been using the circularly polarized antenna for its normal broadcast operations.

The hoped-for result will be improved service, more solid coverage, and reduced reflections, particularly in densely populated urban areas.

If you're thinking about a new VHF antenna and would like to be kept current on circularly polarized development, write us at RCA Broadcast Systems, Bldg. 2-5, Camden, N. J. 08102.

The Opryland broadcast operation includes the Opry House's 4400-seat auditorium, a TV studio seating up to 400, and a small mobile van carrying the TKP-45s.

Grand Ole Opry has been broadcasting for nearly a century, providing country music buffs with outstanding entertainment. We're pleased with the opportunity of helping to make their second half century even more colorful.

The TR-70C...
A teleproduction machine with something extra.

At a list price of $103,500, which includes CAVEC & DOC, our TR-70C teleproduction machine has a lot of important extras. Extras that you probably won't find in lower cost machines.

Unsurpassed in its video and audio specifications, the TR-70C is for the broadcast station or other television facility that demands the very best in quality and performance. Operational conveniences include automatic stop cue, automatic FM standards selection, variable shuttle speed, two switchable-previewable video inputs, built-in record current optimizer and a list of others too numerous to mention here.

For assurance of day-in, day-out performance, monitoring facilities include 17 fault indicators, 13 metering readouts, and audio and control track simulplay.

Still another extra is "Cart" capability. The TR-70C is an ideal master for the TCR-100. In this capacity it doubles as both a reel-to-reel recorder and a signal processor for the Cart Machine. Its built-in Chroma Amplitude and Velocity Error Correction (CAVEC) and Dropout Compensator (DOC) are the same as those employed in the TCR-100's Signal Processing Unit (SPU).

There's a lot more to the story. Check your RCA representative for complete details.

The TR-70C...its most important extra is value.
Alberto-Culver tangles with Gillette over creme-rinse TV spots

A-C files $7 million suit charging that Tame ads are deceptive in making comparisons to its Alberto Balsam product

Alberto-Culver Co., Melrose, Ill., has sued the Gillette Co., Boston, and its advertising agency, J. Walter Thompson Co., for $7 million over a TV commercial for Gillette's Tame hair creme rinse that A-C claims makes fraudulent comparisons to Alberto Balsam, a competitive product.

The suit, filed in U.S. Northern Illinois District Court in Chicago, charged Alberto-Culver says the Tame ad "fraudulently deceives the public and presents a false representation and comparison of the two hair-care products." The complaint also said that use of Alberto Balsam, a trademark, was unauthorized. The complaint alleged unfair competition, deception trade practice, consumer fraud, deceptive business practices and common law trade libel.

The complaint charges specifically that the commercial "creates a false impression that unlike Alberto Balsam and other creme rinses and conditioners, Tame rinses really clean' or disappears from the hair, while in fact, none of the Tame products can impart the conditioning claimed by Gillette if totally rinsed or removed from the hair.

"It falsely implies that Alberto Balsam leaves the hair unclean while Tame rinses completely away and leaves the hair totally free of any substance. In fact, the conditioning qualities of both products are dependent on retention of substance in the hair."

The complaint also labeled as false other claims made in the commercial for Tame relative to its composition and its cleansing capability.

Alberto-Culver asked the court to enjoinder the defendant from use of all television or other advertising materials corresponding to the practices alleged in the complaint and to require it to place disclaimers to counteract the effect of the Tame commercials. Plaintiff demanded $6 million in damages plus $1 million in punitive damages, plus an accounting for further compensation from "all profits and gains wrongfully derived" from the practices involved.

A spokesman for J. Walter Thompson said, "We have reviewed the complaint. We feel there's no merit to the allegations, and we will defend our position vigorously."

The minstrel boy to CBS's promo war has gone

Dorfsman goes on location around U.S. for unusual spots that stress network strength in prime-time programing

Lou Dorfsman was rummaging through the chaos of papers on his desk trying to dig out the scrawled memos from his secretary concerning interview requests from TV reporters on the Detroit News, the Dallas Times-Herald, UPI, the Indianapolis News and the Long Island Press. "This is absolutely unique in my experience," he said as he continued his search. "I can't remember newspaper guys ever badgering me before about an in-house promotional campaign."

Lou Dorfsman, vice president, advertising and design, for the CBS/Broadcast Group, and the campaign he's referring to features what the network calls a "wandering minstrel," dressed in white and wearing chalk-white make-up, who exalts CBS's prime-time stranglehold in 60-second spots that have been turning up an average of three times a night over the past two months.

Mr. Dorfsman is the brains behind these spots, and he went out on the road to supervise the production of all five of them (the one in Kansas from a local hospital bed, where he pored over the location schedules while counting the eight broken ribs he had picked up in an auto accident). In addition to the wheat fields of Kansas, the CBS crew touched base in Oklahoma (with a rodeo as backdrop), the French Quarter of New Orleans (where the Olympic Preservation Hall Dixieland band joined in), a fishing village in Maine and the beach near Eureka, Calif. (where "we had to do some covering up because the girls were a little too bare," in Mr. Dorfsman's words).

One reliable source puts the over-all production cost for this campaign at $100,000 (or, roughly, $20,000 for each spot).

Mr. Dorfsman says his original plan was to put the white-clad minstrel on a white horse and introduce him at the annual CBS affiliates convention in May. Then the horse and rider were to have set off on a cross-country tour to spread the word about CBS's being "the leading network" in prime time "for 18 years in a row." "But that would have taken the better part of a year, and we didn't have that kind of time," Mr. Dorfsman says, with a smile.

The wandering minstrel (played by Ken Chandler, a singer-lyricist who writes for Rick Levine Productions, the commercial house that worked with CBS on the spots) has become something of a Korsch test for viewers. According to Mr. Dorfsman, mail reaction ranges all the way from sexually agitated women who'd like to climb into bed with the minstrel to the unnamed (they don't sign their letters, as a rule) malcontents who ring down curses on CBS for dirtying up the airwaves with what they regard as an obvious homosexual. In between these extremes, viewers have compared the minstrel to the decadent emcee of "Cabaret," to the vicious Malcolm McDowell character in "A Clockwork Orange," and to the silent, clownlike revelers who appear in the beginning and at the end of the movie "Blow Up."

To Mr. Dorfsman, he's "a figure I'd call Mr. Entertainment—a troubadour, a harlequin, a court jester, or, if you will, a bard. I deliberately put him in that costume because I wanted to draw a veil between the audience and the guy behind the make-up."

"After all, we're pushing CBS, not Ken Chandler."

Campaign reform, favorable to radio-TV, goes to floor

At long last Representative Wayne Hays's (D-Ohio) House Administration Committee has voted out a comprehensive campaign-reform bill. The measure, a "clean" bill designed by Representative Hays's committee, was voted last Wednesday (July 24).

The House bill contains two provisions which were left untouched in the final session and which are less restrictive to broadcast licensees than the Senate's version (S. 3044) passed April 11. First, although a candidate's over-all expenditures would be limited, the proportion he could spend on broadcast time is not. Secondly, unlike the Senate's bill, the
Bar reports television-network sales as of July 7

ABC $335,628,700 (30.2%), CBS $407,384,500 (36.6%), NBC $368,690,900 (33.2%)

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<th>Day Parts</th>
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<th>Total Dollars Ended July 7</th>
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<td>54,722 $1,111,904,100</td>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Bar reports television-network sales as of July 14

ABC $345,496,400 (30.2%), CBS $418,837,900 (36.6%), NBC $379,941,400 (33.2%)

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<th>Total Dollars Ended July 14</th>
<th>1974 Total Minutes</th>
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<td>56,678 $1,143,277,700</td>
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<td>$1,036,880,900</td>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

House version would require broadcasters to file detailed written reports with a new federal elections commission of all expenditures by candidates for the use of the broadcasters’ facilities.

It is expected that the bill will be taken up on the House floor in about two weeks. After debate and vote its next stop undoubtedly will be a Senate-House conference where differences in the two versions will be reconciled.

Business Briefs

Reg appointments. Intermountain Network, Salt Lake City; Eastman Radio, New York; * KERO-TV Bakersfield, Calif.; * WTOC-TV Savannah, Ga.; Katz Television, New York; * KULR-TV Billings, KGVO-TV Missoula and its satellites, KCFW-TV Kalispell, KTVM-TV Butte and KFBF-TV Great Falls, all Montana, and KCRG-TV Waterloo, Iowa; H-R Television, New York; * WTVG-AM-FM Savannah; Katz Radio, New York; * WEDR(FM) Miami; Southern Spot Sales, Raleigh, N.C.

K & E’s new unit. Kenyon & Eckhardt, New York, has formed new division in Chicago, Dawson, Johns and Black K & E, which will operate independently of K & E Chicago but will rely on worldwide K & E organization for administrative, billing, legal, research and other services. Principals are Marion Dawson, formerly vice president and creative director, Needham, Harper & Steers, Chicago; R. Powell Jones Jr., who was account supervisor and vice president at Leo Burnett Co., Chicago, and Jim Black, formerly vice president and creative director, Leo Burnett Co., Chicago.

Restructuring. Shareholders of privately held Tatham-Laird & Kudner Inc., New York and Chicago, will vote tomorrow (July 30) on proposal to change agency from corporation to partnership. TLK, which bills estimated $65 million (about 75% in broadcast), has 76 shareholders. Under proposal all shareholders would become partners, and six of agencys top executives would become managing partners and comprise management committee. They are C.R. Standen, chairman of the executive committee; Paul Schlesinger, board chairman; Jerome Birn, president; Fred Winter, treasurer, and William Bienemann and Theodore Wiliams, vice presidents and management supervisors.

All in one. Wunderman, Ricotta & Kline, New York, direct-marketing subsidiary of Young & Rubicam, has been named to handle broadcast advertising portion of CBS’s Columbia House Division account (record albums). WRK already has print part of account and replaces A. Bicoff & Co., Chicago, in broadcast sector. Columbia House bills about $4 million in broadcast and approximately $8 million in print. WRK will add to its staff to accommodate additional business.

K & M & G picked. Emerson Ltd., Washington, operator of 33 restaurants in East, has appointed Ketchum, MacLeod & Grove, Washington, to handle advertising and promotion.

Cost of ads. Senate Commerce subcommittee on environment has heard testimony from utilities and oil companies that some controversial advertising, for Internal Revenue Service and Federal Power Commission purposes, is deductible and, in utilities’ case, chargeable to public rather than shareholders. Companies were rebutting contrary assertions by Media Access Project, which last year won FCC decision that Georgia Power Company energy and rate-increase ads triggered fairness doctrine obligation for two Georgia TV stations to air other side (BROADCASTING, Dec. 10, 1973).

Bag it. Union Carbide Corp., New York, has begun back-to-school promotion for its Glad sandwich bags, including intensive schedule on various NBC-TV daytime and nighttime programs. Campaign, to run through September, was created and placed by Leo Burnett Co., Chicago.

All-in-one. Film Products Inc., Los Angeles, has appointed Foote, Cone & Belding there as ad agency for U.S. introduction of new “Take 12”, preloaded camera. National campaign, to start in San Diego in September, will use TV as primary medium, according to Byron Mayo, FC&B senior vice president and management supervisor. Camera, expected to sell for $6.95 retail, consists of box that consumer accepts, “shoots” 12 pictures, then resells and mails to developer.

Historic coverage for historic events

Live broadcasts are permitted as House committee deliberates impeachment of President

The House Judiciary Committee debate on impeachment last week in a move without congressional precedent. For the first time, live microphones and cameras were admitted to a deliberative session of a House committee. Previously, live coverage had been permitted only at committee hearings, where witnesses testified.

It was still unsettled whether the main House debate could be broadcast if, as was anticipated, the committee voted out an impeachment resolution.

Live broadcasts began with the first open session of the committee last Wednesday (July 24) at 7:30 p.m. EDT. In accord with a rotation schedule that had been previously arranged for network television, ABC-TV drew opening night, CBS-TV the second day and night and NBC-TV the third. Regular commercials and programs were canceled on the television networks, though stations carried conventional commercial clusters at the irregular station breaks.

CBS was the only radio network carrying continuous coverage of last week's impeachment debates. The network's "modified gavel-to-gavel" broadcasts were interrupted only by regularly scheduled hourly six-minute newscasts (containing commercials); the newscasts were sandwiched between two-minute station breaks. Fifteen-minute wrap-ups followed the committee's adjournment each night. ABC and NBC broadcast regular "special reports" on the debates. At 20 minutes past each hour, ABC Radio carried four to nine minutes of debate summary anchored from Washington. A 15-minute wrap-up at 11:35 p.m., rebroadcast at 6:05 a.m., followed each day's coverage. NBC Radio broadcast 90-second reports on the debates every half-hour, with a three-and-one-half-minute wrap-up at 5:45 p.m., and bulletins for dramatic events; NBC's coverage was produced and delivered from New York. Mutual Broadcasting System included 30- and 60-second live reports from the House chamber within regular newscasts. A 15-minute summary was fed to MBS stations at 5:35 p.m. daily.

There were other news events last week that were covered live in prime time. On Thursday at 7:30 p.m. EDT President Nixon's economic speech was carried by ABC-TV and NBC-TV while CBS-TV stayed with the Judiciary Committee, according to its rotational assignment. On Monday a 7:30 p.m. EDT press conference by the President's impeachment lawyer, James St. Clair, was carried live by ABC-TV and CBS-TV. At 11:30 midnight that night NBC-TV broadcast a special, The Evidence: The President's View, featuring Mr. St. Clair at his news conference and remarks by Sam Garri-

Our Broadcasters Libel Insurance policy is nearly as crisp and concise as your evening news.

The language is that plain, the provisions that clear, the coverage that complete. It isn't what you would call great writing, but it sure is understandable.

That's what experience will do for you. Forty years ago, the ERC Broadcasters Libel Insurance policy had more exclusions than it did coverage. Today, there are no exclusions. If you have trouble, you're covered, even for punitive damages.

Here are the facts of life, about libel suits, as ERC has developed them in more than 40 years of underwriting Libel Insurance policies:

1. In any given month or year, it's probably not going to happen to you.
2. If you broadcast enough times, over enough years, it's bound to happen.
3. When you wind up in front of a jury, that group is going to try to sock it to you. They won't want to miss the opportunity to get even for your bad taste in programming.

These same facts of life make Libel Insurance one of the best buys in the insurance marketplace. It's an ideal setup for economical coverage: low incidence of claims, but very stiff expenses when you have to go to court...even if you win. Much like Major Medical. You'll probably only need it once or twice, but it's curtains if you're without it when the time comes. If you (or your insurance representative) will fill out and mail the coupon, we'll respond by mail with full details.

Please do it soon. Some malcontent may have you in his sights right now.

Broadcasters Libel, Department C-7
Employers Reinsurance Corporation
21 West 10th Street
Kansas City, Missouri 64105

Please tell me more about your Broadcasters Libel coverage.

NAME
TITLE
BUSINESS
ADDRESS
CITY, STATE, ZIP
TELEPHONE

Broadcasting Jul 29 1974
29
son, minority counsel to the Judiciary Committee. In preparing for the impeachment open
hearings, ABC, the pool network, poured in $50,000 for TV camera platforms and
technical facilities in the House chamber, to be split with other networks. ABC sources estimated technical expense would
run about $10,000 a day.

Network news executives expressed enthusiasm at the House's approval July 22 of its Rules Committee's resolution to permit live coverage and the Judiciary Committee's subsequent agreement to let broadcasting in. "Since the beginning we and the other networks have been asking that the Judiciary Committee proceedings be open to television as well as to print media," said Bill Sheehan, senior vice president (and soon to be president; see opposite page), ABC News. "We weren't saying whether or not the hearings should be open to the public—just that when the committee is open for debate, TV reporters be allowed in.

Bill Smith, CBS News senior vice president, hard news, said: "We'd been waiting for a long time for this to open up." Richard Wald, NBC News president, told BROADCASTING: "It may well be that there is no more important constitutional question in our time than this one. To open these hearings to the public but not to let television in would be to say that only those who live near Washington and know someone sufficiently important to get a ticket would be able to witness the debate and voting. This is just not fair to the American public. This ought not to be the privilege of a few when it is the concern of everyone.

One network newsmen, noting the prohibition against commercials in the broadcasts of the hearings, observed: "This time we're going to come out looking just like public broadcasting."
The Public Broadcasting Service last week was carrying gavel-to-gavel coverage of the media hearings and NBC's commercial networks pursued their rotation plan.
The House vote to admit broadcasting to committee meetings as well as hearings—but still at the final discretion of the committee—was 346-140. The new rule was sponsored by freshmen Representative Wayne Owens (D-Utah).
Opponents, led by Representative David T. Martin (R-Neb.), argued that the presence of broadcast equipment and prospects of instant analysis would detract from the solemnity of the debate.

**Supreme Court reopens courtroom in New Orleans**

A television station and two newspapers in New Orleans last week won an important skirmish in a legal battle that observers say may set a precedent in the fair trial-free press debate. (BROADCASTING, July 22)

The 17th order last week was a stay by Supreme Court Justice Lewis Powell of a New Orleans criminal judge's order that would have barred WVUE(TV), the Times-Picayune and the States-Item from covering parts of a rape-murder case there. The June 17 order by Judge Oliver Schulingkamp, among other things, prohibited the reporting of open court testimony in the pretrial hearing. At the request of the newspapers, which had been rebuffed by state and lower federal courts, Justice Powell stayed the order pending Supreme Court action on their appeal.

Mr. Lewis, 55, who spent 16 days in federal prison for contempt of court, was released earlier this month by Supreme Court Justice William O. Douglas pending the outcome of the appeals court litigation.

Mr. Lewis declined to turn over originals of the two items, as well as to answer questions before a federal grand jury in Los Angeles, on the grounds that the material was confidential and that his First Amendment rights were being compromised. He did, however, turn over copies of the two items to the FBI when they were first received. The SLA tape, which included the voice of Patricia Hearst, was left in an alley outside the station shortly after the SLA shootout in Los Angeles last May. In the letter, theWeather Underground took credit for the bombing of a state office building in Los Angeles.

The appeals court noted that there was no request for confidentiality by the senders. Even if there had been, it added, this "may not over ride the authority of the grand jury." The court also denied defense charges that the requests of the grand jury constituted "official harassment of the press and not for legitimate purposes of law enforcement." The court said it agreed "overwhelmingly" with the finding of the trial court that "...the requests of the grand jury were entirely legitimate and justified.

After the denial of the appeals court verdict, Mr. Lewis commented: "The whole thing is fraught with peril for the press. ... If this case can't be reversed, it's open game for all kinds of reporting."

Mr. Lewis told a news conference following announcement of the decision that if money cannot be raised for an appeal to the Supreme Court, he will purge himself of the contempt charges by relinquishing the tape and letter to federal officials.

**Geller seeks reconsideration of fairness report**

Armed with 'Miami Herald' decision, former FCC general counsel says his rejected proposal for doing away with case-by-case method should be given a second look

Former FCC general counsel Henry Geller was back at the commission last week, trying again to persuade it to abandon its case-by-case approach to the fairness doctrine. He feels the commission should consider at license-renewal time whether a station, in its overall performance, has lived up to its obligation to deal fairly with controversial issues of public importance. And Mr. Geller now has the Supreme Court decision in the Miami Herald case as additional ammunition for the case-by-case approach violates the First Amendment (BROADCASTING, July 1).

Mr. Geller renewed his quest in a petition for reconsideration of the commission's fairness report, which was released July 1. In all, Mr. Geller is concerned about six proposals he had made in the fairness inquiry which the commission failed to adopt—either without even dealing with them, or without considering the legal arguments underlying them if it did. But the principal proposal dealt with substituting renewal-time review for case-by-case approach to fairness.

Mr. Geller noted that the commission had cited a number of reasons for rejecting the proposal but that it did not focus on the crucial issue—"governmental interference with day-to-day broadcast journalism." For in the Miami Herald case, he said, the Supreme Court, in striking down a state right-of-reply statute applicable to wire services, held: "It has yet to be demonstrated how governmental regulation of this [editing] process can be exercised consistently with First Amendment guarantees of a free press as they have evolved to this time."

Mr. Geller does not question the constitutionality of the fairness doctrine; he notes that the Supreme Court in the Red Lion case held that it is consistent with the First Amendment. But, he said, "it does not follow that the commission can therefore interfere unduly or deeply with daily broadcast journalism. . . ."

Mr. Geller maintains that the Supreme Court's decision in the CBS vs. Democratic National Committee case, which held that the public did not have a First Amendment right of access to broadcast facilities for editorial advertisements, also supports his position. He said the court's decision relied "heavily on the consideration that a constitutional right of access for editorial advertisements would involve the expenditure of far too much in the 'day-to-day editorial decisions of broadcast licensees.'"

In the face of the CBS and Miami Herald cases, he said, "it is most inappropriate for the commission to conclude its three-year study of fairness by
saying, in effect, 'business as usual,' and issuing what is really just another primer.

Mr. Geller also cites those two Supreme Court opinions in connection with a complaint about the commission's failure to adopt one of his other proposals—one calling for a revision of its policy concerning slanted or staged news.

The problem is that the commission will not investigate charges of such misconduct unless there is "substantial extrinsic evidence or documents that on their face reflect deliberate distortion." And Mr. Geller holds that it is correct, but has not so far received enough to protect licenses against government interference in "the most sensitive journalistic area."

He feels the commission should make it clear it will not look into charges of distortion unless "there is extrinsic independent evidence (e.g., the statement of a station newsman) that the licensee (i.e., the owner or top management) has given instructions to deliberately slant the news. . . ."

Sheehan President of ABC News as Lower Moves into Corporate Post

New title for 11-year veteran: VP for corporate relations; successor steps up in September

Elmer W. Lower, president of ABC News for the past 11 years, will leave that post next month to become a corporate staff officer and vice president, corporate affairs, of ABC Inc. He will be succeeded, effective Sept. 5, by William Sheehan, currently senior vice president of ABC News. Mr. Lower will be recommended for the corporate position at the next ABC board meeting Aug. 12.

In announcing Mr. Lower's upcoming transition, Elton Rule, ABC Inc. president, said Mr. Lower had asked last year for "a change of pace" for this fall. "We were aware of how dedicated he was and how hard he had worked to build ABC News into what it is today, and we fully understand his wishes. We also wanted to retain his experience, talents and perspective in the ABC family," Mr. Rule said. Mr. Lower's new responsibilities will include "deep involvement in both domestic and international corporate relations." ABC sources said Mr. Lower is not intended as a replacement for James Hagerty, ABC vice president, corporate relations, who has taken a leave of absence since he suffered a stroke in January.

Among Mr. Lower's new duties will be coordinating ABC relations with foreign television and foreign broadcast unions. He will remain involved with ABC News election coverage, being a recognized pioneer of television election coverage technology. He co-founded in 1964 the co-operative News Election Service (NES). Mr. Lower was a print journalist for 20 years, and broadcast news executive for 10 years with CBS and NBC before joining ABC in 1963. During his ABC News presidency, the ABC Evening News tripled its number of affiliates and its ratings, becoming a competitive news force with CBS and NBC.

Mr. Sheehan, a broadcast journalist for 23 years, joined ABC News 13 years ago as a correspondent. Since January 1973 Mr. Sheehan has been ABC News senior vice president, the chief operating officer of all network news departments, including TV, radio, documentaries, special events, public affairs, finance and administration. "I have been very instrumental in building ABC News to its present stature," said Mr. Rule.

Just before the announcement of his new position, Mr. Lower had announced a reorganization of administrative functions in ABC News' New York headquarters into four separate departments. The new areas will come under the supervision of Charles Frey, director of administration for ABC News. The breakdown provides for departments of budget control, to be managed by Bernard Osborne, formerly manager of programs; controllers; financial analysis, to be managed by Jerry Amico, formerly assistant business manager of Metro TV Sales; business management, to be headed by William L. Nagy, formerly assistant business manager, ABC News; and administration, to be managed by Roberta Travis, formerly program controller, ABC News. Named manager of administration in Washington is Bill Moore, formerly with the film division, who will be assisted by Robert Bryan, formerly assistant business manager for the Washington bureau, and former administrator in the Washington bureau.

Martin Rubenstein, vice president and general manager of ABC News, said the reorganization is to accommodate growth.

Manning Counters Herschensohn Charges

Bruce Herschensohn, deputy special assistant to President Nixon, was told by CBS News last week that he was wrong on all four counts he had cited the preceding week in accusing CBS Evening News of bias against the administration.

The assertion and a request for a correction were contained in a four-page letter sent by Gordon Manning, vice president and assistant to the president of CBS News, who had been on a panel with Mr. Herschensohn when the CBS president made the accusations at the New York State Broadcasters Association's annual conference (BROADCASTING, July 22). Mr. Manning said he had checked and found that:

* One story that Mr. Herschensohn claimed CBS Evening News had omitted on June 26, the day he used in citing his example, had been carried "in full" on CBS Evening News on June 25, "the day when it happened, and when it was nationally significant." This related to a vote by which the House Judiciary Committee refused to investigate dairy industry contributions to Democratic political campaigns.

* Another story that Mr. Herschensohn claimed CBS Evening News omitted, involving reports that Senator Hubert Humphrey (D-Minn.) and Representative Wilbur Mills (D-Ark.) or their aides imperiled the Vietnam War when questioned about campaign finances may have broken too late for CBS Evening News on June 26 but in any case was carried the next day on CBS Morning News. In addition, the story was said, Senator Humphrey's finances were dealt with in two special reports on subsequent CBS Evening News broadcasts.

* Films of the event "fully" support CBS News correspondent Dan Rather's assertion that President Nixon "looked tired and sleepy" when he arrived at NATO headquarters, and that a few times he reached out to shake hands that weren't there. "What Rather was reporting was the truth, witnessed by his experienced reportorial eye and film cameras," Mr. Manning wrote. "And, in my opinion, what Rather reported wasn't all that negative! and may in fact have seemed 'favorable and sympathetic' to many viewers. But, he added, "In order to be 'fair' to the President must one always be 'favorable'?"

* Mr. Herschensohn had himself "generously" withdrawn another criticism, involving a story in which CBS News correspondent Marvin Kalb quoted unnamed "high officials" about the Soviet attitude toward the U.S.'s "weakened position" in advance of the Moscow summit, after learning from other newsmen that the source of the Kalb story was Secretary of State Henry Kissinger, who had asked not to be identified by name.

Mr. Manning concluded: "The CBS News record on the four special news items you criticized at [the NYSSBA meeting] is, I believe, clean and correct. Really, rather than showing affront to one party or one individual over another, I believe our correspondents, cameramen, writers, editors and producers were responsible and exhibited sound news judgments. . . ."

Journalism Briefs

Analysis of Editorializing "Dimensions of Broadcast Editorializing," written by Edd Rott takes the call for more and stronger editorials by TV and radio with overview of traditional antagonisms between print and electronic media. Also included are elementary how-to sections, recent small-to-medium market editorial efforts, and descriptions of FCC policy. Introduction is by Travis Linn, WFAA-TV Dallas. Among 22 contributors are Robert Manew, editorial director, WOR Chicago and Sanford Ullman, news bureau manager, National Association of Broadcasters. Tompkins Blue Ridge Summit, Pa. $8.95, 204 pp.

Free time. WTOP-TV Washington will give each of 39 candidates in Maryland primaries 15 minutes of prime time in August. Candidates are for governor, U.S. senator and representative in five districts within station's reach.
Cablecasting

Clarifying cable

NCTA, operators, public-interest group offer their two-cents worth on franchise nonrenewal questions

Compensation for nonrenewal cases was the key focus in comments filed last week with the FCC as part of its cable clarification process.

Cable operators insisted on the need for compensation formulas for cable systems whose franchise expires or is canceled. Teleprompter Corp. argued that if no compensation is assured, it would discourage operators from making any substantial improvements during later stages of their franchise term.

The National Black Media Coalition had another suggestion for maintaining quality service near the end of the franchise term—tying renewal to performance in the public interest. Requiring the local government to begin studying renewal a full two years prior to the expiration date would allow time for the kind of citizen participation Black Media Coalition hopes for.

Most cable operators felt "fair market value" is the best formula for compensation in cases of expiration or cancellation. In instances where no fair market value can be agreed to, provisions for impartial arbitration should be established by the franchise authority, according to the National Cable Television Association.

In a joint petition filed by the Civil Liberties Union of Alabama and the Alabama Media Project, compensation was viewed in a different light. Arguing that the compensation formulas advanced by cable interests would provide a "windfall" for systems that are terminated because of poor service or some other default, the petitioners suggested that compensation be regarded as an award of damages as in contract law. In cases of expiration, they feel no compensation is necessary, but advise franchise authorities to reserve options to purchase cable systems so service will not be interrupted.

Most comments filed addressed the problem of the continuation of service between the time the original franchise canceled or expired and the time the new operator takes over. Cable groups are concerned that where systems are operating at a loss, the new owners might drag their feet and leave the financial burden with original operator. The NCTA and Texas Utility Advisory Council felt a one-year limit is feasible, during which time profits could be retained but losses could be passed on to new operator. Teleprompter would set that limit at one month.

If a one-year limit in cases of justifiable cancellation were established, Viacom International commented that no operator should be required to operate as a public trustee in that interim period. The problem with continuation of service can be circumvented, according to Viacom, by requiring the transfer of systems immediately after expiration.

Local and state groups including the National League of Cities, the U.S. Conference of Mayors, New York State Commission on Cable Television, Minnesota Commission on Cable Communications, and City of New York were against any federal rule dictating specific terms on franchise renewal. Noting the need for rulemaking in the area, but insisting standards and implementation are called for, the same groups saw only "general guidelines" from the FCC as acceptable.

The City of New York took exception, however, to any guideline suggesting compensation, stating such compensation cannot be made.

Five staff members of Cable TV Information Center, filing on their own behalf, summed up local viewpoint in saying renewal problems do not lend themselves to "uniform nationwide applicability."

NCTA says ABC petition is 'another delay tactic'

The National Cable Television Association last week asked the FCC to dismiss a petition by ABC that would open up renewed rulemaking proceedings on pay-cable and sports carriage by cable systems (Broadcasting, July 1).

Noting that the pay-cable rulemaking had already been delayed by oral arguments requested by the National Association of Broadcasters and that the commission had dismissed a request last January by the National Association of Theatre Owners to put off pay-cable action until commission vacancies were filled, NCTA said the ABC petition was part of a concerted effort to throttle pay-cable. The petition was "just another delay tactic," the association said, "to stall the already long overdue resolution of the pay-cable docket."

To the network's suggestion that the new commissioners would need to be newly briefed on the issue, NCTA replied that the "outstanding record" of filings in the proceeding and the commission staff are sufficient to keep the newcomers informed. Further, it said, ABC had supplied no specifics to back up its charges that the existing record is "stale."

Skeptics question Seattle's plan to update its cable

Hearing on proposed ordinance expected to highlight disputes

Seattle, which has been served by cable since 1951, is now attempting to set standards to regulate the medium on a contemporary basis. But the city's cable operators feel the tentative ordinance which has emerged after 18 months of studies is more a pipe dream than a working reality.

The ordinance now pending before the city council was drafted by a citizens advisory committee commissioned by the municipal government in 1973. A public hearing on the ordinance will be held Aug. 12 and, according to city officials, there doubtless will be revisions before final action is taken.

The necessity for the new regulatory system, according to Betty McFarlane, executive secretary of the city's Bureau of Telecommunications, is obvious. "Our existing franchises don't really give us a handle on complying with any of the new FCC requirements," she said. For more than 20 years, Ms. McFarlane noted, the city's method of dealing with cable has been simply to issue "a permit for the use of the street area." There are some regulatory provisions—such as a 6% gross receipts tax which the FCC now says is illegal. There was also a requirement that the cable operator must receive a certification from the city for each additional 50 miles of plant it constructs.

The proposed ordinance is somewhat more complex. It suggests the city be divided into eight specific franchise areas. In addition, the ordinance calls for each cable district to have its own public access channel, and for all the systems to be interconnected with one another and with other cable facilities in the metropolitan area.

At present, there are two operating systems in Seattle which evolved through a series of ownership changes over the past 23 years. Interstate 5, which bisects the city, serves as a natural boundary for the two operations, with Teleprompter serving the west and a Viacom-controlled facility on the east. In addition, Vanhu
Cablevision, a predominantly black concern which has just been issued an FCC certificate of compliance, will soon begin constructing its system in the east region. Although local cable officials estimate that about 60% of the city (excluding the downtown and industrial regions) has been wired, there are now only about 25,000 subscribers in Seattle—a penetration of about 11%.

Derek White, manager of the Teleprompter-owned Seattle system, expressed his conviction that the advisory committee's eight-district concept will be significantly revised. "Each district could be moved around to satisfy everybody," he said. But he noted a greater concern with the proposed requirement that each of the districts have their own public-access facilities. "Why does the city of Seattle want to split up, divide or segregate the whole community?" when the concept of public access envisions a system whereby all citizens can be collectively enlightened, he asked.

Another problem, Mr. White asserted, involves the initial plan to interconnect the entire region. "I'm not sure it can even be done technically. What you're talking about is a regional microwave network. Who's going to pay for it? We're not. The city won't. The FCC certainly isn't going to."

**Particular issue may force general policy on regional franchises in N.J.**

New Jersey's Office of Cable Television is considering a case that could make it the first cable regulatory body to formulate a policy on granting regional franchises. The case involves a petition by National Video Systems, operator of cable systems serving three New Jersey seaside communities, to take over portions of a Dover township area now franchised to another firm, Clear Television Corp.

The National Video petition underscores a common problem among the state's cable operators. National Video now serves the communities of Lavallette, Seaside Park and Seaside Heights. It is seeking to extend its service to four unincorporated areas located on islands adjacent to its existing system. Those four areas are technically part of Dover township, which is the cable service area of Clear Television. But geographically, the National Video operation is closer to the unincorporated areas. And it is possible that, because of the expense involved in bringing the Clear Television service to the island communities, cable may never be available there.

The problem, OCT officials say, is not an isolated one. As one staffer put it, "New Jersey has so many areas that may not get cable that regionalization is something we've got to consider." OCT Director John Cleary said too many franchises were granted prior to the office's establishment last year. "Now it's a matter of..."
prompted by a letter sent to Mr. Wiley by William E. Walbridge, chairman of the National Association of Broadcasters’ Special Committee on Pay Television last month (Broadcasting, June 24).

Mr. Walbridge noted that WPIX-TV New York has customarily broadcast a number of Yankee games each season, including this one. Home Box Office is distributing some of the games not broadcast. Under FCC rules that prohibit pay-cable use of sports events seen on free television in the preceding two years, “it has been our understanding,” said Mr. Walbridge, that the Yankee games would be “unavailable” to the pay system.

Responding to Mr. Walbridge, Mr. Wiley said the FCC “will give this matter its most careful attention and deliberation.”

Payola charge backfires on small label’s chief

CMCA president, at news conference, says WMEX Boston made him buy ads for playing his ‘Run Around Sue’; station denies all charges and Stax baiks on distribution deal

Calling a public news conference to charge a Boston top-40 station with “payola” proved a disaster to a fledgling record company president who wound up underwriting the vocal records of the very song he said was used in the alleged extortion. John Dexter Worthington, president of obscure CMCA Record Co., of New York, last Monday (July 22) told the Boston news media that WMEX(AM) received $800 in commercials and 500 promotional T-shirts from him in exchange for playing his label’s single, Run Around Sue. The song is a revival by a Boston group known as The Second Society, of the ’60’s rocker.

At the same time he was making the complaint, which alleged the station stopped playing the song because the flow of T-shirts and ads was stopped, Mr. Worthington was seeking to close negotiations with RCA, a division of Columbia Records, for rights to distribute the song. Stax sources confirmed that the deal was being considered for the distribution of the song, but that because of Mr. Worthington’s highly visible actions in this regard, he doesn’t know whether we’ll go ahead with it.”

WMEX publicity director Ansel Chaney “categorically” denied all Mr. Worthington’s charges and said the station’s playing Run Around Sue was dictated only by its desire to sell more shirts and T-shirts in record stores. Mr. Worthington had said at the news conference that he had lodged a complaint about WMEX with the FCC; however FCC Complaints and Compliances Director William Ray told Broadcasting he was not interested in only a telephone call July 22 from Mr. Worthington outlining his grievance.

According to Mr. Worthington, Run Around Sue was a top-requested item from WMEX’s listeners and was selling extremely well in Boston record stores when the station removed it from its playlist. The Boston Globe reported that at his news conference, Mr. Worthington declared he had “affidavits from 25 record stores that the record was top 10 in sales. WMEX said it was not selling. But even today, checks show it is selling well.” Mr. Ray said Mr. Worthington told him that the station refused to play the record because he wouldn’t kick in more advertising and T-shirts. According to the Globe, Mr. Worthington said he was told by the station’s program director “that if I bought advertising the record would stay on.”

Mr. Chaney said Mr. Worthington did contract to buy $800 worth of promotional material, which included a single and donated 500 promotional T-shirts to the station. The shirts carried the name of the song on one side and the station’s logo on the other. However, Mr. Chaney said the promotional expenditures were “all his [Mr. Worthington] idea.”

The promotion ads and shirts for Run Around Sue came in while the song was being played and requested by both parties agree. On July 12, The Second Society performed Run Around Sue and other material for a charity event in New Hampshire sponsored by WMEX. Shortly afterward, the song was taken off the station’s playlist. Mr. Worthington then tried to “get the song put back on” and offered to buy more ads and more shirts, Mr. Chaney said. “He made certain threats, and said he would file complaints—but we can’t yield to that kind of pressure,” Mr. Chaney said.

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

- BE MY DAY, Cats (Fantasy).
- CAPTAIN HOWDY, Simon Stokes (Casablanca).
- FREE, Fresh Start (ABC-Dunhill).
- GEORGIA PORCUPINE, George Fishoff (United Artists).
- GIVE ME A REASON, Maureen McGov- ern (20th Century).
- I’M COMING HOME, Spinners (Atlantic).
- I’VE HAD IT, Fanny (Casablanca).
- (OLD HOME, FILLER-UP) KEEP ON A TRUCKIN’ CAFE C, W. McCain (MGM).
- KING FU, Curtis Mayfield (Curtom).
- KING OF NOTHING, Seals & Crofts (Warner Brothers).
- LOVER’S CROSS, Melanie (Neighbor- hood).
- RIVER RININ’, Edgar Winter Group (Epic).
- THEN CAME YOU, Dionne Warwick/ Spinners (Atlantic).
- WALK ON, Neil Young (Reprise).

Music

Cheating with buttons. Some resourceful people in Beverly Hills and Westwood, Calif., have discovered how to get a free ride on Theta Cable’s pay TV service, and the company is taking emergency measures. The problem was acknowledged last week. Theta began its pay TV service last April, and now has about 15,000 pay customers, according to Jack Mann, Theta marketing vice president. Some regular customers, he said, discovered they could bring in the movie "Z" channel without paying by depressing two buttons on the converter. Counterattack consists of removing the Z channel frequency from all homes, except those that subscribe. Theta charges extra a month, plus selector and hook-up fees on top of its regular charges that range from $5 to $8.45 per month.

Cable Briefs

Trying again. Boulder, Colo., which despite nationally heralded cable study two years ago still hasn’t franchised, now has three applicants, city official says. One is Communications Corp. of Boulder, owned by three Troy, N.Y., businessmen; second is group of four principals headed by Ken Downes Associates, Los Gatos, Calif. Third is Samuel Street & Associates, cable consultancy that moved to Boulder early this year with intent to establish system there and which is regarded as frontrunner. Teleprompter Corp., original Boulder franchisee, pulled out several months ago.

Cooperation. Boulder is due to be accepted next month by cable firms wishing to apply for franchise being worked out jointly by three local governments in Roanoke county, Va. Franchise would include Roanoke city, Vinton and unincorporated areas of county.

Freeze. Pennsylvania citizen groups have formed coalition to work with lo- cal cable regulators—and immediately called for moratorium on further CATV development in state. Citizens for Cable Awareness in Pennsylvania says breath- er is needed to help officials, industry get clearer picture of cable’s developing nature.

Tracking the ‘Playlist.’ There are 11 new songs coming on the ‘Playlist’ this week; they’re led by Van Morrison’s ‘Brown Eyed Girl.’

- CAN’T GET ENOUGH OF YOUR LOVE, which cuts in at 39, and the Heywoods’ ‘Who Do You Think You Are,’ which leapt frogs on at 52. Close behind is Happiness Is Just Around the Bend (52), by Main Ingredient, and the Double Brothers’ Eyes of Sil- ver (58). Another new song with a bolt is Bob Seger’s ‘Get Out of Denver’ (63). Also new and hovering this week at the bottom of the ‘Playlist’: Charlie Finkel’s ‘I Love My Friends’ (97), Guess Who’s ‘Clap for the Wolfman’ (69), Lynary Skyndy’s Sweet Home Alabama (70), Diana Ross’s and Marvin Gaye’s ‘Don’t Knock My Love’ (72), Herb Ohta’s Song for Anna (73) and Ray Stevens’s Moonlight Special (75).

- Breaking top 40 in its second week on the chart is Eric Clapton’s ‘I Shot the Sheriff’ (35, with a bolt) (‘Breaking In,’ July 1), Billy Preston’s Nothing from Nothing (37) and Lamont Dozier’s Fish Ain’t Bitin’ (40, with a bolt). Other new singles: Grand Funk’s ‘Shinin’ On’ (49), Lobo’s Rings (55) and the Rubettes’ Sugar Baby Love (56).
<table>
<thead>
<tr>
<th>Week</th>
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<td>Rock the Boat (3:05)</td>
<td>Hues Corp. – RCA</td>
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<td>The Righteous Brothers – Epic</td>
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<td>Sundown (2:37)</td>
<td>John Denver – Capricorn</td>
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<td>I'm Leaving You (2:32)</td>
<td>Del Shannon – United Artists</td>
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<td>Put Out War (3:15)</td>
<td>John Denver – United Artists</td>
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<td>Let's Think About Love (3:25)</td>
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<td>Against The Grain (3:23)</td>
<td>Don Everly Brothers – United Artists</td>
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<td>Nothing But You (3:08)</td>
<td>The Righteous Brothers – Epic</td>
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<td>12</td>
<td>Baby Don't Go (2:46)</td>
<td>The Righteous Brothers – Epic</td>
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**Playlist Jul 29, 1974**

The broadcasting

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

Independent producers ask FCC to re-examine its reasons for the rule in the first place

Pressing hard the partial victory it won in the courts on prime-time access, the National Association of Independent Television Producers and Distributors last week asked the FCC to specify just what it intends to look into when the commission undertakes its court-ordered reconsideration of the rule. The FCC two weeks earlier had announced its expedited schedule for that further look (BROADCASTING, July 15).

The NAITPD said that, before embarking on a fourth round of comments on the rule, the commission should clear up several points:

- What is the "controlling objective" of the rule?
- What is the relevance of network O&O program-buying practices to prime-time considerations?
- How can network dominance of prime time be controlled by opening up more time to the networks?
- What jurisdiction does the commission have to base regulatory judgments on "Hollywood employment patterns?"

The association also asked the commission to set an effective date for any rule change, regardless of the outcome of the current rulemaking.

Claiming that the original purpose of providing prime-time access was to encourage competition in programing, NAITPD said that a major reason the U.S. Court of Appeals stayed the effective date of the January 1974 revised rule was that it was found to have the "possible detrimental effect" of the revision on competition. And "there is nothing in the [July] further notice's treatment of the subject of competition which suggests that further comments can cure the defect in the [January] report and order," it said.

Because the prime-time access rule was relaxed in January to permit more network public-affairs, documentary and children's programing, the association said, the commission is now in the position of having to determine whether the purpose of the rule is to encourage competition or boost the quality of programing. The commission must . . . explain how it is relying on the document of a report and order which on the one hand endorses the access rule because it successfully achieves its stated pro-competitive objective, and on the other hand partially revokes that rule because the networks' monopoly's 30-year headstart in program development leads the commission to prefer its product," the association said.

The next question NAITPD wants the commission to take up is whether the influence of networks over their owned-and-operated stations is relevant to any access rulemaking. In the first place, it said, such a question is not really soluble through rulemaking comments since the degree of influence, as revealed through program-buying patterns, can best be determined by querying the O&O's. Even so, any unwarranted influence might be better corrected through license regulation of the stations or "by regulating the networks' relationship to their O&O's," the association suggested.

The question of relevance should be settled before beginning a rulemaking generating an influx of comments that in the end reflect only the opinions of the various filing parties, the association said. It called for "a threshold judgment by the commission based on the existing record and some limited comments, to determine that relevance. "Only if the commission then concludes that network dominance of network prime time could constitute grounds for alteration of the access rule (as opposed to grounds for a separate proceeding addressed to more direct ways of dealing with that issue) need comments be requested," it said.

Similarly, the association requested a "threshold judgment" as to whether the commission should base its regulatory actions on "Hollywood employment patterns"—that is, whether an access rule, by denying time to networks, puts production people out of work. And again, NAITPD said if the commission finds that it does have jurisdiction in that area, it must show the relevance of the employment problem to "the efficacy of the access rule in achieving its fundamental objectives" and hence, that such employment patterns can be traced to the effects of the rule.

Noting that producers and buyers have been kept in programing limbo by the rule's vagaries, the association asked the commission to set a specific effective date for whatever rule emerges. It proposed that any change become effective no sooner than at the start of the first full season at least 16 months after an order is promulgated by the commission or, in the event of appeal, where the commission is upheld, the start of the first season beginning six months after the affirmation. It said such a schedule would permit the rule to go into effect as soon as possible and still be in accordance with the New York court's requirement that the January revision be delayed at least 12 months from the September 1974 date originally set by the commission. "Moreover," the association said, "it would guarantee that syndicators could do what the commission has so far both invited and precluded, in committing to production something taking more time and money than they can afford to lose through bureaucratic fiat instead of just through the whims of the marketplace or their own misjudgments."

Jim Hartz picked as McGee successor

WNBC-TV anchor replaces late 'Today' show host;
Brokaw and Snyder opt out

Jim Hartz, WNBC-TV New York newsman, begins today (July 29) his new job as co-host of NBC-TV's Today show, filling the vacancy left by the death last April of Frank McGee.

Mr. Hartz's selection from among three leading NBC newsmen for the $100,000-per-year post was announced last week by Richard Wald, NBC News president. He said:

"In our judgment, Jim Hartz, Tom Brokaw [NBC News White House correspondent] and Tom Snyder [host of NBC-TV's Tomorrow show and KNBC-TV Los Angeles newsman] were superbly and equally qualified [for the assignment], but our judgment was confirmed by audience testing conducted by NBC research, as well as by audience reaction as expressed through viewer mail and telephone calls. However, because of their own career goals and the substantial time commitment demanded by the Today role, both Brokaw and Snyder were reluctant to take on the assignment."

Mr. Hartz maintained, in a telephone interview, that Mr. Brokaw's and Mr. Snyder's "reluctance" to take the job "absolutely" did not mean he was a third choice. "I know for a fact I wasn't the third choice," he insisted. The WNBC-TV newsmen will give up his anchor post with that station's 11 p.m. half-hour newscast effective no sooner than the fall, and in the fall, the station's NewsCenter 4 two-hour 6 p.m. news program until a replacement is found. That means he will begin his day at about 6 a.m. for Today, and

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**QUALITY TALKS FOR CKEK**

Cranbrook, British Columbia

Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.
The world of Wold. Transmission facilities and technical services for nearly 400 pro and college football radio broadcasts from out-of-town locations will be furnished during the 1974 season by Robert Wold Co., Los Angeles.

The Wold firm negotiates with communications carriers for long lines and local loops, as well as internal stadium circuits. For many of its clients, RWC also arranges for production equipment, including technicians.

RWC clients include radio rights holders of 16 of the 26 NFL clubs, eight of the 12 WFL clubs and 10 major colleges. By the start of the pro and college seasons, RWC expects its football clients to number 45 to 50 local broadcasters.

Mutual Radio Network is employing RWC for its NFL Monday night and Notre Dame football broadcasts (Broadcasting, July 22).

RWC's syndication division again is producing and distributing Computer Kickoff, a score-prediction feature announced by Ray Scott. This 1974 schedule will begin Sept. 1 on approximately 200 radio stations.

end it at 7 p.m. after the local newscast.

One reason Mr. Brokaw declined the job, New York newspapers reported, was his unwillingness to deliver the commercial messages required of Today personnel. (John Chancellor, NBC Nightly News anchor, refused to do commercial voice work on Today host and won that right.) According to Mr. Hartz, the issue of commercials "wasn't talked about until I was offered the job. I think anyone seriously considered for the job realized that it's always been part of the job." Mr. Hartz was informed he had been offered the post July 12 in a phone call from Lee Hanna, NBC News vice president. He was among nine men who were temporary co-hosts since Mr. McGee's death, not all of whom were seriously considered for McGee's replacement.

Mr. Hartz had been identified with Mr. McGee's job since April 18, when he appeared in a memorial Today program dedicated to the late anchorman. Mr. Hartz was a close personal friend (Mr. McGee was godfather to one of his children) and associate of the late newscaster, and was a fellow Oklahoman. Mr. McGee was considered Mr. Hartz's mentor at NBC News, which Mr. Hartz, 34, joined in 1964.

No White House pressure to schedule 'O'Hara'—CBS

CBS-TV officials last week denied implications in a newly released transcript of presidential conversations that the White House may have had a hand in placing the 1971-72 O'Hara, U.S. Treasury series on CBS-TV.

Transcripts released by the House Judiciary Committee quoted former Presidential Assistant John D. Ehrlichman as telling Mr. Nixon on April 19, 1971, in reference to O'Hara, that "your, uh, your television sense is apparently pretty good. They, uh, you know, we go, uh, that's, uh, the weather.

Mr. Nixon replied, "did you?," according to the transcript, and then told of having seen the program—presumably the pilot, which CBS had broadcast earlier in April—and called it "a good show."

But the White House had nothing to do with getting either the show or the series on the air, CBS-TV President Robert D. Wood asserted last week. He said it was scheduled solely on its merits, without outside influence, in CBS-TV's belief (overestimated he implied) that it would get strong audiences. "We did have one meeting—a sort of ceremonial thing when an official of the Treasury Department [which cooperated with Jack Webb and Universal TV in producing the series] came by—but that was after we'd picked up the series and scheduled it," Mr. Wood said.

The series, which starred David Janssen, received more public attention in its cancellation at the end of the 1971-72 season than in its original scheduling.

An assistant secretary of the treasury complained to Senator John O. Pastore (D-R.I.) that O'Hara was in danger of being dropped by CBS out of deference to TV violence hearings then being conducted by Senator Pastore's Communications Subcommittee (Broadcasting, March 27, 1972).

CBS officials insisted at the time that the show was being dropped primarily because of low ratings, not because of the violence hearings. Mr. Wood recalled last week that the assistant treasury secretary had called him and suggested the show's ratings might improve if the series were given a second year but did not make an issue of it.

No-names in NFL exhibitions begin to worry ABC-TV

ABC-TV may not carry its three scheduled Monday-night National Football League exhibition games if the players' strike still hasn't been settled by Aug. 19.

This scenario was laid out last Wednesday (July 24) by James Spence, ABC's vice president for sports-program planning. He said that the network's sales people will begin canvassing advertisers committed to the preseason telecasts in the next 10 days or so to see if they're willing to go along with an informal plan tentatively agreed to by NFL Commissioner Pete Rozelle and the sports departments of the three television networks. Basically, this plan calls for "after-the-fact" money adjustments if the ratings of the games are pulled down by the teams' fielding of untried rookies and free agents while the veteran name players march in picket lines in front of the stadiums. Under this arrangement, a sponsor would get some rebate on its payment to the network and the network would in turn get a rebate on the rights fees it shelled out to the NFL.

If a number of sponsors demand up-front adjustments, though, or insist that the network remove their spots altogether, Mr. Spence said ABC may simply scrap its plans to telecast the games and hope that the strike ends before Sept. 16, when it begins its regular-season Monday-night telecasts.

But Mr. Spence hastened to add that he expects sponsors to say yes to the after-the-fact arrangement based on any demonstrable ratings loss. Industry sources said CBS and NBC would probably carry all of their scheduled preseason games, strike or no strike.

Network and union sources also thought it unlikely that the National Association of Broadcast Employees and Technicians would honor any picket lines thrown up by striking NFL players, mainly because the players' union is not a part of the AFL-CIO. But an NFL spokesman said that if the picket lines were honored, it was his understanding that the networks would use supervisory people to get the games on the air.

The three Monday night games of ABC-TV are scheduled for Aug. 19, Aug. 26 and Sept. 2. Its coverage of the Miami-All Stars games last Friday (July 26) has already been put in jeopardy by the strike. Unaffected was last Saturday's (July 27) telecast of the Hall of Fame game between Buffalo and St. Louis.

NBC-TV starts its preseason coverage Aug. 17; CBS-TV Aug. 25.

Archie, Columbo come home again

The Hollywood summer syndrome, that annual malady that afflicts TV stars who

T SHIRTS

Are You Planning A T Shirt Promotion?

Then you need Vibrations. You've probably seen our shirts promoting stations or products all around your city.

WE'RE VIBRATIONS!

We can supply everything you need from rough ideas to finished products. We only use quality-made USA-Brand Name Shirts. Guaranteed non-fade printing. Whatever you want, we can do. And, at low prices with prompt delivery. Sweatshirts, too.

Ron Cohen

VIBRATIONS

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212-593-0065
want to get out of the series rut, seems to be over. Last week Carroll O'Connor returned to his duties as Archie Bunker in CBS's *All in the Family*. And Peter Falk's unhappiness with his *Columbo* series seems to have evaporated as Universal TV announced that he would resume his role in next season's six episodes of that NBC series.

Mr. O'Connor seemed to be unhappy with his contract and wanted back pay; in fact he filed a suit against Tandem Productions, producers of *All in the Family*, for clarification of his contract and in claims of breach (Broadcasting, July 22). He failed to show up for the taping of the first episode of next season's series on July 16 and was written out of that show. The second show was tailored to be shot with him or without him. In response to Mr. O'Connor's suit, Tandem asked for and received a preliminary injunction that prohibited Mr. O'Connor from working for anyone else during the term of his contract with Tandem. It was Tandem, incidentally, that also had trouble with Redd Foxx, settled last month after nine episodes of, NBC's *Sanford & Son* had been shot without him.

Mr. Falk, who had completed two of the next season's *Columbo* shows, had filed a suit against Universal for $132,000 in claimed delinquent payment as well as other grievances. An expedited trial had been sought and had been scheduled for today (July 29). The settlement, however, obviously has mooted that.
All-channel radio: examining costs, consumer choice, FM industry growth

House subcommittee hears testimony on its versions of bills that would require AM-FM service in sets

The House Communications Subcommittee is to meet today (July 29) to mark up a bill requiring manufacturers to install both AM and FM tuning capacity in radio receivers. A similar bill has been passed by the Senate (Broadcasting, April 29) on a 44-42 vote.

The bill is aimed principally at the automobile radio market, which the bill's advocates assert is rigged against the interests of FM broadcasting. Auto manufacturers were conspicuously absent from the witness list at one day of hearings before the subcommittee last week, although they were said to have been invited to testify. They also stayed away from committee hearings in the Senate.

At last Monday's hearing before the House subcommittee, FCC Chairman Richard E. Wiley introduced letters that the FCC had received from auto makers on the pricing of auto radios. Replying to FCC inquiries, Mr. Wiley said, American Motors, Chrysler, Ford and General Motors had generally agreed that "the selling price of a radio receiver, for AM only, AM-FM monophonic, and AM-FM stereophonic follows an approximate ratio of 1:2:3"—that is, the mono combination costs twice, and the stereo three times, as much as an AM-only car radio. The prices for those sets, Mr. Wiley noted, are: for AM, $49-$69; for AM-FM mono, $101-$186; and for AM-FM stereo, $149-$233.

Yet, according to a study by the Arthur D. Little Co., cited at the hearings by former FCC Commissioner Kenneth A. Cox as a spokesman for National Public Radio, the cost of adding FM to a typical AM-only car radio, which itself could cost only $13.52, is $6.95. And while acknowledging the automakers' assertion that the disparity in prices stems from the higher quality sets needed to meet car mobility and space requirements, Mr. Wiley questioned the need for the cost jumps for AM-FM combinations that the price has already been built into the AM receiver. "Perhaps the auto manufacturers, the Federal Trade Commission or the Department of Justice can shed additional light on the question of the price structure in this area," the chairman said.

However, Mr. Wiley's support for an all-channel bill was unqualified. A key problem for him, and one that almost tripped up the bill in the Senate, is the concern that an all-channel bill would force consumers to buy radio service they don't want. He is concerned with reducing the consumer's freedom of choice and the possible extra cost that may be involved for citizens who still want to purchase an AM-only receiver," Mr. Wiley said. But a committee member and sponsor of one of the House bills, Representative Clarence Brown (Ohio), reasoned that there is another, more compelling side of the freedom of choice issue. "It is our responsibility to open up as many channels of communication as possible," he told Mr. Wiley. "What we are doing is expanding the freedom of choice of the listener of what he can hear."

Another committee member, Representative James M. Collins (R-Tex.), noting that FM sets are now in some 90% of homes and 25% of cars, expressed concern that the bill would be an unneeded boost to the FM industry. "They're all willing applicants [for FM licenses]," said Mr. Collins. "They know what they're getting into, don't they?" Mr. Wiley agreed that "FM equipment incurs an obligation to insure their profitability," but he said, "stations have to be viable to provide service" and he reiterated his feeling that the price structure of auto manufacturers puts an artificial damper on that viability.

A committee spokesman said that auto companies had been invited to testify but had not responded. "They don't want to have those rip-off prices of theirs exposed to the congressional glare," he suggested.

The only opposition to the bill at the hearing came from the Electronics Industries Association, whose staff vice president, Jack Wayman, argued that the bill is not needed and would be counterproductive. EIA sales figures show that in 1973 90% of all home radio sets sold in the U.S. for more than $15 were capable of FM reception. In the same year 28% of all AM sets were FM equipped. The auto FM sales represented a 13.6% increase over the previous year, Mr. Wayman said.

The EIA executive said the requirement of FM capability in car radios would be "particularly unsound during this inflationary period." He cited figures that in some cases were higher than those quoted by Mr. Wiley to illustrate the increase in FM car radios: $60-$80 for AM only, $125-$165 for AM-FM monophonic, $200-$250 for AM-FM multiplex or stereo, $250-$400 for AM-FM-tape stereo.

Mr. Wayman added that there were "bargaining sales" of car radios for installation after delivery from the auto factory. He said it was estimated that by 1975 40% of car radios sold, at the factory or afterward, would have FM capacity sold by 1978.

Mr. Wayman said EIA opposed the bill on the grounds it would violate "the basic American right of freedom of choice."

But Congressman Brown asked: "Can I go out and buy an FM-only radio for my car?" "No," Mr. Wayman replied. Then, "if your choice is FM, all you can do is get both," Congressman Brown continued. "May I ask how that relates to my freedom of choice?"

Mr. Wayman said: "You can buy an FM portable if you want. You see cab drivers in New York all the time with a portable sitting there."

The committee also heard from a panel of broadcasters, all of whom expressed support of the legislation. Richard Jencks, vice president of CBS, said the bill would "permit listening to FM by the 87% of the public who do not now have access in their automobiles to FM radio."

Donald Thurston, president of Berkshire Broadcasting Co. and head of the National Association of Broadcasters' all-channel radio committee, voiced NAB support of the measure, which he said need not be burdensome to manufacturers or consumers.

The Senate-passed bill that is before the House subcommittee would make AM-FM tuning capacity a requirement in all sets costing more than $15 at retail and shipped in interstate commerce. Also before the subcommittee is a bill introduced by Mr. Wiley, Senator Sam Nunn (D-Ga.) and Representative Edward J. Volkman (D-Iowa) to require that the FCC exempt certain categories of sets from its rules to be written by authorization of the legislation.

New in color cameras. Concord Communications Systems enters color camera market with FCC-49 color video camera weighing less than six pounds and switchable for all portable applications. Initial delivery expected in September. Also available is VTR-460 color video camera recorder pack priced at $4,495. 40 Smith Street, Farmingdale, N.Y. 11735. (516) 694-7960.

Preview Master. L. J. Scully Manufacturing Co. announces Preview Master, designed for disc copying, using solid-state logic control circuitry. Operating with closed loop drive, the unit improves...
Lee offers lone land-mobile dissent

Additional spectrum space given to land-mobile users is incursion on UHF and violation of congressional intent, he says

FCC Commissioner Robert E. Lee says the commission's decision to permit land-mobile radio to share UHF channels in three cities is part of a constant unjustified whittling away of channels available for television broadcasting. He also calls it a "breach of faith with the Congress."

Commissioner Lee expressed his views in a dissenting statement issued in connection with the commission's decision to permit UHF-land mobile sharing in Miami, Dallas-Fort Worth and Houston (BROADCASTING, July 22). Similar sharing is already in effect in 10 cities.

His reference to a "breach of faith" with Congress relates to enactment of legislation in 1962, in response to an FCC request, requiring television-set manufacturers to build into their sets the capacity to receive all 82 channels. "Congress," he said, "recognized the need to utilize 82 channels of television broadcasting. Our stated priorities were to provide one or more facilities in all communities and one or more services to all areas."

FCC staff puts thumbs down to AT&T rates

Common Carrier Bureau presentation says company overstated its case in asking hi-lo rates it claimed were needed to compete with SCC's; return to drawing board suggested

The private line hi-lo tariff that AT&T has adopted for news services as a means of meeting the competition it is facing from new specialized common carriers has been unreasonably successful in that regard, according to a presentation by the trial staff of the FCC's Common Carrier Bureau. Not only that, the staff says, the costs being passed on to news-service subscribers—broadcast stations and newspapers—are substantial and may have a "severe" impact on smaller customers although the impact would not be expected to impair seriously the nationwide dissemination of news.

The staff offered those findings in a report to the commission recommending rejection of the new tariff. The staff says AT&T has not demonstrated that the new rates are "just, reasonable and non-discriminatory."

The report also says the commission should set down guidelines for AT&T to follow in the future in setting rates for competitive services. The suggested guidelines reflect gaps and errors the staff said can be found in the case AT&T made in behalf of the hi-low tariff.

AT&T put the new rates into effect last month after a five-month delay resulting from the efforts of news services, broadcasters and newspapers to kill the rates. If the commission should declare the new rates illegal, customers will be in line for rebates.

The hi-low tariff replaced AT&T's traditional method of nationwide price averaging with rates set according to the routes involved—lower in low-cost, high-density routes (the New York-Chicago corridor, for instance), higher in the high-cost, low-density areas. AT&T said the new tariff is needed to help it combat what it called the cream-skimming—that is, servicing only high-density areas—of new specialized common carriers, such as MCI Inc.

MCI, however, said the tariff is aimed at putting it out of business. And the commission staff that the tariff has had "a substantial adverse impact" on the specialized common carriers. MCI, it noted, "has been forced to reduce its staff by 30%, its cash flow has been considerably eroded, and, in spite of the hi-lo rates, its break-even point on new routes has been extended from 18 to 32 months and its net revenues will decline substantially."

Indeed, the staff says, "Bell has seriously overstated the demand for SCC services in relation to its own, and to this extent has misconceived the extent to which it is necessary to restructure its rates to be competitive with the SCC's."

The staff says the evidence does not support the contention of news organizations that the tariff would result in a substantial cancellation of newswire services or that the dissemination of news nationally will be seriously impaired. A survey by the National Association of Broadcasters tend to support that assertion (BROADCASTING, April 8) was dismissed by the staff as "biased and self-serving": the staff noted that the NAB informed those being surveyed that the results would be used to oppose the AT&T rate-increase request.

Nevertheless, the staff said, the record supports the contention that "less financially secure subscribers would feel the effect significantly." The report mentioned specifically the Rocky Mountain Broadcasters Association's 144 AM, FM and TV broadcasters operating in small markets with small staffs and limited resources. The higher costs "will make it impossible" for many of them to retain both network and newswire services, according to the staff. "In these small markets, where stations have only a newswire, the increases may compel them to discontinue even the newswire," the report says.

Besides NAB and the Rocky Mountain Broadcasters Association, the new tariff is being opposed by other organizations as the Associated Press, United Press, Reuters, Dow Jones and Commodity News Service.

At bottom it is what the staff sees as the effect of AT&T's "serious overestimation of the threat" of competition from the specialized common carriers that seems the key to the recommendation to reject the tariff. The rate filing, the report says, "has been inimical to the growth of competition for specialized communication services. We believe that a healthy competitive environment can only be promoted and maintained if Bell's rates are clearly reflective of the unique characteristics of its plant and based on accurate costing thereof."

In the guidelines the staff urged the commission to direct AT&T to present new market studies reflecting realistic growth potential and customer acceptance of specialized common carrier service. They also require a complete justification for fundamental demarcations between classifications of service developed to de-average rates in response to competitive offerings.
Week's worth of earnings reports from stocks on Broadcasting's index

### Current and Change

<table>
<thead>
<tr>
<th>Company</th>
<th>Period/Ended</th>
<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
<th>Per Share</th>
<th>Revenues</th>
<th>Per Share</th>
</tr>
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<tbody>
<tr>
<td>ABC</td>
<td>6 mo. 6/30</td>
<td>461,791,000</td>
<td>7.6%</td>
<td>27,474,000</td>
<td>.3%</td>
<td>1.83</td>
<td>428,925,000</td>
<td>1.61</td>
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<td>Ampex</td>
<td>12 mo. 4/27</td>
<td>272,455,000</td>
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<td>5,426,000</td>
<td>46.5%</td>
<td>.50</td>
<td>253,144,000</td>
<td>.34</td>
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<td>BBDO Inc.</td>
<td>6 mo. 6/30</td>
<td>32,500,000</td>
<td>10.5%</td>
<td>2,701,000</td>
<td>4.7%</td>
<td>1.07</td>
<td>39,500,000</td>
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<td>Capital Cities Communications Inc.</td>
<td>6 mo. 6/30</td>
<td>65,511,000</td>
<td>2.5%</td>
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<td>5.7%</td>
<td>1.39</td>
<td>63,930,000</td>
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<tr>
<td>Chris Craft</td>
<td>9 mo. 6/30</td>
<td>45,836,000</td>
<td>4.4%</td>
<td>(1,369,000)</td>
<td>(.3%)</td>
<td>(.33)</td>
<td>47,676,000</td>
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<td>Cox Broadcasting</td>
<td>6 mo. 6/30</td>
<td>19,559,000</td>
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<td>6,473,000</td>
<td>12.6%</td>
<td>1.11</td>
<td>43,391,000</td>
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<td>Dun &amp; Bradstreet</td>
<td>6 mo. 6/30</td>
<td>24,908,000</td>
<td>7.9%</td>
<td>19,895,000</td>
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<td>0.62</td>
<td>223,293,000</td>
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<td>Kaiser</td>
<td>6 mo. 6/30</td>
<td>130,804,000</td>
<td>28.4%</td>
<td>34,462,000</td>
<td>15.9%</td>
<td>1.17</td>
<td>101,366,000</td>
<td>1.06</td>
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<td>Metromedia Inc.</td>
<td>6 mo. 6/30</td>
<td>96,671,000</td>
<td>1.0%</td>
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<td>61.8%</td>
<td>.30</td>
<td>97,656,691</td>
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<td>MGM</td>
<td>9 mo. 6/16</td>
<td>175,000,000</td>
<td>46.0%</td>
<td>19,200,000</td>
<td>6.6%</td>
<td>3.26</td>
<td>119,000,000</td>
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<td>3M</td>
<td>6 mo. 6/30</td>
<td>1,431,000,000</td>
<td>16.5%</td>
<td>154,800,000</td>
<td>8.8%</td>
<td>1.37</td>
<td>1,217,000,000</td>
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<td>New York Times Co.</td>
<td>8 mo. 6/30</td>
<td>191,945,000</td>
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<td>11,528,000</td>
<td>88.2%</td>
<td>1.03</td>
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<td>Reeves Telecom</td>
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<td>4,448,218</td>
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<td>145,519</td>
<td>30.0%</td>
<td>.06</td>
<td>4,384,442</td>
<td>.09</td>
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<td>Rollins Inc.</td>
<td>12 mo. 6/30</td>
<td>193,300,000</td>
<td>17.2%</td>
<td>16,650,000</td>
<td>14.0%</td>
<td>1.20</td>
<td>165,026,303</td>
<td>1.07</td>
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<td>Scripps-Howard</td>
<td>6 mo. 6/30</td>
<td>15,168,661</td>
<td>7.7%</td>
<td>3,060,361</td>
<td>12.2%</td>
<td>1.18</td>
<td>14,069,542</td>
<td>1.05</td>
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<td>Storer</td>
<td>6 mo. 6/30</td>
<td>50,738,000</td>
<td>2.8%</td>
<td>6,470,000</td>
<td>31.0%</td>
<td>1.36</td>
<td>49,348,800</td>
<td>1.05</td>
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<td>Time Inc.</td>
<td>6 mo. 6/30</td>
<td>368,987,000</td>
<td>14.9%</td>
<td>26,848,000</td>
<td>64.1%</td>
<td>1.65</td>
<td>338,533,000</td>
<td>1.49</td>
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<td>Viacom</td>
<td>6 mo. 6/30</td>
<td>1,471,263,000</td>
<td>17.6%</td>
<td>1,212,000,000</td>
<td>87.5%</td>
<td>.29</td>
<td>1,458,588,000</td>
<td>.57</td>
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<td>Warner</td>
<td>6 mo. 6/30</td>
<td>31,943,000</td>
<td>7.4%</td>
<td>902,000</td>
<td>45.3%</td>
<td>.32</td>
<td>34,487,000</td>
<td>.59</td>
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<tr>
<td>Womanco</td>
<td>6 mo. 6/15</td>
<td>69,705,000</td>
<td>18.9%</td>
<td>3,859,000</td>
<td>9.6%</td>
<td>64.2</td>
<td>58,663,000</td>
<td>58.3</td>
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* Change too great to be meaningful.  
1 Based on income before tax credits.  
2 From continuing operations.

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

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<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. 7/4</th>
<th>Closing Wed. 7/17</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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### Broadcasting with other major interests

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<th>Company</th>
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<th>Revenues</th>
<th>Change</th>
<th>Net Income</th>
<th>Change</th>
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<tr>
<td>New York Times Co.</td>
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<td>Outreach Co.</td>
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* Loses at firm's subsidiary: All-Star Insurance Corp.  
1 Includes pretax gains from repurchase of company's convertible subordinated debentures, gains from NHL and gains from aircraft sale.

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Broadcasting - July 29, 1974
Cablecasting

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<tr>
<th>Stock Code</th>
<th>AMECO</th>
<th>ACQ</th>
<th>7/8</th>
<th>7/8</th>
<th>0.00</th>
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<th>1/4</th>
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Programing

| Stock Code | COLUMBIA PICTURES_ | CPS | N | 2/8 | 2 | +1/8 | +6.25 | 4/3 | 2 | 6.748 |
|            |_DISNEY_ | DIS | N | 39 | 3/8 | 1/4 | +1.85 | 54/8 | 34 | 3/4 | 29.155 |
|            |_FILMWARE_ | FW | 3 | 3 | 2/3 | +1/4 | +5.07 | 6 | 2/8 | 4 | 1.791 |
|            |_MCA_ | MCA | N | 23 | 3/4 | 3/4 | -3/4 | -3.75 | 26 | 1/8 | 8.050 |
|            |_TELE-PASS_ | TPA | 1/2 | 1/2 | 1/2 | 0.00 | 1/8 | 1/8 | 2.190 |
|            |_TELENETS INTL_ | TEL | 3 | 3 | 3 | 0.00 | 1/8 | 1/8 | 2.829 |
|            |_TRANSMERICA_ | TAN | 4 | 3/8 | 6/8 | -1/8 | -1.81 | 10 | 3/8 | 6 | 5.615 |
|            |_20TH-CENTURY-Fox_ | TF | 5 | 5 | 5 | 0.00 | 9/8 | 4 | 3/4 | 4 | 4.100 |
|            |_WALTER READE_ | WALT | 1/8 | 1/8 | 1/8 | 0.00 | 1/8 | 1/8 | 4.447 |
|            |_WARNER_ | WCT | N | 9 | 7/8 | 9/8 | 0.00 | 18 | 1/8 | 5 | 16.317 |
|            |_WESTER_ | WCO | N | 5 | 1/8 | 5 | +2.50 | 8 | 1/8 | 57 | 2.229 |

Service

| Stock Code | BBDI INC._ | BBD | O | 12 | 7/8 | 11/2 | +1 | 3/8 | +11.95 | 14 | 1/4 | 10 | 6 | 2.513 |
|            |_COMSAT_ | COMS | N | 31 | 3/4 | 1/4 | +1/2 | +16.51 | 46 | 3/4 | 26 | 3/8 | 10.000 |
|            |_CREATIVE MANAGEMENT_ | CMA | A | 3 | 3 | 3/8 | 0.00 | 6/8 | 5/8 | 4 | 1.016 |
|            |_DOYLE DANE EMBRACH_ | DOYD | A | 3 | 8/4 | 3/8 | 0.00 | 8/3 | 6 | 1/8 | 2.255 |
|            |_ELKINS INSTITUTE_ | ELKN | N | 3 | 8/4 | 3/8 | 0.00 | 5/8 | 1 | 1.877 |
|            |_FORDTE CONE & REOING_ | FCR | 8 | 8 | 8 | 0.00 | 1/8 | 1/8 | 5 | 2.065 |
|            |_GREY ADVERTISING_ | GREY | 6 | 1/2 | 6 | 1/2 | 0.00 | 8/3 | 6 | 1/8 | 2.255 |
|            |_INTERPUBLIC GROUP_ | IPG | N | 10 | 15/8 | 18/8 | +1/2 | 1.25 | 13 | 9/8 | 4 | 2.159 |
|            |_MARVIN JOSEPHSON_ | MRV | N | 5 | 1/2 | 5 | +1/2 | 10 | 0.00 | 1/8 | 5 | 9.57 |
|            |_MCI COMMUNICATIONS_ | MCI | C | 2 | 2 | 2 | 0.00 | 1/2 | 1/2 | 2.829 |
|            |_MOVIELAN_ | MOV | N | 7/8 | 7/8 | 0.00 | 1/8 | 5/8 | 5 | 1.407 |
|            |_MVI_ | MVI | O | 1/8 | 1/8 | 1/8 | 0.00 | 1/8 | 1/8 | 1.231 |

Electronics

| Stock Code | AMPLEX_ | APX | N | 3 | 2 | 7/8 | +1/8 | +4.34 | 4/7 | 2 | 8 | 10.706 |
|            |_CCA ELECTRONICS_ | CAE | O | 1 | 1/1 | 1/8 | 0.00 | 1/8 | 5/8 | 2 | 881 |
|            |_CEDU INC_ | CED | A | 2 | 1/2 | 1/1 | 0.00 | 3/7 | 2/8 | 1/2 | 1.542 |
|            |_COMPUTER EQUIPMENT_ | CEC | A | 1 | 1/2 | 1/1 | 0.00 | 3/7 | 2/8 | 1/1 | 9 | 2.333 |

Broadcasting Jul 29 1974

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<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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TOTAL: 346,982 6,821,503
Media

Clair R. McCollough relinquishes presidency of Steinman station group, Lancaster, Pa., but remains as consultant. Harry J. Shaub Jr., general manager, becomes executive vice president. Mr. McCollough, 71, who has been active in industry affairs during most of his career, won National Association of Broadcasters Distinguished Service Award in 1961. Mr. Shaub has been with Steinman group for 25 years. Group owns Wgal-AM-FM-TV Lancaster, Wtev-TV New Bedford, Mass. (Providence, R.I.), and WDCL (AM)-WSTV(FM) Wilmington, Del.

Richard J. Connelly, VP, public information, ABC Inc., New York, named to new post of VP, public relations, broadcasting, in restructing in which William J. Lis, public information officer, Judicial Conference of State of New York, joins ABC as VP, public relations, leisure activities.

Martin Itzikman, Beverly Hills, Calif., attorney and former business affairs executive with Winters Rosen Productions and John Secondari Productions, joins NBC as manager, compliance and practices, West Coast, based at Burbank, Calif. He succeeds Sanford Asher, who resigned several months ago.

Philip L. Mergener, general manager, Wtev-TV, Ill., elected VP of licensee Mid-American Television Co., subsidiary of Kansas City Southern Industries Inc. He continues with same responsibilities.

John M. Otter, one-time VP in charge of sales, NBC-TV, named staff consultant, corporate underwriting department of noncommercial WNET(TV) Newark, N.J.-New York. His consideration as successor to Norm Jean Cash as president of Television Bureau of Advertising precipitated bitter division within that organization's board (Broadcasting, Nov. 12, 1973, et seq.).

Thomas H. Reiff, program director, Kprc-TV Houston, elected VP of licensee Channel Two Television Co.


Mary Bates, Avco Broadcasting VPM, communications, Cincinnati, resigns to join Cincinnati Bell as head of public relations. Major portion of work handled by her department reassigned to Avco's

Fates & Fortunes
Broadcast Advertising

Carl Spielvogel, executive VP, Interpublic Group of Companies Inc., New York, named vice chairman-operations for Interpublic. He has been with organization since 1960 in variety of executive posts.

Richard D. Rasor, management supervisor, J. Walter Thompson Co., New York, elected senior VP.

William J. Devlin, account supervisor, Ketchum, MacLeod & Grove, Pittsburgh, named VP.


Alan Frischer, account executive, ABC Spot Sales, New York, named national sales manager, KGO-TV San Francisco.

Walter M. Perlis, Arthur & Wheeler Inc., joins Bozell & Jacobs, Chicago, as senior VP-director of creative services. He succeeds Arnold Paley, senior VP-creative director, B&J Chicago, transferred to B&J San Francisco. George M. Rogers Jr., director of advertising and media services, Alberto-Culver Co., joins B&J Chicago, as VP-director of media services.

Charles K. Frodsham, general sales manager, KLMO (AM) Longmont, Colo., named general sales manager, KSIR (AM) Estes Park, Colo.

Calvin P. Copsey, VP, WGN Continental Sales Co. and manager, Los Angeles division (TV), elected to board of directors of rep firm, Donald D. DeCarlo, assistant general sales manager, WGN-AM Chicago, named treasurer of rep firm.

Jon Nottingham, account executive, Harrington, Righter & Parsons, Chicago, named national sales manager, KHOU-TV Houston.

Betty Eads, office manager, media buyer and assistant treasurer, Monte Rosenwald & Associates, Amarillo, Tex., named media director. Phil Stanley, broadcast producer for agency, named creative director.

Paul M. Nugent, VP-general sales manager, WXIX-TV Cincinnati, named president of new agency, J. Christopher Greg Advertising & Public Relations, Cincinnati.

John J. Manning, media director, Lord, Sullivan & Yoder, Marion, Ohio, joins Intermedia Inc., Cincinnati, as manager, research and media services, media group division.

Eileen E. Marcus, public relations, Ev Clay Associates, Miami, joins Hume-Smith-Mickelberry Advertising, Miami, as public relations director.

Dave Champion, associate media director, Henderson Advertising, Greenville, S.C., joins Advertising Inc., Greenville, as director of media.


William H. Lytle, account executive, KMBS (AM) Kansas City, Mo., named local sales manager.

Robert Gordon, retail development, WCBS (AM) New York, named to head similar but newly created division at WHAS-TV Louisville, Ky.

Hyman Farbman, account executive, WND (AM) Indianapolis, named sales manager, WZID (AM) York, Pa. He replaces Clair Miller, who retires after 25 years with station.

Mary Connell Mitchell, national director of merchandising services, Holland & Associates, advertising agency, Little Rock, Ark., named VP-account services.

Audrey S. Beebe, chief assistant to sales manager, Metro Radio Sales, Atlanta, named sales manager.

Sue Brown, Charles Parlato and Aldo Traina, media supervisors, Foote, Cone & Belding, New York, named assistant media directors. Susan Tischler, media planner, Foote, Cone & Belding, New York, named media supervisor. Mary Ann Coffas, media buyer, named media planner.

Kathy Zwiesler, sales assistant, WHEN (AM) Syracuse, N.Y., named assistant business manager, WHEN-AM-TV.

Reg Travers, salesman, KBFR (AM) Sacramento, Calif, named local sales manager, KMVU (TV) Sacramento, Calif., channel 31, scheduled to go on air this summer.

James Overman, supervisor, film editing, KBNC (TV) Los Angeles, named to new post of manager, sales administration.

James E. Dotter, account executive, Leo Burnett Co., Chicago, named account supervisor.

John F. Bruegem, VP-account supervisor (Ralston's Chicken of the Sea account), D'Arcy-MacManus & Masius, St. Louis, named media director, and Roy E. Clason, creative supervisor, relocated to DM&M Los Angeles office.

Olivia Lawrence, continuity director, WDEF-TV Chattanooga, Tenn., named production coordinator and copywriter for broadcast division, LBJ Productions, Lindsey, Bradley and Johnston Advertising Agency, Chattanooga, Tenn.


Mark Driscoll, assistant program director, KSLQ (FM) St. Louis, named program director, WBBF (AM) Rochester, N.Y.

David V.B. Britt, VP of CTW Communications Inc., Children's Television Workshop subsidiary for cable TV, named to new post of development VP for non-profit CTW, New York, to oversee fundraising to support its Sesame Street, Electric Company, and other TV programming.

Paul J. Fuller, general manager, noncommercial WPCR-AM-FM Plymouth, N.H., named program director, WNHL-AM-FM Laconia, N.H.

Homer C. Mason, production manager, KHQ-AM Spokane, Wash., named program director.

Gary Robinson, special projects unit director, KMOV-TV St. Louis, named program manager, WGHP-TV High Point, N.C.

Theodore F. Kohl, production manager, WPFL-TV Miami, joins WFLD-TV Chicago in same capacity.

Sherry L. Swedberg, commercial operations manager, WTTC (TV) Washington, joins KQWHO-TV Denver as operations manager.

Michael Lee, co-founder, Sacramento's Bacchus Theater, and drama director, City Parks and Recreation Department, named production manager, KMVU (TV) Sacramento, Calif., which is to begin operation this summer.

Broadcast Journalism

Bruce MacDonell, executive producer of special projects, KBCS (TV) Los Angeles, named news director, WRC-TV Washington. Both are NBC-owned stations.

Guy Gibson, news director, WFAA-AM and KZEW-FM Dallas, named managing editor, WRR-FM-AM Dallas.

Dale Schussler, news director, WTRF-FM-TV Wheeling, W. Va., named editorial director. Mark Davis, assistant director and anchorman, WTRF, succeeds Mr. Schussler as news director.

William E. Beagle, assistant news director, WGTY-AM and WLIR (FM) Lima, Ohio, named news director.

Joan Seeley, news correspondent, WNZX (AM) Miami, named interim news director.

Jon Petrovich, WHAS (AM) Louisville, Ky., news reporter, joins WLKY-TV Louisville as assignment editor. He will also teach broadcast journalism at Indiana University Southeast.

Michelle Roth, public service director, KKJU-AM-FM Los Angeles, named weekend newswoman.

Mike Michaelson, first assistant to superintendent, House Radio and TV Gallery, Washington, appointed superintendent, succeeding Robert Menaugh who retired (Broadcasting, July 8).
Terry Zahn, teaching assistant, University of Hawaii, joins KITV(TV) Honolulu as anchorwoman-reporter.

Joyce Alsipch, KPHO-TV Phoenix, weather announcer, joins KOY(AM) Phoenix, in same capacity.

Les Coleman, national director of broadcast relations, Boy Scouts of America, joins WAPI-TV Birmingham, Ala., as anchor.

Barbara Tanabe, coanchorperson, KOMO-TV Seattle, joins KHON-TV Honolulu in same capacity.

Valerie Lampe, news assistant, WLWT(TV) Cincinnati, named general assignment reporter. John W. Getter, anchorman, WKFF(TV) Dayton, Ohio, named general assignment reporter, WLWT.

Donald E. Scott, weekend news anchorman, WLW(TV) Dayton, Ohio, joins WJZ-TV Baltimore, as general assignment reporter.


Gayle Sinclair, reporter-anchorperson, WFRV-TV Green Bay, Wis., joins WTAE-TV Pittsburgh as reporter.

Julie Alex, administrative aide to John Corporon, vice president, news, WPXI(TV) New York, named to new post of business manager of station's news department.

**Cable**

Paul G. O'Friel, director, Lincoln Filene Center for Citizenship and Public Affairs, Tufts University, Medford, Mass., named VP and general manager, Warner Cable of Massachusetts.

James L. Gray, VP-operations, Lozier Corp., Omaha, Neb., equipment manufacturer, named regional manager, Great Lakes Region, Warner Cable Corp., Columbus, Ohio.

James Massam Sr., chief engineer, Radio-Television Center, Naples, Fla., named chief maintenance engineer, Palm Beach broadcasting systems, Naples, Marco Island and Pine Island, Fla.

J. E. Mankin Sr., manager, LVO Cable, Tyler, Tex., named president, LVO Cable, Tyler and Jacksonville. Leon Eldridge, assistant manager, named general manager.

James K. Orwick, salesman, CATV division, Jerrold Electronics Corp., named manager, Midwestern regional office.

Leonard J. Norcia, sales staff, WVJS(AM) and WSTO(FM) Owingsboro, Ky., named general commercial manager of stations and co-owned Owingsboro Cablevision.

**Equipment & Engineering**

Joseph Garodnick, adjunct professor, department of electrical engineering, City College, Stamford, Conn., named to new post of director of communications systems, Goldmark Communications Corp., subsidiary of Warner Communications Inc.


Donald E. Lefebvre, regional manager, Commercial Electronics Inc., Boston, rejoins Teleimation as distributor-dealer sales manager for the Eastern United States.

William Davis, VP-producer, BFJ Video Inc., Baltimore, joins Byron Motion Pictures, Washington, as manager of video tape sales.

**Allied Fields**

Leonidas P. B. Emerson, chief, FCC office of opinions and review, appointed to commission review board replacing Joseph N. Nelson. Succeeding Mr. Emerson is David W. Warren Jr., assistant chief of office of opinions and review.

W. Elliott Ours, chief of regional services division, field operations bureau, FCC, Washington, named chief, enforcement division.

Herman I. Branse, attorney-advocate with opinions and review, named deputy chief, succeeding Mr. Warren.

Harry Fine, assistant chief engineer in charge of research division, named deputy chief engineer, Office of Chief Engineer, FCC.

Craig W. Moodie, formerly VP of advertising and marketing for Armstrong Cork Co. and recently senior VP of Rogers & Cowan, New York public relations firm, has formed Craig W. Moodie Associates, corporate and marketing communications firm with headquarters at 575 Madison Avenue, New York.

Joseph J. Jacobs, formerly VP and counsel, United Artists Broadcasting and before that assistant to the president for legal and broadcasting division affairs, ABC Washington, elected VP, ITT World Communications, subsidiary of ITT, New York.

Robert Sorensen, VP for marketing and research, Warner Communications Inc., New York, has resigned to devote full time to his marketing and research counsel firm, Robert C. Sorensen & Associates, New York. Warner Communications and its divisions will be major client.

Jeff Male, producer-director, WCKX-TV Miami, named video tape night supervisor, Consolidated Film Industries, Los Angeles.


**Deaths**

John Joseph (Joe) Bernard, 61, veteran broadcaster who had been inactive in recent years because of failing health, died July 23 in Houston. He started as sales at WRK(AM) Oklahoma City in 1954, was general manager of, successively, KOMA(AM) Oklahoma City, WOAM-TV Buffalo, N.Y., KTVI(TV) St. Louis and KFRR(AM) Los Angeles.

Joe Flynn, 47, Captain Wallace Birmingham in McHale's Navy TV series and second VP, Screen Actors Guild, died July 19 of heart attack in Los Angeles. He leaves wife, Shirley, and two sons.

Morton Lowenstein, 61, president of Selective Broadcast Advertising, Philadelphia station representative firm, died there July 19 after heart attack. He entered broadcast field in 1940's, was affiliated with several New Jersey stations before starting rep company in 1955. Survivors include two sons—one of whom, Albert, will assume direction of company.

Stanley C. Saueressig, 58, co-owner of KZON(AM) Santa Maria, Calif., and broadcaster since 1939, died June 25 of bone cancer. He retired as president and general manager of KZON in 1972, due to failing health. He is survived by wife, Joan, and son, Timothy.

**NOTHING SUCCEEDS LIKE NEWS SUCCESS**

It's an axiom of television broadcasting that the station that's first in news is first in the market. And to achieve news supremacy a station needs a good news product, which means, of course, good people. Our business is finding those good news professionals for stations making their upward move.

We will put you in touch with the news directors, anchor- men, reporters and news producers with proven track records and a commitment to winning.

Call us. We may have the man or woman you're looking for.

Sherilee Barish

(212) 355-2672

Broadcast Personnel Agency, Inc., 527 Madison Avenue, N.Y.C. 10022
As compiled by Broadcasting, July 15 through July 19 and based on filings, authorizations and other FCC actions.

**Abbreviations:** Alt.—alternate, ann.—announced, ant.—antenna, aux.—auxiliary, ch.—channel, com.—community,Corp.—Corporation, ERAP.—emergency radio antenna, F.C.C.—Federal Communications Commission, GRAP.—grant of right, HAA.—height above antenna, HP.—height platform, KGRG.—VHF, kw.—kilowatts, LPC.—local promoter, MEOV.—maximum expected operation value, NA.—not applicable, P.S.A.—Public Service Announcement, PTC.—Public Television Commission, RBO.—radio broadcast station, S.A.—special authorization, Special.—special temporary, SSA.—special, TPO.—transmitter power output, U.—unlimited hours, vis.—vision, w.—watts, W.—commercial.

**New TV stations**

**Application**

- Anchorage, Alaska—Public Broadcasting Inc., applied for license to operate a noncommercial TV station on channel 11, HAAT 467 ft., ERP 240 kw from a proposed main studio at Eastchester and South Avenue, estimated construction cost $194,295.

Final action

- Principal: Lee Reaves, director. Action July 15.

**Actions on motions**

- Chief Administrative Law Judge Arthur A. Gladstone, Seattle, Wash., issued an order granting a motion to discontinue a proceeding, making a determination that a complaint was no longer hearable, and dismissing the complaint for lack of jurisdiction of the matter.

**Rulemaking petition**

- Associate for Creative Enterprise in Media, 517 30th St., S.F., Calif., as counsel, filed a petition to amend a table of assignments. Action July 15.

**Existing TV stations**

**Final actions**

- WUSA-TV, Washington, D.C.—Broadcast Bureau approved the applicant’s filing of an application to change station’s call from WUSA-TV to WXMA-TV, filed June 30, 1975.

- Chief Administrative Law Judge headphone: North Carolina, Division 1, issued a decision in a proceeding in which an application was filed by the applicant to change station’s call from WCPB to WPDE.

- **Rulemaking action**

- Chief Administrative Law Judge Arthur A. Gladstone, Seattle, Wash., issued an order granting a motion to discontinue a proceeding, making a determination that a complaint was no longer hearable, and dismissing the complaint for lack of jurisdiction of the matter.

**Other actions**

- Review board in New York TV proceeding denied requests for a rehearing, finding that the applicant was given notice of the rule making procedure, but the notice was not sufficient to provide notice of the rule making action.

- FCC invites comments on prime time access rules. The policy for prime time access rule-making continues to be open for public comment.

- FCC issues notice that it will begin to implement the new rules for prime time access to local television stations. The new rules require television stations to provide access to local community groups for the purpose of promoting local programs.
Summary of broadcasting According to the FCC, as of June 30, 1974

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<td>Commercial TV-VHF</td>
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* Special temporary authority 
** Includes off-air licenses

New AM stations

- **Applications**

  - **Forrest, Mont.—Gold-Win Radio Corporation seeks 1250 kHz, 5 kw-D. P. address: 814 Knight St., Miles City, Mont. 59301. Estimated construction cost $75,000. Revenue $40,000; Principal: Edward M. Johnson (100%).**
  - **Montery, Tenn.—Montery Broadcasting Company seeks 1420 kHz, 1 kw-D. P. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost $78,650; first-year operating cost $32,600; revenue $46,000; Principal: Edward M. Johnson (100%).**
  - **Huron, S.D.—Broadcast Bureau accepted for filing application of Dakotah Communications Ltd. for new AM on 1190 kHz at Huron, S.D. Bureau accepted for filing by the Bureau. Proposal was for exclusive operation since it involved a new station on 1200 kHz channel. Huron facility could be allocated on 1200 kHz that would overlap with proposed operation and not with existing stations. Action July 15.**
  - **Ann Arbor, Mich.—Broadcast Bureau granted CP to WTVME (AM) Crossville, Tenn. 37725.**

Existing AM stations

- **Applications**

  - **WKLY Harttaw, Ga.—Seeks CP to change antenna site 2 miles south of Hartwell, Ga. Bureau granted permission. Action July 18.**
  - **KHZN Lowndesboro, Ala.—Seeks CP to change and add 0.3 miles east of city limits on Military Ave., Fullerton, Ann. July 18.**

- **J. H. Alvin, Ala.—Seeks CP to change antenna and trans. site to 0.3 miles east of city limits on Military Ave., Fullerton.**

- **KLUZ Winter Garden, Fla. (BP-19,446), July 9.**

- **Applications**

  - **KOME San Jose, Calif.—Broadcast Bureau granted CP to change station location to 1245 S. Winchester Blvd., San Jose; remote control permitted (BRCH-1212).**
  - **WAYM Tallahassee, Fla.—Broadcast Bureau granted CP to change station location to 540 W. Broadview Ave., Tallahassee; remote control permitted (BRG-3176).**
  - **WIRK West Palm Beach, Fla.—Broadcast Bureau granted CP to change station location to 540 W. Broadview Ave., Tallahassee; remote control permitted (BRG-3176).**
  - **WRBL Columbus, Ga.—Broadcast Bureau granted CP to change station location to 1327 Warren Williams Rd., Columbus (main studios in Columbus and aux).**
  - **KLOU Lake Charles, La.—Broadcast Bureau granted CP to change station location to 3111 Alamo St., Lake Charles, La.; operate by remote control from main studio (BTC-3701).**

- **Applications**

  - **WGUY(AM) Bangor, Me.—FCC denied petition by Bangor Broadcasting Corp., licensee of WGUY, for reconsideration of Bureau action in which commission denied Bangor's request for temporary authorization of WGUY and returned its application as unacceptable. Action July 16.**
  - **FM stations**

    - **Flint, Mich.—Radio Flit Inc. seeks 92.7 mhz, 3 kw, HAAT 300 ft. P. O. address: 487 Boulent Dr., Grand Blanc, Mich. 48439. Estimated construction cost $45,068; first-year operating cost $35,000; revenue $96,000; Principal: Robert Dana MacVay (50%); Mr. MacVay has interest in KL11(AM) KJF/F(AM) Jefferson City, Mo., and in several Michigan newspapers. Mr. Jennings is a farmer. Ann. July 10.**
    - **Binghamton, N.Y.—Southern Tier Educational Television Cooperative seeks 89.3 mhz, 8 kw, HAAT 980 ft. P. O. address: 3311 E. Main St., Endwell, N.Y. 13760. Estimated construction cost $149,519; first-year operating cost $77,800. Southern Tier owns WSKG-TV Binghamton, Principal: Philip F. Jackson, general manager. Ann. July 10.**
    - **WZLD Cave City, S. C.—Authorized program operations 98.3 mhz, ERP 3 kw, HAAT 300 ft. Action July 9.**
    - **WLKE-FM Waupun, Wis.—Authorized program operations 96.7 mhz, ERP 2.8 kw, HAAT 300 ft. Action July 5.**

- **New FM stations**

  - **Applications**

    - **Flint, Mich.—Fuqua Communications seeks 92.7 mhz, 3 kw, HAAT 300 ft.**
    - **WTVW(TV) and WROZ(AM) of Evansville, Ind. Ann. July 10.**

Broadcasting Jul 29 1974
C. Fullbright, James Grey and Leo Blanton (each 20%).

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To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM FM TV and facsimile facilities.
*1970 Readership Survey showing 32 readers per copy.

Service Directory
Margaret 28% Inc., for after).

Hurling KBEL(AM)-Action in Ward R. None executive of both stations employed. Sylvester Whitaker 16. Inc. DA; FM: KATO(AM) KLMR Pleasant, Pickens to Lynda Hays (each 19. Mr. Taber, M. Taber, and Ruby Stanley, Charles Jordan Jr. is president of Great Western, Inc., president, and Jackson, Pa. is president.


Wardlaw 7415). Margaret L. Wardlaw (55) and David H. Whitaker (51) have been awarded $125,000. Principals: Mr. Nelson is general manager of KXLE-FM, Warner Radio, and Janet Kreeo, Warnerim and Downey owns it and KBKW(AM) Aberdeen, Wash. (His shadings, telephone numbers are being redeemed for $150,000.)

KLMR-FM Portland, Wash. (AM: 1500 kHz, 250 w-D), for transfer of control of KLMR Inc. from Douglas D. Kattle (85% before, none after) to Dennis Behan (75% before, 100% after). Consideration: $477,325. Principal: Mr. Behan, manager of KLMR Inc., also known as KDAR-FM, KLMR, Elko, Nev., and KLMA(AM) Silver City, N.M., and Media Cable TV Systems Inc. Silver City, N.M., has announced that the Commission has said it views the deficiencies in Equal Employment Opportunity requirements as 'serious and sub- stantious, grants were subject to conditions (BCT-773). Action June 7.

WTRL(AM) Bradenton, Fla.—Broadcast Bureau granted license to CBS Value Systems Inc., from J. McCarthy Miller Jr. (40% before, 28% after) to John T. George of WTRL(AM). Consideration: $15,000 (BTC-745). Action June 5.

WPAS(AM) Zephyrhills, Fla. (1400 kHz, 1 kw-D), for Broadcast Bureau granted assignment of license to WPAS(AM) from Charlie Chaver of WPAS(AM). Action June 15. WPAS(AM) Zephyrhills, Fla. (1400 kHz, 1 kw-D), has been awarded $79,000. Sellers: Robert A. Scharbaltz et al. (100%); Buyer: Mr. Wister (100%) also has interest in WPAS(AM) Valparaiso, Ind. (BAL- 8069). Action June 15.

WALT-TV (ch. 36) Atlanta—FCC granted assignment of license to WALT-TV from Georgia to Brackliff Communications for $52,000. Principal: Communications of Georgia is 80% owned by U.S. Communications Corp., controlled by A.V.C. Corp., A.V.C. wholly owns U.S. Communications Corp., and Dehon, Peter (30.5%), producer; D. R. Jones (30.5%), independent producer; and P. J. Dehon (30.5%), independent producer. Action June 17.

KAO(AM) Walluku, Hawaii—Broadcast Bureau granted Kirk Monroe assignment of permit to broadcast in Maui County, Hawaii, which he will own 70% (BAP-556). Action July 11.

WKSS(AM) Vancouver, Ky. (1570 kHz, 250 w-D), for Broadcast Bureau granted transfer of control of WKSS(AM) to Kim T. Henning, Joseph Jefferson, Gilbert Cousto et al. (97.8% before, none after) to Lynda Bird Robb and Luci Bird Nugent (each 16.9% before, 21.1% after). No consideration.

KING-HD El Paso, Tex. (AM: 1590 khs, 7 kw-D, FM: 97.5 kHz, 60 w-D)—Seeks assignment of license from Sun Country Broadcasting Co., to Tabor Broadcasting Co., to VVWS Radio Inc. for $500.00. Objects to application by WAMM Inc., licensees of WAMM(AM) Flint, Mich., were denied. WAMM, which requested that assignment be denied, radio radio station, has filed suit contending that WWVS Radio failed to ac- cerdant and property. (BTC-7245). Action June 17.

KXLE-FM (50% each). Ms. Roberta Flack, Paul. (action 12.27.87) (27.2 101.7 kHz, 1 kw-D, FM: KXLE-FM) has been awarded $122,875. Principal: Donald Bonin is general manager of KXLE-FM.

WWVS(AM) Saginaw, Mich. (107.1 mhz, 2 kw-D), for assignment of license of Clark Broadcast Co. to WWVS Radio Inc. for $500,000. Objects to application by WAMM Inc., licensees of WAMM(AM) Flint, Mich., were denied. WAMM, which requested that assignment be denied, radio radio station, has filed suit contending that WWVS Radio failed to ac- cerdant and property. (BTC-7245). Action June 17.

KDEA(AM) New Iberia, La. (50 kw, 99.1 mhz), for Broadcast Bureau granted transfer of control of KDEA(AM) to Frank T. Head, Joe Jefferson, Gilbert Cousto et al. (97.8% before, none after) to Lynda Bird Robb and Luci Bird Nugent (each 16.9% before, 21.1% after). No consideration.

KWEF(AM) Canton, Ohio, (450 khs, 5 kw-D), for Broadcast Bureau granted license to Carl Keyleg to Ohio Valley Broadcasting Co. (50% each). Buyers: Avery L. Stanley, Charles Jordan Jr. and Phillip R. Hull (each 33.33%). Mr. Stanley has law practice in St. Louis and is treasurer and director of Vancour bank (BCT-8055). Action July 15.

KDEA(AM) New Iberia, La. (50 kw, 99.1 mhz), for Broadcast Bureau granted transfer of control of KDEA(AM) to Frank T. Head, Joe Jefferson, Gilbert Cousto et al. (97.8% before, none after) to Lynda Bird Robb and Luci Bird Nugent (each 16.9% before, 21.1% after). No consideration. Action July 19.

KING(AM) Ft. Worth, Tex. (AM: 1590 khs, 7 kw-D, FM: 97.5 kHz, 60 w-D)—Seeks assignment of license from Sun Country Broadcasting Co., to Tabor Broadcasting Co., to VVWS Radio Inc. for $500.00. Objects to application by WAMM Inc., licensees of WAMM(AM) Flint, Mich., were denied. WAMM, which requested that assignment be denied, radio radio station, has filed suit contending that WWVS Radio failed to ac- cerdant and property. (BTC-7245). Action June 17.

KENE(AM) Toppenish, Wash. (AM: 1490 khs, 1 kw-D)—Seeks transfer of control of Radio Broadcast Co., to Donald R. Ding- ing and Al Winn (100% before, none after) to Donald R. Ding- ning and Al Winn (100% before, none after). No consideration.

KLMR-FM (50% each). Ms. Roberta Flack, Paul. (action 12.27.87) (27.2 101.7 kHz, 1 kw-D, FM: KXLE-FM) has been awarded $122,875. Principal: Donald Bonin is general manager of KXLE-FM.

WGLB-FM Portland, Wash. (AM: 1500 kHz, 250 w-D), for transfer of control of WGLB Inc. from Kleebo Radio (68.2% before, none after) to David C. Palo and Howard J. Fuys (36.3% before, 100% after). Consideration: $90,000. Principals: Mr. Nelson is general manager of WGLB Inc. Mr. Fuys is general counsel, and sports director of WGLB- FM. Action June 19.

KZOT(AM) Marianna, Ark. (1460 khs, 500 w-D)—Seeks assignment of license from Robert B. Whittaker to Delta Broadcasting for $45,000. Seller: Mr. Whittaker (50%) has interest in Delta Broadcasting. Principal: Mr. Whittaker (50%). FBI license for radio station is NEA-Denver, Colo.

KWON(AM) Canton, Ohio (1500 kHz, 1 kw-D), for Broadcast Bureau granted assignment of license to Carl Keyleg to Ohio Valley Broadcasting Co. (50% each). Buyers: Avery L. Stanley, Charles Jordan Jr. and Phillip R. Hull (each 33.33%). Mr. Stanley has law practice in St. Louis and is treasurer and director of Vancour bank (BCT-8055). Action July 15.

WBLS(AM) New York, N.Y. (107.5 mhz, 2 kw-D), for Broadcast Bureau granted assignment of license to Judie Kitching Broadcast Co. to ICBC Corp., for Mary Jones (50%) and Novik (50%). No consideration.

WTJS(AM) Jacksonville, Fla. (50% each). Ms. Roberta Flack, Paul. (action 12.27.87) (27.2 101.7 kHz, 1 kw-D, FM: KXLE-FM) has been awarded $122,875. Principal: Donald Bonin is general manager of KXLE-FM.

WINW(AM) Canton, Ohio (1500 kHz, 1 kw-D), for Broadcast Bureau granted assignment of license to Carl Keyleg to Ohio Valley Broadcasting Co. (50% each). Buyers: Avery L. Stanley, Charles Jordan Jr. and Phillip R. Hull (each 33.33%). Mr. Stanley has law practice in St. Louis and is treasurer and director of Vancour bank (BCT-8055). Action July 15.

WJSI(AM) Jacksonville, Fla. (50% each). Ms. Roberta Flack, Paul. (action 12.27.87) (27.2 101.7 kHz, 1 kw-D, FM: KXLE-FM) has been awarded $122,875. Principal: Donald Bonin is general manager of KXLE-FM.

KWHO(AM) Salt Lake City—Radio Station 1600 is being purchased of Golling News and Roberta Flack, singer (BALK-1917). Action Jan. 28.

KXLE-FM (50% each). Ms. Roberta Flack, Paul. (action 12.27.87) (27.2 101.7 kHz, 1 kw-D, FM: KXLE-FM) has been awarded $122,875. Principal: Donald Bonin is general manager of KXLE-FM.

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**Help Wanted Sales Continued**

Salesperson for small market AM station located in Santa Barbara, California. This is a growth opportunity for aggressive persons with management potential. Draw against commission. 301-424-5654, 805-736-5636.

Country Music Station looking for DJ/Salesperson to join newly formed station. Send resume to 7397 West Central, Wichita, KS 67212. 316-722-0018.

**Help Wanted Announcers**

Mornings, hard work, long hours. Copy, sales, start tomorrow, stay a while. Tape and resume to KDDA, Box 720, Dumas, TX 79019.

Announcer. Sports, Production, Production, Sales, resume, tape. MOR Station, KFBG, Longview, TX 75601.

Announcer for Morning Drive, we need Hook, to work 10:00 AM-3:00 PM, Monday through Saturday. Must have a great voice, good production. Send resume and tape to 715/538-7147.

**Help Wanted General Manager**

We need an experienced General Manager to manage all aspects of a small market AM/FM station. Must have a proven track record and at least 10 years of experience. Equal opportunity employer. Send complete resume to Box 246, BROADCASTING.

Southwest New Mexico—Beautiful music FM stereo station looking for an on-air manager/salesperson. A great opportunity in a growing market. Guard against competition, get your share of the action. Send complete resume and salary requirements to Box 246, BROADCASTING.

We need a versatile radio salesperson with management and management potential. Should be able to do solid copy and production on occasional accounts and board work. 3-station group in Colorado, Arizona, and New Mexico, with another acquisition pending, offers variety of opportunities. Answer Gordon Stafford, KMJE, P.O. Box 890, Laramie, WY 82070. An equal opportunity employer.

We are looking for a dynamic Sales Manager to train and supervise Northern Calif. Rocker (Q1 in 4-station market) Sales staff. Jobs include: Board work, contests, sales to seafood, car, hospitality and expenses. Young, expanding company. Terrific opportunity. Send complete resume by return mail.

Salesperson needed who can double as reporter or DJ for small-market FM in Indiana. 50% on paid sales. Don’t plan on surviving on our news/board salary. Box C-246, BROADCASTING.

We need an experienced General Manager who can train and supervise local sales managers. Must have a solid track record and at least 5 years of experience. Equal opportunity employer. Send complete resume to George Beam, General Manager, KSPV AM/FM, 317 West Quay, Artesia, NM 88210. 505-764-2757.

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Help Wanted Programming
Production, Others

Top news and commercial voice and delivery required, plus capability of advancing to news director or program directorship. Excellent pay and fringe benefits, plus opportunity to train for eventual management position. Must be urban, but if major city, bend background info and references. Audition required. Box G-287, BROADCASTING.

High-country station with big numbers in no-hassle market of 1/4 million in beautiful mid-eastern mountain state, needs sharp program director who does major-market type of programming - GIP: Research, high-class production, savvy, and a good head, all with a good salary. Station is laid-back, EOE. Write Box G-275, BROADCASTING.

Program director - Top 125th market. Major midwest group needs is. Biased with good leadership, good voice, and good production, good benefits, chance for advancement and stock purchase. Rush resume to: Box G-258, BROADCASTING.

Farm Director - Eastern North Carolina's most powerful full-time radio station has an opening for a full-time Farm Director. This is a newly created position. Located in Pitt County which is one of the most rich agricultural counties in Eastern N.C. The annual gross sales from agriculture farming in Pitt County is $86,000,000.00. Also, WNCN's coverage area includes 32 additional counties. This position requires experience in Farm Broadcasting. We will fill this position no later than August 1st. I'd offer a good salary and fringe benefits. If interested call the station manager, Jennings Blackley, WNCN, Greenville, NC Phone 919-758-2274.

Situations Wanted Management

General manager - heavy major market experience, self-starter and proven record of market and station growth. Must be able to go back to the big leagues. Available August 1. Prefer college grad, but money talks. Box G-115, BROADCASTING.

"My radio track record" - $80,000 to $350,000 in 4 years; $100,000 to $400,000 in 3 years; $100,000, $250,000 in 2 1/2 years; $100,000 to $450,000 in 4 years; $100,000 in 1 year; all in cities of 50,000 population account. Expert in all phases of group management. Former consultant in all program formats, with individual station and group management positions in Florida, Pennsylvania, Texas, 10 yrs. Salary $300,000 plus incentives. Personal interview only. Box G-202, BROADCASTING.

28 years experience, 19 as selling manager. Small market. Desires position in major market station or looking for one of equal standing that market, or one of equal standing that market, or one of equal standing. Box G-205, BROADCASTING.

Eighteen year broadcast veteran available for manager responsibility. Experienced operations manager, program director and general manager. Box G-211, BROADCASTING.


Sales management smaller market. 33, married. Program director or sales manager. Resume $1,200+ monthly. Box G-289, BROADCASTING.

Former manager of a small VH television station which was sold now seeking employment after six month vacation. 30 yrs. old, degree, 1st FCC, excellent references. Desire same position in radio. Write J.R. 223, Fairgound Dr., Topeka, 66614 or call 913-327-4221.

10 years experience in all phases of radio - announcing - programming/engineering (1st phone) - sports (play-by-play) - advertising - jingles. Currently managing 2 large stations in D.C. area but seeks return to radio. Ideal position: Program Director or Sales Manager. Operates one of the nation's top 50 stations. Garry Jarrett, 703-268-0849, 6601 Richmond Hwy., Alexandria, VA 22306.

Situations Wanted Sales

Sports/salesman - 5 years experience proven sales record. College basketball, pro-football pkb. Box G-312, BROADCASTING.

Twelve years top experience, national, regional, local sales. Can help your station reach sales goals. For complete resume call 404-351-5773.

Situations Wanted Annunciators

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere... Number one FM rock top ten market past two years. 21 yrs. old, 4 years college with first degree in journalism and can make you a winner. Can do MOR, beautiful music, and PD slot. Box G-183, BROADCASTING.

Situations Wanted Technical

First phone, two years radio, television experience, or well-trained technician. All areas considered. Reasonable wage. Box G-258, BROADCASTING.

Situations Wanted News

Second best-top runner-up for recent major league pjb job. Ability is there. Now doing prep, small college station. Looking for voice-over work, plus college football & basketball pjb. Listener comment: 'I can see the game on radio' if looking let's talk. Box G-185, BROADCASTING.


Sportscaster. Heavy college basketball and football pjb experience. Local market. First class license. Box G-196, BROADCASTING.

1974 MSJ from Columbia willing to work hard inside or on the street. Experience major college radio job. 212-538-4735. Box G-216, BROADCASTING.

Maximum Potential, growing experience small market. College grad, female. Great producer, excellent, good with sales, M.A. communications. Want to take the next step. Box G-236, BROADCASTING.

Ivy League grad, one year commercial radio, three years college radio, looking for first fulltime job. Engetic, attractive, and truly interested in news. Will go anywhere. Box G-236, BROADCASTING.

Experienced, young, hard working newsman looking to take challenging position and reference, Salaries negotiable. Medium to large market. Box G-260, BROADCASTING.

Young woman reporter, 24, major market experience, seeks more challenging position in TV or radio, in top 30 market. Box G-271, BROADCASTING.

Eager beaver itching to get started. Just completed my college, B.A. in Journalism upper 10% of class. Served as editor of Ohio State School Publication. Two years experience as DJ and newsman at a Pennsylvania radio station. Single and willing to do most anything. May I please send you my resume? Write Box G-394, BROADCASTING.

I'm young, played sports, know sports, want to do sports, interviews, pjb, etc. Broadcast school, presently attending and doing daily sports show, Will consider any kind of location or position. Box G-305, BROADCASTING.

 Veteran sportscaster, 25 years market, award winning major college, pro, play-by-play basketball, football, hockey. Top station references. Box G-305, BROADCASTING.

Intelligent, open-minded college grad seeking talk show or news position. Broadcast, public service experience. Prefer West Coast but amenable to all offers. Contact Mark Isler, 213-821-3906, 3909 The Strand, Manhattan Beach, CA 90266.

Are you looking for a young woman with 1st phone experience as an assistant news director and in all other phases of broadcasting? Have all of these qualifications. Cheryl Kornak, 1021 Southw View Dr., Burnsville, MN 55337.

Energetic, imaginative newshawn (w/good experience and M.S. in broadcast journalism) wants to move into news management position. If you are looking for a news director or considering a change, call me at 415-283-6418.


News Director-Medium or small market. Degree, married, strong music management background. Imaginative, commodity minded, stable, grounded all phases of broadcasting. Immediate availability. Excellent presentation. Immediate availability. Tel. 203-324-8227 (after 3 p.m.)
HELP WANTED

Help Wanted Management

Vice president/general manager. Desirable Southern-eastern top 50 market. One of a lifetime opportunity to move into the top spot without previous GM experience. Exceptional background and administrative performance. This executive can now be in programming, promotion, news, sales or financial management. Excellent benefits. Send detailed resume with salary requirements to President, Box G-147, BROADCASTING.

General Sales Manager needed at major Southern-western market. Candidate must have strong local sales experience and top management skills. Ability to develop and maintain key accounts as well as recruiting and training salesmen. $40K-$55K. All replies confidient. Send resume to Box G-214, BROADCASTING.

Help Wanted Sales


Excellent opportunity for experienced radio or television sales people with proven record for new ABC VHF station. Idaho Falls-Pocatello market. Ideal living conditions. Call Aaron Bournstein, 208-233-6667. No collect calls.

Help Wanted Announcers

Host for daytime show aimed at rural and small town viewers. Known for broadcasting, mingling with plain everyday people and programming to their interests. Box G-168, BROADCASTING.

HELP WANTED TECHNICAL

Dominant S.E. station needs an experienced video engineer. Position requires an experienced, motivated and camera person knowledgeable in creative aspects of lighting. Remote and mobile experience required. First class license. An Equal Opportunity Employer. Send resume and tape to Box G-216, BROADCASTING.

TV production engineers, for immediate employment with ATS-6 Satellite Project at PTV station in Fairbanks, Alaska. Requires experienced television producer, quad VTR, and teletype setup and operation including some maintenance experience, new equipment and pleasant working conditions. Salary commensurate with background. Excellent staff benefits and relocation expenses available. Contact: Chief Engineer, KUAQ-TV, University of Alaska, 907-479-7491. Equal Opportunity Employer.


TV technicians—Good operations and maintenance background preferred. 30 years experience required. Contact W. C. Hunter, Director of Engineering, WAAM-TV, P.O. Box 1049, Anchorage, AK 99501. An Equal Opportunity Employer. Male/Female.

Immediate opening—1st phone with technical training, prefer some experience. Excellent opportunity for advancement and experience in all phases of commercial UHF operation. WVIK-TV, Box 2751, Charlotte, N.C. 28201. 803-777-1092.

TV broadcast engineer—Southwest PTV station. Studio operations and transmitter engineer. Must have first class phone license. Contact Steve Rogers, Chief Engineer, 305-694-8331.

HELP WANTED NEWS

Newsmen/anchorman, needed now! Expanding our news department. Must be experienced in all phases of newswriting and reporting. Contact Steve Rogers, Chief Engineer, 305-694-8331.

Available November 1. Currently program director. Strong production and PBP sports. B.A., family, 23, looking for same position or one year. Box G-122, BROADCASTING.


Help Wanted Programming, Production, Others

TELEVISION

Help Wanted Management

Sports director, all play-by-play, 4 years experience news, disc jockey/announcer. Call after 9:30, Box G-561, BROADCASTING.

Looking for reporter who believes in facts not sensationalism? Radio sports director ready for larger market. 9 yrs. pro experience, hockey, football, baseball. Covered golf tournaments, track meets, rowing regattas. Do talk shows, field work, College grad, B.A. 16mm shooting, strong for right offer. 18 Laurel Ave., Cliff ton, N.J. 07012.

Quality sportscasting, newscasting, commercial an nouncing and copywriting for you. B.S. degree in radio-television from Miami University in Ohio. 2 years commercial experience. Will rush resumé and tape, copying, mileage. Call or write Jon Hunt, 501 South Main Street, Poland, Ohio 44514. Telephone 216-757-1240.

Chuck Trant: Sportscaster—Sounds great in southern Illinois, yet you want him at 218 Second Street, Stuttgart, AR 52616. 847-643-4610.

2½ years experience. Prefer Eastern or Midwest medium or college town. No more broken promises or small hands please. Douglas Nagy, 1-313-534-0251.

HELP WANTED

Help Wanted Programming, Production, Others

Professional programmer available—One-third of fee acts as retainee on 18 month agreement. Remainder of fee paid on project or process performance as rates and revenue increase. Return mail details to owners and managers only. Box F-195, BROADCASTING.

Commercials, PSA’s, special programming specialist. College grad, 25, currently employed top ten market. Box G-184, BROADCASTING.

Progressive thinking PD seeks position as PD, MD or operations manager with medium or major market music oriented station. Increase your audience with my experiences and research. Degree, married. Box G-306, BROADCASTING.

Top 30 Market production director wants to program your station! 21 years experience, 15 of those free. I’ll give you ratings. Box G-223, BROADCASTING.

Top 5 PD/Jock—Solid programming success with national chain, seeks rocker ready to be number one. Solid professional attitude and results. Looking for good people, commensurate pay and good market, in that order. Box G-232, BROADCASTING.

News director/operations manager. Solid Radio-Tele vision background. Want stable, major-medium market operation. Ist phone, RTNDA, SDX, MENS. Consider telephone talkshow. Box G-246, BROADCASTING.


Medium market uptempo MOR’s. Need talent? I’ll supply it. Looking for PD or Prod. Dir.? Can bring staff, too. Interested? Tell me your format. I’ll give you my tape. 200/wk. Box G-272, BROADCASTING.

Teacher, 10 years experience, seeks creative position with public radio/TV station. First phone, some broadcast experience. Hard worker. Box G-288, BROADCASTING.

You won’t be disappointed. Major market jack with excellent references and heavy programming/music background seeking PD position with compensation in large market. Box G-308, BROADCASTING.


Available November 1. Currently program director. Strong production and PBP sports. B.A., family, 23, looking for same position or one year. Box G-122, BROADCASTING.

Contemporary program producer with impressive record looking for new opportunity. Over four years experience, last two as program director at 5bow in medium market. First choice preferred. Prefer East or Southeast. Box G-308, BROADCASTING.
Situations Wanted News Continued

8 year pro, now working medium market radio and TV, looking for some opportunity in top 30. Number one in ratings, great copy writing, super weather talent. Box G-287, BROADCASTING.

Anchorman, great appearance and voice with 10 years experience. Wants opportunity in top 40 market and chance to work with outstanding newscast team. Now employed. Box G-293, BROADCASTING.

Seven year radio veteran, currently radio sports director, play-by-play announcer, play-by-play interviewer, commentary. Box G-298, BROADCASTING.

Black newsmen in major market radio desires move to television. Has first rate writing and voice quality. You have available, for "no pay," that's how much I want. Just get me there and feed me. Reply Box G-303, BROADCASTING.

Veteran sportscaster, 25 years major market, sports, anchor, top commentary, all play-by-play, best reference. Teleports available; locate anywhere. Box G-306, BROADCASTING.

Major market public affairs director, available now. Ed Moore, 4036 Hampstead Ave., N., Minneapolis, Minn. 55437. 612-537-8399.


Don't answer this ad unless you can use nation's most knowledgeable, dynamic, aggressive, enthusiastic, exciting young sports journalist. I'm hot, getting better. Pay unimportant. 715-278-3361.

Award-winning reporter to make or keep your current market. His experienced distinguished newscaster. Charles Bellevue, 502 N. Davis Rd. #6, Palm Springs, Fla. 92260. 714-957-5675.

Situations Wanted Programming, Production, Others

Program Director/Operations Mgr. experienced, young, veteran, available. Net affili. and Indy background. Currently in top 10 market and in a corner. Box G-93, BROADCASTING.

Mad writer/director wants more challenge; five years experience writing various TV programs, familiar with all phases of station operation. Box G-108, BROADCASTING.

Producer/director, top 25 market. Young, with strong resume, live and tape experience. Have degree, family, and desire to help active station or production house. National credits and excellent references. Serious professional resume, not classroom "I'knew of any trade" type. Box G-248, BROADCASTING.

Competent, ambitious woman seeks fast action production job in Northeast. Experience in top 50 market as video/audio editor and camera operator. Excellent editing experience. Syracuse University graduate. Box G-270, BROADCASTING.

Radio-TV-pro. Excellent interviewer, talk show host, commentator. Solicit for local director, admin. director, Creative copy, production. Nationally known newsmen. Inquire for details on ten jobs with one company. Out of broadcasting one year, want back in. Box G-292, BROADCASTING.

Experienced in TV commercials and children's programming, seeking position in station interested in unique children's show or news show. Reply, Box G-297, BROADCASTING.


Working Production Manager with diverse remote/ studio dirección experience, seeks move. Excellent references. 1-802-968-8072 messages.

WANTED TO BUY EQUIPMENT

3 Color Studio camera chains, recent models, must be in top operating condition. Box G-149, BROADCASTING.

Am setting up another control room. Want used equipment in console, console, reel recorder, spotter, tape, sound, and pre-amps. State condition and price. Box G-299, BROADCASTING.

New University needs FM transmitter station (10W-5kw) which can be donated by perceptive individual on Loop 40 near Allston or Robert Gerry at the University of Texas of the Permian Basin, Odessa, TX 79762, telephone 915-362-6301. Ext. 251. Box G-479, BROADCASTING.

CP-16A and WX radar. Complete outfit, on terms. Send details to R. Jones, P.O. Box 2805, Lubbock, TX 79406. Box G-314, BROADCASTING.

We need used 250, 50, 1 kw, 10 kw AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 turbeiro St., Laredo, TX 78040.

Cash for your used AM or FM transmitter. Superior Radio, 1 Box 2154, Jackson, Miss. 39205. Phone: 362-7637.

FOR SALE EQUIPMENT

Used GE Transmission Package, Ch. 6. Consisting of 4TFA1 35 kw amplifier with PY328 V.S.B. filters; 2 model 670 5TFA43 Prescription switches; space water pumps for 4TFA1 transmitter, and many spares for both transmitters. Box G-148, BROADCASTING.

(RCA) B-A-T-A-3F, 3 kw FM transmitter. Great for parts (or an awkward doorstep), $500.00. (1) MacKenzie panelizer with single - playback units, (5) Spot Playback Single unit, (240) metal cases, various cables, $300.00. (120) reel of tape in boxes, excellent condition. All for $100.00. (200) Fidelipac Audio Cassettes, 10" min. tape, nearly new, excellent condition, all for $400.00. (1) Gates Level-Delvi, newly reconditioned, $150. (1) Gates -G- Frequency and Modulation Monitor on 95.0 (not operational), $50.00 Leo Shoblim, KPAC, 908 Lake Havasu City, AZ 86403. 602-855-2907.

Gates 250B FM transmitter on air, available now. Sixteenth channel, excellent condition. $955. KYFM, Berlivese, OH. 918-828-1191.

Four-Tower Directional Antenna to be dismantled following a station transmitter move to a new site that is now in operation. Included are four (4) 350 foot, base-insulated, 84 meter, self-supporting towers, with complete lightning system including 12' lightning system with main system components rated at 40 RF amplifiers including 1/2 wave retired system. Cables, switches, tube type coils, coaxial transmission lines, meters, etc. will be included. Everything is in first class merchantable condition-no junk. Antenna was operated with 5 kw on 750 kc. Contact W. P. Williamson, Jr., WKBN Broadcasting Corp., Youngstown, OH 44501. Phone: 216-782-1144.


Shedark NA-52A field strength meter, newly calibrated, in excellent condition. Includes antenna, cables, tripod, remote meter and molded carrying cases. $2,000.00. Call 312-434-7440.

Excellent visual electronics VP3. Professional broad- cast Plumicon studio color camera with enhancer. Used 1200 hours. 904-373-6821.

In stock—Used MARTI S'TI, RPU, DYMA, RH, Ch. 51, Tests OK. N. 878-5051, Burlington,MA. 10th floor, ap- portion, 10 Stepar Place, Huntington Station, NY.

Help Wanted News

News director wanted for top rated local origination spread. Expanding dynamic news department needs leader who can write news copy and be part of on-air team. Send written resume and letter with salary expectations to Box G-210, BROADCASTING.

CABLE

Help Wanted Technical

Operator/Engineer CATV in Long Island, N.Y., operate and maintain cable television system. Experience with enclosed remote and/or closed circuit system, inclined for AM/FM, 1/2 inch tape equipment and color cameras. 1st Class FCC license preferred. Reply to Box G-109, BROADCASTING.

Broadcasting Jul 29 1974
Radio

Help Wanted Management

CONTROLLER
Are you #2 person, ready to be #1? Growing radio broadcast organization/southwest-based, looking for bright, alert, young, numbers individual who isn’t afraid of work and who has creativity. CPA preferred, not mandator y. Accounting experience and potential determine salary. All replies confidential.

Box G-219, BROADCASTING

New York’s leading talk show needs General Manager to reorganize national syndication—not a person to fill a job but a doer who can create and share an empire by contacting stations, editing shows, wrapping, sending, and even typing his way to glory. Clocks and a high bank account, yet exist for our individual at first. Long hours and percentage share of profits are yours. Living accommodations provided if necessary. Box 131, Times Square Station, New York, 10036.

WANTED FOR FM!
SEVERAL ANNOUNCER/NEWS PERSONS—Our FM Division needs experienced "all-around" staff announcers, capable of sounding “warm and human.” Good commercial delivery and news ability a must. Production experience desirable. These positions are for people who are tired of being in the daily. “rat race” and want to work in a creative format.

NO BEGINNERS, PLEASE!
Send recent auditions/check and resume to:
Bob Sklapy
Group FM Program Coordinator
Susquehanna Broadcasting Co.
440 East Market Street
York, Pennsylvania 17401
An Equal Opportunity Employer

Help Wanted Announcers

How can radio play a vital role in the future of a top ten market city? If you’re an adult personality in music or talk, we’d be interested in hearing your ideas. And helping you do them on one of America’s most respected stations.

Box G-286, BROADCASTING

WANTED FOR FM!
SEVERAL ANNOUNCER/NEWS PERSONS—Our FM Division needs experienced "all-around" staff announcers, capable of sounding “warm and human.” Good commercial delivery and news ability a must. Production experience desirable. These positions are for people who are tired of being in the daily. “rat race” and want to work in a creative format.

NO BEGINNERS, PLEASE!
Send recent auditions/check and resume to:
Bob Sklapy
Group FM Program Coordinator
Susquehanna Broadcasting Co.
440 East Market Street
York, Pennsylvania 17401
An Equal Opportunity Employer

Help Wanted Programing Production and Others

MAJOR MARKET AM 69 KW WANTS
PROGRAM DIRECTOR
Must know music
Inside and out
Must be able to
motivate air talent.
Send resumes and references:
Box G-213, BROADCASTING

Situations Wanted Management

Dynamic and aggressive president and GM of major market station looking for equity and/or buy out situation. Strong corporate group and front line experience with track record of successes. Under 40 and stable . . . 2 companies in 12 years. Position as group president a possibility if incentive includes equity. Let’s talk.

Box G-263 BROADCASTING

Available Now—Station Sold
Management, sales, or 7-8 years managerial, sales, and other comprehensive experience in radio broadcasting. Man or man/wife team, children grown and free to travel. Prefer western states. First class FCC licenses too! Phone 408-256-5614.

Radio

Situations Wanted Announcers

My Name Is Sandy Beach
I am a hard-working pro, with impeccable references, and a swell dancer, who has spent the last 6 years doing afternoon drive at WKBW Buffalo. If you’re looking for an on-the-air personality, or P.D., or both, I would most appreciate your call. Please hurry, my wife and I have no food.

Sandy Beach
5873 Bowmill Road
Lockport, New York 14094
1-716-433-6534

Situations Wanted News

NEWS DIRECTOR
RADIO OR TV. Administrator. Air shift. Award winner. Excellent background. 25 media years; 18 in present market. Heavy on writing, high morale, long hours. News is my way of life.

Box G-132, BROADCASTING

Situations Wanted Programing, Production, Others

RADIO PROGRAM CONSULTANT
Fifteen years in heavy competition assures top results.
Write for exceptional references and agreement facsimile.

5562 W. Meyering Rd.
McBain, Michigan 49657
or Call 616-825-2924

Television

Help Wanted News

TV NEWS WRITER
Net O & O. Speed, accuracy and simple, conversational style are musts. Men and women from all races desired. Rush scripts, resume to:

Box G-310, BROADCASTING

EXPERIENCED TV ANCHORPERSON
This group-owned station in the Great Lakes Valley area needs a capable, aggressive newsroom to direct our News Department and be our chief-on-air presenter. We’re not in a top market, but we are a top-ranked highly regarded network affiliate. This is an excellent opportunity to build a career with a fine station in a progressive community. Send your resume. We’ll contact you for your videotape.

An equal opportunity employer.

Box G-243, BROADCASTING

Situations Wanted Management

General Sales Manager
Top profitable producing nat. sales mgr. for VHF net. affil. in the Top 15. Currently successful but needs room to grow. Offers 12 years sales, marketing, management and programming experience . . . MBA and more!

Box G-282, BROADCASTING

Miscellaneous

The Staff of the Formby Stations and the family of Clint Formby welcome their boss and Dad home. . . Congratulations for a job well done for your work on the Small Market Committee, then as an NAB Board member for the past four years and this past year as chairman of the NAB Radio Board where you were speaker, traveler, salesman and the world’s champion luggage loser. From the gang at KTBB, Tyler; KTEM, Temple; KLVT, Levelland, and KPN, Hereford, Texas welcome home!
For Sale Stations Continued

Excellent opportunity for broadcaster specializing in religious programming. Perfect daytime signal for religious format and station presently showing profits with religious programming. Priced right for all cash buyer. Principals only.

Box G-254, BROADCASTING

Major Florida market fulltime AM, $785,000 cash net to sellers. Qualified principals only. No brokers, please.

Box G-255, BROADCASTING

One AM and one Class B FM radio station for sale alone in midwest metropolitan market of over 100,000. For further information write

Box G-265, BROADCASTING

One Third Interest
In
High Potential FM Station
$75,000
Box G-277, BROADCASTING

Sovran
ASSOCIATES, INC.
BROKERS & CONSULTANTS
Suite 217
11300 North Central Expressway
Dallas, Texas 75231
(214) 389-9545

Atlanta—Chicago—Detroit—Dallas
Please Write: S Unwoody Park,
Atlanta, Georgia 30341

New England
Radio Stations for sale AM & FM
$125,000 to $1,500,000.
Only financially qualified buyers.
Save time. State price range.

Harold H. Segal, Broadcast Brokers
495 Walnut St.,
Newtonville, Mass. 02160
617-527-3740
617-332-8725

Ralph E. Meador
Media Broker
Midwest Properties
P.O. Box 36
Lexington, Missouri 64067
Phone 816-259-2544

BROADCASTING'S CLASSIFIED

For Sale Stations Continued

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles
Contact: William L. Walker
Suite 965, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-222-1500

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

RICHARD A.
SHAHEEN, INC.
Media Brokers
495 N. Michigan Ave. Chicago, Ill 60611
312/467-0040

BROADCASTING’S CLASSIFIED...
offers an extensive variety of opportunities and services.

BROADCASTING’S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted. Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 Desales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Name
Phone

City State Zip

Insert _______ time(s). Starting date _______ Box No. _______

Display _______ (number of inches).

Indicate desired category:

Copy:

Publication, Vol. 52, No. 26, September 7, 1974
**Profile**

Dan Pecaro: turning a first love into a lifetime career

When Dan Pecaro was growing up in Chicago during the Depression, he had two passions: sports and movies. The first he would indulge by hanging around the Cubs' Wrigley Field where, he recalls, "they would give you a burlap sack after the games" for collecting trash in the stands; each full sack was a ticket to the next day's game. From there, he says, "I graduated to cleaning spikes," and later to vending and anything else that would insure proximity to his idols.

As for the other love, "we grew up in a neighborhood that had five movie theaters, which, for a city kid, offered a romantic escape to less mundane worlds. Again, he worked all kinds of odd jobs to get into the theaters, and, he concedes, "we didn't always go in the front door."

Today, Dan Pecaro is executive vice president and general manager of WGN Continental Broadcasting Co., licensee of WGN-AM-TV Chicago, KWGN-TV Denver and KDAL-AM-TV Duluth, Minn., and parent of production, travel, sales, and CATV companies. WON-TV is notable in Chicago for two kinds of programming: sports and old movies. WON-TV presently carries 148 of the Cubs' 162 baseball games, 40 Black Hawks hockey games and several basketball tournaments, and the station is set to run all the Chicago Fire World Football League away games. The radio station has an even more extensive sports schedule, including all the Cubs' games, National Football League Bears games and a heavy Big 10 football load.

WGN-TV's movie programming bears a similar Pecaro imprint. WON-TV began buying up and running old Bogart and Cagney films back in 1963, long before the current nostalgia gush, and one of the station's showpieces today is a Sunday night series, *When Movies Were Movies*, featuring classics by Carol Lombard and other vintage artists. "The nostalgia craze is there," Mr. Pecaro agrees, "but we've been in it for a few years."

Mr. Pecaro disclaims responsibility for the coincidence between his interests and WGN's programming, but he concedes that his first two first loves, "after my family," are still sports and movies. And it is noteworthy that his steady climb to the top operating post in the company rests heavily on his accomplishments in programming.

That path from the trash-stabbing days at Wrigley Field to his present position was not without its twists and turns. Mr. Pecaro grew up in Chicago listening to WGN (AM) and he spent most of his adult life—20 years—with the company. But he didn't get into broadcasting. He tried his hand at everything from construction work to selling shoes to semi-pro baseball before settling—briefly, as it turned out—on teaching. To supplement his income from teaching (health, phys ed, history) and coaching (baseball, track) in the Chicago public schools, Mr. Pecaro took a night job in the traffic department at WGN (AM). That position soon led to an offer as radio producer-writer-director that, he says, was too good to turn down. "Although working with youngsters is one of the most satisfying things in life," he says, "the monetary thing kind of outweighed it." That was in 1955, and Mr. Pecaro has been at WGN ever since.

From a look at the record, that decision was a good one. Mr. Pecaro quickly found his forte in programming and he moved up easily at the radio station, first to assistant program manager and then, in 1960, to program manager. From there he jumped to WON-TV in 1962 and four years later he was named group program manager at WGN Continental. He became general manager of the television station in 1967 and was promoted to his present position just last April, shortly after Ward L. Qual stepped down as president for health reasons.

Mr. Pecaro looks back fondly on his days in radio: "I really loved it. You pack the case and away you go," he says. But the innovation for which he is most respected at WGN Continental came in television. The station was a pioneer in the early 60's in video-tape syndication, and series produced under Mr. Pecaro's stewardship were seen around the world and are still widely syndicated. The names of some of these programs, again, reflect Mr. Pecaro's predilection for the simple pleasures of times past—*The Big Bands, Barn Dance, An Evening with...*.

The key to his success in programing, Mr. Pecaro feels, is the audience. "We've always attempted to give people what they wanted in programing" as expressed in viewer surveys and program ratings.

And, asked to name his greatest challenge, Mr. Pecaro chooses no grandiose sounding corporate or personal aspirations but simply "to continue to provide the very finest in variety of programing."

But while taking satisfaction in his accomplishments in program innovation, Mr. Pecaro gives credit to the "idea people" who conceive of the programs. His function, he says, is to recognize these people as they come along and give them the opportunity to realize their ideas.

Others who know Mr. Pecaro picture him as a well-schooled broadcaster who goes about his work with low-keyed efficiency. "He is one of the quiet but very effective industry leaders of today," says an outside observer of his work. Another, again praising Mr. Pecaro's experience and diligence, observes that "he is a very reticent man."

The latter assessment seems to fit well the Dan Pecaro who was elected to the National Association of Broadcasters television board of directors at the NAB's March annual meeting. The board has been wrestling with a range of issues posed by federal regulation, and it voted this month, under government pressure, to tighten its code restrictions in the area of children's programing (*Broadcasting*, July 8). Mr. Pecaro voted with the majority on that decision, but as a relative newcomer to the board, he does not get too far out in front on the issue. About all he will venture is that "we need more self regulation by the broadcasters themselves."

But all this is not to suggest that Dan Pecaro has nothing to say. If you want to hear him talk, go to Chicago some time, turn the subject to one of his childhood pastimes, and prepare yourself for his opener: "What's your favorite movie?"
Excess in access
As has been reported here, the Committee for Open Media has threatened to file against license renewals of San Francisco stations that reject its demands for vastly more time and facilities for broadcast access. In Washington the National Citizens Committee for Broadcasting has developed a new campaign for "citizen access," complete with an intimidating questionnaire directed to radio and television stations. It is difficult to believe that these new courses of attack come by coincidence.

The Committee for Open Media is the institutional pseudonym for Phil Jacklin, a philosophy professor at San Jose (Calif.) State University who thought up the idea of "free speech messages" a few years ago. The concept is to turn broadcast stations into conduits for whatever grievance or exhortation any member of the public wants to air. It is, of course, a prescription for programing anarchy.

The National Citizens Committee for Broadcasting is the current fancy of Albert Kramer, who tired of the recruitment and representation of law clients for the foundation-supported Citizens Communication Center that he used to head. Mr. Kramer, it is asserted, is on temporary leave from the presidency of NCCB while he stirs up witnesses against license renewal legislation now pending in the Senate. The tax exemption of the committee would be threatened if its president were still on active duty there while openly lobbying on the Hill.

Broadcasters all-over the country are doubtlessly marked for similar attacks. Those in San Francisco and Washington will do themselves and their colleagues a favor by refusing to cede programing authority to the Jacklins and Kramers. Good broadcasting requires a reasonable range of comment on the air. It also requires that editorial responsibility reside with the broadcaster.

Washington wonderland
FCC Chairman Richard E. Wiley is said to be pleased by the decision of the board of the Association of Independent Television Stations to adopt children's advertising time limits approximating those recently adopted by the National Association of Broadcasters. Mr. Wiley has reason to be pleased; he has achieved the effect of government rule-making without the awkward process of making a rule.

Let's see now. Both the NAB and the INTV standards prescribe limits of 14 minutes of nonprogram material an hour in Monday-Friday children's television programing, effective next Jan. 1, and 12 minutes an hour a year later. The NAB has set a 10-minute limit per hour in weekend programing beginning next Jan. 1 and nine and a half minutes a year later. The INTV set 12 minutes per weekend hour effective next Jan. 1 and, like the NAB, nine and a half minutes a year later.

Is it possible that grown men voted for those standards? If 14 minutes of commercials an hour are good for the kiddies next January, why must the limit be reduced to 12 a year from then? By what reasoning are nine and a half minutes considered the maximum dose that children may take on Saturdays and Sundays if their tolerance level is up to 12 minutes on other days of the week? The ghost of Lewis Carroll must have been engaged by both associations.

There is neither research nor logic to support the wholly arbitrary figures that the NAB and INTV boards pulled out of the air. And that is the fatal defect of the principle of government nudge and industry response that is at work here. At the next nudge, which may come from a senator wanting six minutes an hour of commercials or another FCC chairman wanting no commercials at all, how can the broadcasters defend existing standards?

The only certainty in this situation is that another nudge will indeed come.

Sprightly elder statesman
Broadcasters don't seem to retire; they simply phase out.

Latest proof is found in the career of Clair R. McCollough, whose name has been synonymous with the Steinman stations, headquartered in Lancaster, Pa., for four decades, and, on a nationwide scale, with the National Association of Broadcasters over roughly the same span.

Dedicated, vibrant septuagenarians in broadcasting include such giants as George B. Storer Sr., John E. Petzer, William S. Paley and Stanley E. Hubbard in the founder-owner category who were there as radio broadcasters when television emerged.

Clair McCollough was there too—not as owner but as pioneer manager. From the time he delivered his hometown paper at 13 he has been in the "media." And his entire media career was devoted to the same organization—the Steinman companies.

On July 1 Mr. McCollough reached his 71st birthday. Officially, according to the lawyers, he retired that day as the chief executive officer of the company he had headed as president. He stays on as a consultant, with offices at WGAL-TV—one of the two TV stations in the Steinman group of six outlets. He is a Steinman stockholder.

A year ago Mr. McCollough's right-hand bower and coworker of 25 years, Harry J. Shaub Jr., became general manager of the Steinman stations. On July 1 he was named executive vice president. The phasing out was a step away.

Clair McCollough served as interim head of the NAB—when it was in deep trouble—in 1960. He had been identified with virtually every significant trade association activity since the mid-1930's as a sort of father-confessor. He holds every important broadcaster award. Among his proudest achievements was the building of the imposing NAB headquarters in Washington, dedicated in 1969. The only wall adornment in the spacious board room is a portrait of Mr. McCollough, donated by his colleagues, who named the area the McCollough Room.

"I didn't think anything of it...It's just like those we saw on TV!"
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