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

Broadcasting Aug 19
The newsweekly of broadcasting and allied arts

Aug. 19, 1974

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YEARS OF SERVICE

It's the Golden Anniversary of the most respected call letters in broadcasting

WGN Continental Broadcasting Company

- Chicago: WGN Radio, WGN Television, WGN Continental Productions Company, WGN World Travel Services, Inc.
- Duluth-Superior: KDAL Radio and KDAL Television
- Denver: KWGN Television
- Michigan and California: WGN Electronic Systems Company
- New York, Chicago, Los Angeles, San Francisco and Tokyo: WGN Continental Sales Company
“Even more terrifying than the stunts we filmed for the Fiat 'Stunt Driver' commercial was the fact that we had no more than one chance to get each one on film.

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

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

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

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

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

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

WGAL-TV has four words for the wise

This station reaches and delivers the most audience in all segments of the great multi-city plus-market Lancaster-Harrisburg-York-Lebanon. The natural result of this impact is more sales for advertisers.

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

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

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

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

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

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

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

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

One way or another. It's probability — if not virtual certainty — that National Cable Television Association within month will file complaint with Federal Trade Commission, charging National Association of Broadcasters with fraudulent or deceptive advertising in antipay-cable campaign. Complaint would cite advertisements placed by NAB's Special Committee on Pay TV in New York and Washington daily newspapers in past year. NCTA action would be taken by association's legal staff and would not be related to continuing investigation of broadcasters' antipay campaign by special NCTA counsel, Washington law firm of Holobough & Jacobs. Other actions stemming from firm's soon-to-be completed report are still possible. Among options are: private antitrust suit against broadcast interests (NAB, networks, individual stations); petition for Justice Department action; call for probe of antipay campaign by Senator Philip Hart's (D-Mich.) Antitrust and Monopoly Subcommittee.

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

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

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

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

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

Fraying cable. Divisive controversy has developed within FCC's Cable TV Technical Advisory Committee in wake of action by committee majority (composed of cable industry interests) to endorse commission-imposed moratorium on local-government technical standards (also see page 81). Municipal sympathizers on committee feel majority's action highly improper. Cable Television Information Center, for one, has written fiery dissent. There'll probably be minority report.
Cost of regulation. Prodded by Supreme Court decision, FCC issues its new plan for recovering fees from its regulated industries. Broadcast, cable assessments would be cut substantially, and a new scheme for determining transfer fees promulgated. Retention of annual fees — which some view as outlawed by high court — promises to provoke further controversy. Page 21.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

President Ford lines up press office staff; TerHorst says ‘Madison Avenue approach’ out.

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

Deputy press secretary is Jack W. Hushen, who moves over from Department of Justice and who, like Mr. terHorst, had been on news staff of Detroit News (WWJ-AM-FM-TV). Paul A. Miltich, press secretary to Mr. Ford as Vice President, and James Holland, deputy director of dismantled communications office, become assistant press secretaries. W. (Bill) Roberts, former president of Radio Television News Directors Association and on vice presidential staff, will be assigned broadcast functions at White House along with regular news duties.

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

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

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

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

OTP cable bill still on high center

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

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

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

Back to bargaining table on pole issue

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

AT&T, which has been away from talks for months, will meet with NCTA negotiators Thursday (Aug. 22), at which time it will respond to association proposal to pursue pole agreements on cost-justification basis. NCTA has proposed formula by which it would be determined by parties what percentage of poles are generally occupied by cable hardware. Proposal hinges on phone company's disclosure of what its annual pole maintenance costs are. If AT&T elects to divulge that data (General already has), cable would pay pole rental based on cost to phone company divided by percentage of poles used by cable. Parties will also seek agreement regarding future cable-telco joint ownership of poles.

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

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

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

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

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

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

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

"Me too. But I'd like to know what big business is doing about conservation."

"I felt a little guilty so I joined a car pool."

HOW MUCH ENERGY CAN BUSINESS REALLY SAVE? Business and industry account for nearly 70 percent of all the energy used in our country.

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

For example:

A 15 percent efficiency increase would save the equivalent of about four million barrels of oil a day. That's more oil than we are importing from the Middle East right now—even with the embargo lifted!

Conoco believes that business and industry should shoot for efficiency savings of at least 15 percent in their use of energy. Along with continued conservation of energy by the public, this is the best way we know to help avoid another energy crunch in the next couple of years. And, by holding down energy costs business will be taking an important step in the fight against inflation.
"They're the big users, they should be the big savers."

"All they know how to do is tell us what to do."

But would conservation also mean a cut in production which might lead to further unemployment?

Conoco thinks not. We know of several large companies that have managed energy savings of over 15 percent per unit of production while they have increased both output and employment. And at Conoco our goal is to improve energy efficiency by at least 15 percent, even as our business and payroll are growing.

Can any business do it?

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

If you're a businessman who wants to know how to start a conservation program, write us and we'll send you three government booklets on energy management: the "Energy Conservation Handbook"; "How to Start an Energy Management Program"; "Economic Sense for Retailers".


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

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

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

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

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

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

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

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

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

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

WPIX has won the New York State Broadcasters Award for outstanding Editorial for the fourth time in five years...

As we said last year, some things speak for themselves.

WPIX NEW YORK
WHAT IS A CONSULTANT?

There are as many answers to that key question as there are consultants. It is the very nature of competent consultants to be highly individualistic and to call upon not only their own professional life input, but that of their staff, in order to arrive at their recommendations. These recommendations come about only after there has been assembled all the possible facts that research can uncover in a given market.

As with other diagnostic professions, medicine or law, the client can only tell the consultants so much. The audience can only tell the consultants so much. Then, based on the consultants’ experience, capacity and judgment, they must recommend a direction that will improve the client’s position in the market or maintain it, if he is already in first place.

As the oldest company in our particular field, and as the most qualified, from the standpoint of the broadcast background of all members of our staff, we would give you a different answer to the question than many other companies. Some are larger in terms of total manpower and more diversified. Consulting for example, is only one of the things most of them do—some own research companies, do product testing, are involved in political research, etc.

Our company consults only. We secure the finest research we can find, from the country’s leading social scientists, to gather our background facts. But research is not our primary business. Objective analysis and specific recommendations based on monitoring, research and professional broadcast background, along with continuing consultation for at least a year, at all levels desired inside a client station, constitute our final product.

Our list of clients is not the largest in the field, but it is the most impressive, and no other company can claim to have consulted with so many clients successfully and continually for as long as twelve years.

If you want to know who we work for, how we work with them, what they think of us, and exactly what we think consultants should be, call us.

For the record

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

Independent label

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

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

Also present

EDITOR: Those of us in the academic world value BROADCASTING as an invaluable record. Scholars of tomorrow will be using it as the definitive record of what was important in the world of broadcasting today.

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

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

Air and ground

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

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

Datebook

- Indicates new or revised listing.

This week

Aug. 5-9—State University College at Buffalo festival, “The Television Documentary: A Look at its Future.” Professor David Yellin, director, course credit optional. Dean Harry Auspach, Buffalo State College, 1300 Elmwood Ave., Buffalo, N.Y. 14260.


Aug. 28—Deadline, extended from July 25, for comments to FCC on AM-FM program duplication. Deadline for reply comments extended from Aug. 28 to Sept. 30 (Docket 20016).


Also in August

Aug. 27—New deadline for reply comments in notice of inquiry and proposed rulemaking concerning amending Subpart F of Part 76 of FCC’s rules and regulations with respect to network program exclusivity protection by cable television systems. Previous deadline, Aug. 12.

September

Sept. 7—Southern Cable Television Association annual convention. Disney World, Orlando, Fla.


Sept. 13-15—American Women in Radio and Television northeast area conference. Lodge on the Green, Painted Post, N.Y.

Sept. 14-16—Maine Association of Broadcasters annual meeting. Sebago Lodge, Sebago Estates, Me.

Sept. 18—Ohio State Awards competition deadline, for education, informational and public affairs broadcasting. Contact: The Ohio State Awards, 2400 Olentangy River Road, Columbus, Ohio 43219.

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Bahamas.

October

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


Oct. 5-6--Women in Communications Inc. annual national meeting. Bellevue Stratford hotel, Philadelphia.


Oct. 6-8--North Carolina Association of Broadcasters annual convention. Great Smokies Hilton, Asheville, N.C.

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

Oct. 8-9--Illinois Broadcasters Association fall convention. Hyatt-Regency O'Hare, Chicago.


Oct. 10-13--Missouri Broadcasters Association fall meeting. Crown Center, Kansas City.


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

OCTOBER

Full-time AM.

Single-station growth market in the booming Northwest.

Offered exclusively.

Priced at $225,000 — only 7 times cash flow.

Call Bob Dalchau at 214-233-4334

CATCH-UP

Veterans have a lot of catching-up to do in many areas when they are released from duty. The job market is one. Promotions are often awarded on the employee’s tenure and education. If military obligations interrupted your progress for you in both areas, catch-up faster in the action-packed world of

The Broadcasting Division of Jones College, Jacksonville, offers two and four-year programs in Broadcasting and Broadcast Management leading to the Associate in Science and Bachelor of Science degrees.

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You have to be quick, instinctive and know when to take a chance. We think alike.

The First National Bank of Chicago
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You compete. We compete.
A turned-away client castigates broadcast media for prejudgment, censorship

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

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

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

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

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

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

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

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

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

It is frightening for a radio or TV station to tell an advertiser that its advertising is no longer wanted. It is tantamount to saying that a company that has been attacked by someone on the editorial side of the media faces the possibility of additional retribution by the same stations that do the accusing on its news programs.

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

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

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

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

In summation, I must ask:

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

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

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

(4) And finally, when, if ever, can all broadcast media be counted on to extend the same courtesy to an advertiser of long standing that a court does to a defendant?
WJW Cleveland and WSPD Toledo—Storer Broadcasting's two outstanding radio stations in the heart of America—have just announced their new national sales representative.

CBS Radio Spot Sales
Representing America's Most Influential Radio Stations.
After Whitehead: OTP pursuit of VHF drop-ins and its kind of cable regulation

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

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

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

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

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

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

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

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

Mr. Eger talks of establishing a new form of dialogue with the commission on major issues, "A lot of the reaction to what Tom personally and OTP as an agency did," Mr. Eger noted, "was perhaps adverse because it came as such a complete surprise. It was a bombshell."

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

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

"As this thing starts to snowball—and I think it will—we're certainly not going
to shrink from defending it if called upon to," however, Mr. Eger acknowledges that OTP cannot cling to the issue indefinitely. "You can only take an idea so far, and if the idea succeeds—great. If it fails I think you ought to be able to swallow hard and move on to the next item of business."

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

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

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

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

Mr. Eger's view—although not reflective of any OTP philosophy at present—regarding broadcast-newspaper crossownership runs in a similar vein. "I don't want to see an ad hoc restructuring of the industry," he maintains, "I just don't think that's fair. . . . Given the economic problems of running a newspaper—witnessing, for example, the major markets where often the print media are depending on the revenues of the broadcast media to sustain them—the potential for abuse is not so much the sheer size of the combination as it is the lack of diversity in the editorial staffs." However, Mr. Eger noted, "there probably are ways of requiring separate staffs, separate editorial policies, hiring practices and so forth—so that the media concentration is in reality not as great as your gross perspective of the problem."

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

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

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

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

A revised fee schedule that would cut the revenues the FCC derives from services it regulates by more than half was proposed by the commission last week. The new scheduled, the result of five months of computations by commission staff, follows the March Supreme Court decision that declared illegal the agency's previous attempts to recover 100% of its costs of those CP's (see 54, p. 80) for the preceding three years, which would depend on the service to which the station belongs and, in some cases, its current

Continues on page 24. On pages 22-23, a look back at former President Nixon and his relationship with broadcasting.
Two decades of crisis between Nixon and media

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

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

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

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

"I think that it's time that our great newspapers have at least the same objectivity, the same fullness of coverage, that television has," said Mr. Nixon at that time. "And I can only say thank God for television and radio for keeping the papers a little more honest."

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

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

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

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

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

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

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

The old Agnew role, however, had been openly assumed by Mr. Nixon. Watergate had burst upon the President. There were fewer news conferences, and those that were held were more abrasive than communicative. Only on April 20, 1973, was there a momentary detente, when Mr. Nixon credited "a vigorous free press" with helping reveal the Watergate story.

The next time Mr. Nixon met the press was on Aug. 22, 1973, in a conference
Triumph. Television's chronicle of the Nixon career included two triumphant inaugurals (this picture was taken off the tube at the second, on Jan. 20, 1973).

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

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

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

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

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

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

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

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

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

Exit. With his lady, the departing President boards Air Force One on Aug. 9, 1974.
Continues from page 21.

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

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

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

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

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

Minority leader asks hold on bill as Ervin presses for action

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

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

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

"We just think it's not fair play," the senator's aide said. The Commerce Committee struck down in one session and without hearings what Senator Scott has been working on for 15 years, he added, referring to the performance royalty issue, "Here's all this committee work going right down the drain."

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

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Wiretap issue tied into Cleveland Heights renewals

The FCC review board has enlarged the issues involved in the license-renewal proceedings of WJMO(AM) and WLYT(FM)
When you're locked in a competitive news battle and your position is steadily eroding, the time has come for drastic measures. But fire the whole department? That's not practical. And it doesn't insure results. This is the time when most stations turn to a news consultant.

Most consultants need an attitudinal study before they do a thing. Attitudinal research does serve a purpose — BUT, if done prematurely will only tell you what you already know, because the public will be reacting to your mistakes. And that's not fair to your news organization.

**TelCom is different.** We get right to work. Our news-specialists analyze your whole news operation first — from on-air Talent through the newsroom — right down to the morgue systems — We recommend and help implement the changes needed. Then and only then, we may suggest research. Only then is it meaningful to measure you against the competition.

**That's how you get to be the best in the market.**

TelCom has a team of Emmy-Award winning newsmen, backed up by the most experienced attitudinal research firm in broadcasting today, capable of making your news the market leader. And to make sure you get there — and stay there — we also have a full staff of programming and promotion experts. No one else in the field offers so much under one roof.
formers royalty section, the spokesman said, adding the senator is probably thinking it is better to have no vote at all this session than to have one which would delete Section 114. Senator Scott "has no ulterior motives other than to protect what he has been working on all these years," the senator's aide said.

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

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

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

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

When the measure is taken up, it is believed chances are good that Senator Ervin's amendment to strike Section 114 will be scheduled for consideration before the Commerce Committee's amendments, which normally would have come first.

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

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

Should the Senate complete action on the copyright bill in this Congress, observers say it is unlikely the House will complete its own hearings and vote on the measure. And if the House does not finish, both houses would have to begin again from the start in the next Congress. Despite this, it is felt that Senate completion of the bill would be valuable as a record and, as a result, action on copyright legislation in the next Senate would likely be abbreviated.

### Changing Hands

**Announced**

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

- **KWTO-AM-FM** Springfield, Mo.: Sold by Ozarks Broadcasting Co. to Salina Broadcasting Inc. for $1.25 million. Principals in seller are Mildred L. Cox and Lester L. Cox, co-executors of estate of Lester E. Cox (49.9%). Mrs. Cox owns 12.5% and Mr. Cox owns 37.5% of KMAS-AM-TV Pittsburg, Kan. Mr. Cox has 25% interest in KYTV (TV) Springfield. Principal in buyer is James Stuart (63.5%). Mr. Stuart is chairman of board and majority stockholder in Stuart stations KFOR (AM)-KHKS (FM) Lincoln and KGKL (AM) Grand Island, both Nebraska, KMKZ (AM-KMKS (AM)-KZEX (FM) Sioux City and KOEL-AM-FM Oelwein, both Iowa, and W2MY (AM) Springfield, Ill. KWTO operates on 560 kHz with 5 kw. KWTO-AM-FM is on 98.7 mhz with 100 kw and antenna 290 feet above average terrain.

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

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

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

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

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

---

**FEATURED BY AMERICA'S OUTSTANDING MEDIA BROKER**

**SOUTHERN FM**

**$450,000**

Class C 100 kilowatt FM in top 50 market. Needs fresh capital and some new equipment. Turn-around opportunity for experienced operator. Can deliver to responsible buyer for $75,000 down and assumption of desirable long-term, low interest mortgage.

**BLACKBURN & COMPANY, INC.**

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74-41

Broadcasting Aug 19 1974
Congressman Marvin Esch (R-Mich.); Gerard Zeiller, special assistant to administrator of the Veteran's Administration, and Donato Sarapo, physician.

RKO General Inc.'s struggle to keep WOR-TV New York was helped last week when the FCC's review board ruled that the financial representations of the competing applicant for the channel 9 facility must be explored in hearing. The board, acting on a motion by RKO, found reason to question the competing applicant Multi-State Communications Inc. about the availability to it of a $4-million line of credit. The loan, ostensibly to be made available by the Chase Manhattan Bank of North America, would be used to construct Multi-State's new station and cover initial operating expenses if the applicant eventually wins against RKO.

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

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

**Emergency DST faces ax**

Staggers bill provides for cutback to eight months of fast time

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

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

There are currently eight bills pending...
KRSI is the answer—to every question!

How many did you miss?

Minneapolis-St. Paul listeners are going for the modern country sound of KRSI in a big way—and we’ve got the numbers to prove it. And not just for one book either. All the rankings above are averages for two rating periods—six full months.

KRSI is the answer—every question!

Name The Station... *
in the Minneapolis-St. Paul market
That Ranks:

| STATION | #2 in Men 25-49 M-F 6-10 a.m. | #2 in Men 25-49 M-F 10 a.m.-3 p.m. | #3 in Total Adults 25-49 M-F 10 a.m.-3 p.m. | #2 in Men 25-49 M-F 3 p.m.-7 p.m. | #2 in Total Adults 25-49 M-F 3 p.m.-7 p.m. | #2 in Men 25-49 Sat 6 a.m.-10 a.m. | #2 in Women 18+ Sat 6 a.m.-10 a.m. | #2 in Total Adults 18+ Sat 6 a.m.-10 a.m. | #1 in Men 18-24 Sat 10 a.m.-3 p.m. | #1 in Women 18-34 Sat 10 a.m.-3 p.m. | #1 in Men 18+ Sat 3 p.m.-7 p.m. | #1 in Women 18-49 Sat 3 p.m.-7 p.m. | #1 in Total Adults 18-49 Sat 3 p.m.-7 p.m. | #1 in Men 25-49 Sat 7 p.m.-Midnight | #1 in Women 25-49 Sat 7 p.m.-Midnight | #1 in Adults 18-49 Sat 7 p.m.-Midnight | #1 in Men 18-49 Sun 10 a.m.-3 p.m. | #1 in Adults 25-49 Sun 10 a.m.-3 p.m. | #1 in Men 18-49 Sun 3-7 p.m. (tie) | #1 in Adults 18-49 Sun 3-7 p.m. |
| KRSI | #2 in Men 25-49 M-F 6-10 a.m. | #2 in Men 25-49 M-F 10 a.m.-3 p.m. | #3 in Total Adults 25-49 M-F 10 a.m.-3 p.m. | #2 in Men 25-49 M-F 3 p.m.-7 p.m. | #2 in Total Adults 25-49 M-F 3 p.m.-7 p.m. | #2 in Men 25-49 Sat 6 a.m.-10 a.m. | #2 in Women 18+ Sat 6 a.m.-10 a.m. | #2 in Total Adults 18+ Sat 6 a.m.-10 a.m. | #1 in Men 18-24 Sat 10 a.m.-3 p.m. | #1 in Women 18-34 Sat 10 a.m.-3 p.m. | #1 in Men 18+ Sat 3 p.m.-7 p.m. | #1 in Women 18-49 Sat 3 p.m.-7 p.m. | #1 in Total Adults 18-49 Sat 3 p.m.-7 p.m. | #1 in Men 25-49 Sat 7 p.m.-Midnight | #1 in Women 25-49 Sat 7 p.m.-Midnight | #1 in Adults 18-49 Sat 7 p.m.-Midnight | #1 in Men 18-49 Sun 10 a.m.-3 p.m. | #1 in Adults 25-49 Sun 10 a.m.-3 p.m. | #1 in Men 18-49 Sun 3-7 p.m. (tie) | #1 in Adults 18-49 Sun 3-7 p.m. |

KRSI Fulltime 950 AM
Represented Nationally by

*April-June 1974 PULSE: Average qtr hr audience estimates Jan-Jun 1974 for central zone; audience data are estimates only, subject to the limitation of their source.

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

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

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

Two more offer ideas on fairness doctrine

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

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

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

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

Restrictions against defamatory remarks, profanity, obscenity as well as commercial advertisers and political candidates should be included in the spot message scheme, according to COM.
A candid and stirring program, "Churchill The Man" puts much of modern history in human perspective. This special, with commentary by Douglas Fairbanks, and featuring Miss Sarah Churchill, shows the rarely-seen human forces that shaped Winston Churchill, the man who stood at a focal point in history.

Through the eyes of his daughter, and friends who knew him best, the viewer will see Churchill the wit, the war leader, animal lover, landscape painter, bricklayer, Nobel Prize winner, statesman and father.

Available to a single station in each market for telecast this fall. Already sold prior to general announcement to WABC-New York; KABC-Los Angeles; KGO-San Francisco; WRC-Washington.

For additional information: Dick Dinsmore, Don Colapinto Home International Television 6290 Sunset Boulevard/Hollywood, California 90028/(213) 461-3457
Public broadcasting gets preliminary win in its funding fight

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

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

Last week's mark-up followed a day of hearings before Communications Subcommittee Chairman John Pastore (D-R.I.) Aug. 6 (Broadcas-ting, Aug. 12) at which public broadcasting officials had testified that $612 million, or $121 million, $121 million more than the amount expected to be authorized by the bill's sponsor, was necessary to ensure fair and equitable broadcasting.

In order to obtain the maximum appropriation, public broadcasting would have to raise $2.50 from nonfederal sources for every $1 in federal money.

The bill, however, must still undergo substantial screening. According to Hill sources, the legislation will be referred to the Appropriations Committee for further study before being passed on for floor action. The Commerce Committee report is expected to be completed this week. Conversely, it is expected to reach Appropriations before Congress returns from the Labor Day recess, which begins Aug. 23. While many senators are known to have reservations over long-term appropriations in general, the fact related to numerous occasions by Senator Pastore during the Aug. 6 hearings, the
"TV-newsfilm got the short end of the stick until we got into the act..."

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

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

And so, for the past two decades, this extremely important and large segment of the market for professional film cameras was served almost exclusively by "conversions" and "garage-shop" specials — usually incorporating used components.

Certainly TV-newsfilm got the short end of the stick until we got into the act in 1972!

Our CP-16's are the first truly professional 16mm sound cameras designed specifically to meet the demanding requirements of TV-newsfilm operations. We pioneered the crystal drive system, the plug-in battery, the built-in Crystasound amplifier, the fast-acting plastic magazine, and a host of other innovative features.

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

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

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

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

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

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

Remember. These are cameramen whose livelihood depends on the equipment they own. If they can afford to pay the price for quality, can you afford to do less?
Mr. Taylor makes his move

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

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

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

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

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

(Mr. Taylor's is not the only name from broadcasting in Time's 200, however. Two noncommercial TV executives and three familiar on-air faces also made the list: Joan Ganz Cooney, 44, of the Children's Television Workshop; John Jay Iselin, 40, of noncommercial WNET-TV New York; Dan Rather, 42, CBS News correspondent; Barbara Walters, 43, co-host of NBC-TV's Today, and Bill Moyers, 40, former public broadcasting commentator. Several executives of publishing enterprises having broadcast ownerships were also included, among them Barry Bingham Jr., 40, of the Louisville Courier-Journal and Times [WHAS-AM-FM-TV Louisville, Ky.] and John J. Cowles Jr., 45, of the Cowles publishing and broadcasting interests.)

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

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

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

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

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

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

Mr. Taylor, on the other hand, coming from outside broadcasting, with primary orientation in finance, has tended to share the CBS spokesman role—particularly in Washington, where Dr. Stanton's stature was virtually unquestioned—with more experienced hands, such as John A. Schneider, president of the CBS/Broadcast Group, and Richard W. Jencks, CBS Inc.'s Washington vice president.

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

Differences between Dr. Stanton and Mr. Taylor are also apparent in the approaches they take in speeches on non-broadcast subjects. Thus far, at least, these tended to be differences primarily in emphasis, often made more noticeable by similarities in basic principles. That they both have academic roots and interests, both are actively interested in national and world affairs (and both have been said at various times to be predisposed toward government office) and both put great emphasis on corporate responsibility in dealing with people and in tackling broader social problems.

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

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

And that means that you’re in for the most outstanding 16mm reflex news/documentary camera ever! Designed and built with the same kind of innovative engineering and manufacturing excellence you’ve come to associate with Cinema Products.

Yes. The CP-16R reflex camera system is everything you would expect from Cinema Products. And more.

Take our new CP-16R miniaturized BNCR-type lens mount, for instance. It’s the kind you get on professional 35mm motion picture studio cameras. With a positive locking ring to hold your lenses securely. And a locating pin to maintain proper lens orientation at all times. With our new reflex CP lens mount system your lenses are protected against any torque-related damage. A mere twist of the locking ring is all it takes to secure even those heavy zooms!

The new CP-16R reflex has really got it all together.

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

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


For further information, please write to:

Cinema Products
Technology in The Service of Creativity
2037 Granville Avenue, Los Angeles, California 90025
Telephone: (213) 478-0711  Telex: 69-1339  Cable: Cinedevco
**Broadcast Advertising**

Spot TV inches up in second quarter

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

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

TVB said four major product categories made the most substantial gains: records and tapes, radio and TV advertisers in '72, 44.43.41.39.38.37.

- 53 records and tapes, radio and TV advertisers in '72.
- 44.
- 43.
- 41.
- 39.
- 38.
- 37.
- 33.
- 16.
- 12.
- 13.

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

The top 100 in spot during the second quarter:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Parent company</th>
<th>Est. expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Procter &amp; Gamble</td>
<td>19,678,500</td>
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<tr>
<td>2.</td>
<td>General Foods</td>
<td>10,915,600</td>
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<tr>
<td>3.</td>
<td>Colgate Palmolive</td>
<td>9,512,800</td>
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<td>4.</td>
<td>Lever Brothers</td>
<td>8,763,500</td>
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<td>5.</td>
<td>American Home Products</td>
<td>7,637,900</td>
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<td>6.</td>
<td>Ford Motor</td>
<td>7,647,000</td>
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<td>7.</td>
<td>General Motors</td>
<td>7,172,500</td>
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<td>8.</td>
<td>Coca-Cola</td>
<td>6,600,000</td>
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<td>9.</td>
<td>Bristol-Myers</td>
<td>6,065,000</td>
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<td>10.</td>
<td>PepsiCo Inc.</td>
<td>5,563,800</td>
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<tr>
<td>11.</td>
<td>Kraft Foods Corp.</td>
<td>4,769,000</td>
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<td>12.</td>
<td>Jos. Schlitz Brewing</td>
<td>4,587,000</td>
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<td>13.</td>
<td>American Tel. &amp; Tel.</td>
<td>4,206,500</td>
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<td>14.</td>
<td>General Mills</td>
<td>4,110,400</td>
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<td>15.</td>
<td>Dynamic House</td>
<td>4,105,600</td>
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<td>16.</td>
<td>William Wrigley Jr. Co.</td>
<td>4,070,000</td>
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<td>17.</td>
<td>IBM</td>
<td>3,990,000</td>
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<td>18.</td>
<td>International Tel. &amp; Tel.</td>
<td>3,561,900</td>
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<td>19.</td>
<td>American Cyanamid Co.</td>
<td>3,525,000</td>
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<td>20.</td>
<td>Miles Laboratories</td>
<td>3,190,200</td>
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<td>21.</td>
<td>Quaker Oats</td>
<td>3,134,000</td>
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<td>22.</td>
<td>Hostess Baking Co.</td>
<td>3,026,000</td>
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<tr>
<td>23.</td>
<td>Alberto Culver</td>
<td>2,907,700</td>
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<td>24.</td>
<td>Sherwin-Plough</td>
<td>2,850,700</td>
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<td>25.</td>
<td>Seven-Up</td>
<td>2,728,500</td>
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<tr>
<td>26.</td>
<td>Mars</td>
<td>2,710,800</td>
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<td>27.</td>
<td>Warner-Lambert Pharmaceutical</td>
<td>2,699,400</td>
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<td>28.</td>
<td>Triangle Publications</td>
<td>2,537,700</td>
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<tr>
<td>29.</td>
<td>Trans World Airlines</td>
<td>2,436,900</td>
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<td>30.</td>
<td>Philip Morris</td>
<td>2,302,600</td>
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<td>31.</td>
<td>Norton Simon</td>
<td>2,286,700</td>
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<tr>
<td>32.</td>
<td>Nabisco</td>
<td>2,254,300</td>
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<tr>
<td>33.</td>
<td>Scott's Liquid Gold</td>
<td>2,170,000</td>
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<tr>
<td>34.</td>
<td>Borden</td>
<td>2,113,200</td>
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<tr>
<td>35.</td>
<td>Sterling Drug</td>
<td>2,093,500</td>
</tr>
<tr>
<td>36.</td>
<td>H. Schindler Chemical</td>
<td>2,092,000</td>
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<tr>
<td>37.</td>
<td>Norell Corp.</td>
<td>2,028,200</td>
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<tr>
<td>38.</td>
<td>Toyott Motor Distributors</td>
<td>1,994,300</td>
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<tr>
<td>39.</td>
<td>American Airlines</td>
<td>1,825,700</td>
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<tr>
<td>40.</td>
<td>General Electric</td>
<td>1,911,500</td>
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<tr>
<td>41.</td>
<td>Hubbard</td>
<td>1,869,900</td>
</tr>
<tr>
<td>42.</td>
<td>Chrysler</td>
<td>1,856,800</td>
</tr>
<tr>
<td>43.</td>
<td>Carnation Co.</td>
<td>1,835,300</td>
</tr>
<tr>
<td>44.</td>
<td>C.P.C. International</td>
<td>1,829,100</td>
</tr>
<tr>
<td>45.</td>
<td>Volkswagenwerk, A. G.</td>
<td>1,825,900</td>
</tr>
<tr>
<td>46.</td>
<td>Beatrice Foods</td>
<td>1,778,500</td>
</tr>
<tr>
<td>47.</td>
<td>American Home Products</td>
<td>1,772,700</td>
</tr>
<tr>
<td>48.</td>
<td>Nissan Motor Corp., USA</td>
<td>1,707,200</td>
</tr>
<tr>
<td>49.</td>
<td>Nestle Co.</td>
<td>1,698,300</td>
</tr>
<tr>
<td>50.</td>
<td>Cheesecake Ponds</td>
<td>1,650,400</td>
</tr>
<tr>
<td>51.</td>
<td>Dr Pepper</td>
<td>1,637,300</td>
</tr>
<tr>
<td>52.</td>
<td>American Motors</td>
<td>1,636,600</td>
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<tr>
<td>53.</td>
<td>Gillette</td>
<td>1,623,500</td>
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<tr>
<td>54.</td>
<td>Adam VIII Ltd.</td>
<td>1,600,600</td>
</tr>
<tr>
<td>55.</td>
<td>F. W. Woolworth</td>
<td>1,569,500</td>
</tr>
<tr>
<td>56.</td>
<td>American Express</td>
<td>1,541,700</td>
</tr>
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</table>

**New tangent for Panasonic**

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

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

**Steady listening called radio plus against television’s erratic viewing**

That’s conclusion of Mediastat study matching broadcast media usage

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

These are among the conclusions that may be drawn from a new media-mix study conducted by Media Statistics Inc. (Mediastat), Silver Spring, Md., research firm, and being used by Mediastat station clients in San Francisco—where the study was conducted—to underscore the advertising values of radio both on its own and in combination with TV. Mediastat officials said the study was the first of its kind, based on personal diaries kept by 1,007 persons, showing listening and viewing quarter hour by quarter hour, with the results computerized for analysis in a variety of ways.

They said Marketon Inc. of Menlo Park, Calif., a computer service company used by several of the stations, has already provided several quintile studies and is now running TV and radio schedules showing reach and frequency for each medium and for the two together, with data on duplication and exclusivity of each.

Among the preliminary results released by Mediastat:

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

- While viewing dropped off sharply from one TV quintile to the next, listening remained relatively constant. Viewers in the top quintile—the 20% of the respondents who watched TV the most—viewed 169 quarter hours a week, on average, while those in the next heaviest quintile viewed 105 quarter hours, those
“Westbrook Hospital.” A new series of medical center dramas. Starring Robert Clark as Doctor Geoff Mason and William A. Fagal as the hospital chaplain. Twenty-six color half hours of patient and professional conflicts with medical and spiritual consequence. For audition print or information, contact Faith for Today, Department of Syndication, Box 1000, Thousand Oaks, CA 91360 (805) 498-6661. Ask for Eric Graham.

FAITH FOR TODAY
in the next quintile 79, the fourth quintile 49 and the bottom quintile 14. In radio, however, there was only about 15% difference between the top quintile (178 quarter hours with radio) and bottom (67 quarter hours).

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

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

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

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

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

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

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

**Engman urges steps to make advertiser tell everything**

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

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

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

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

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

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**BAR reports television-network sales as of Aug. 4**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Aug. 4</th>
<th>Total dollars week ended Aug. 4</th>
<th>1974 total minutes</th>
<th>1974 total dollars</th>
<th>1973 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
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<tr>
<td>Sign-on-10 a.m.</td>
<td>62</td>
<td>$435,700</td>
<td>2,043</td>
<td>$13,810,600</td>
<td>$14,432,100</td>
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<tr>
<td>Monday-Friday</td>
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<tr>
<td>10 a.m.-6 p.m.</td>
<td>909</td>
<td>7,078,000</td>
<td>30,709</td>
<td>266,272,000</td>
<td>229,423,900</td>
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<tr>
<td>Saturday-Sunday</td>
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<tr>
<td>Sign-on-6 p.m.</td>
<td>210</td>
<td>1,668,200</td>
<td>8,629</td>
<td>118,086,900</td>
<td>108,290,100</td>
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<tr>
<td>Monday-Sunday</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>94</td>
<td>1,471,400</td>
<td>3,030</td>
<td>64,001,300</td>
<td>57,300,900</td>
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<tr>
<td>Sunday</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>8</td>
<td>71,200</td>
<td>428</td>
<td>9,381,800</td>
<td>9,565,100</td>
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<tr>
<td>Monday-Sunday</td>
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<tr>
<td>7:30 p.m.-11 p.m.</td>
<td>363</td>
<td>15,258,800</td>
<td>12,114</td>
<td>677,177,400</td>
<td>624,083,400</td>
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<tr>
<td>Monday-Sunday</td>
<td></td>
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<td></td>
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<tr>
<td>11 p.m.-Sign-off</td>
<td>170</td>
<td>2,425,100</td>
<td>5,309</td>
<td>84,623,200</td>
<td>73,211,900</td>
</tr>
<tr>
<td>Total</td>
<td>1,016</td>
<td>$28,406,400</td>
<td>62,281</td>
<td>$1,233,353,200</td>
<td>$1,116,307,400</td>
</tr>
</tbody>
</table>

* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.
In-depth Local TV News is High Rating News.

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

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

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

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

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

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

For further information, please write to:

Cinema Products Corporation
2057 Granite Avenue, Los Angeles, California 90016
Telephone: (213) 669-0751 & 669-0299 & Cable: Cicadelto
When controversy isn't controversial

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

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

Six-month surge. Advertising on TV networks during the first half of 1974 grew by 10.5% to almost $1.1 billion, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. All day parts showed "healthy increases," according to TVB. The bureau also reported that network-TV advertisers spent $158.6 million in June, a gain of 16.5% over 1973. Weekday daytime TV investments in June rose by 31.3% to $35 million. TVB attributed part of this growth to last year's extensive Watergate coverage and this year's additional weekday.

<table>
<thead>
<tr>
<th>Network television time and program billing estimates by day parts and by network (add 600)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>June</strong></td>
</tr>
<tr>
<td>---------</td>
</tr>
<tr>
<td><strong>Daytime</strong></td>
</tr>
<tr>
<td>1973</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
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<tr>
<td><strong>Nighttime</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
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<table>
<thead>
<tr>
<th><strong>ABC</strong></th>
<th><strong>CBS</strong></th>
<th><strong>NBC</strong></th>
<th><strong>Total</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td>$63,860.6</td>
<td>$63,864.7</td>
<td>$63,512.4</td>
</tr>
<tr>
<td><strong>February</strong></td>
<td>54,457.0</td>
<td>61,603.6</td>
<td>55,487.2</td>
</tr>
<tr>
<td><strong>March</strong></td>
<td>61,193.3</td>
<td>69,823.0</td>
<td>62,730.2</td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>55,507.8</td>
<td>72,311.2</td>
<td>64,340.8</td>
</tr>
<tr>
<td><strong>May</strong></td>
<td>51,540.8</td>
<td>69,349.7</td>
<td>60,576.4</td>
</tr>
<tr>
<td><strong>June</strong></td>
<td>47,736.0</td>
<td>58,912.9</td>
<td>51,912.3</td>
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<tr>
<td><strong>Year to date</strong></td>
<td>$326,761.5</td>
<td>$395,865.1</td>
<td>$358,539.3</td>
</tr>
</tbody>
</table>
Aren't you curious why 72 stations are using TVN Newservice?*

Why not call one of your friends and find out?

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

**Take your pick...**

<table>
<thead>
<tr>
<th>Network</th>
<th>(Affiliates)</th>
<th>(Independents)</th>
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</thead>
<tbody>
<tr>
<td>CBS</td>
<td>KNXT (Los Angeles)</td>
<td>WBBM (Chicago)</td>
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<tr>
<td></td>
<td>WNAC (Boston)</td>
<td>KPIX (San Francisco)</td>
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<td>WTOP (Washington)</td>
<td>KMOX (St. Louis)</td>
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<td>KIRO (Seattle)</td>
<td>WTVP (Tempe)</td>
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<td>KCMO (Kansas City)</td>
<td>WBEN (Buffalo)</td>
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<td></td>
<td>KFMB (San Diego)</td>
<td>WTEN (Albany)</td>
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<td></td>
<td>WHEN (Syracuse)</td>
<td>WHEC (Rochester)</td>
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<td>WOW (Omaha)</td>
<td>KGGG (Albuquerque)</td>
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<td></td>
<td>ABC</td>
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<td>NBC</td>
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<td>WRAL (Raleigh/Durham)</td>
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<td>WOR (New York)</td>
<td>WNEW (New York)</td>
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<td>WTCN (Indianapolis)</td>
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<td>WCIX (Miami)</td>
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<td>WSNL (Patchogue)</td>
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<td>KPHO (Phoenix)</td>
<td>WSBW (Orlando)</td>
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<td>KPTV (Portland)</td>
<td>KTXL (Sacramento)</td>
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Plus Canadian Broadcasting Corporation's 26 o- & o's and affiliates; Global Communications Network's 6 stations; CITY, Toronto and CHCH, Hamilton.

John O. Gilbert, Exec. V.P., Frank C. Beazley, Jr., V.P./Marketing (212) 582-6666 • Dennis Swanson (312) 266-7777

Jack Wilson, President, TELEVISION NEWS, INC.
There's no news like their news

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

The ABC Evening News with Howard K. Smith and Harry Reasoner
Weeknights on the ABC Television Network
Big changes in local news: more speed, more depth, more demands

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

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

Local news programs are running strong competition with the most popular entertainment programs. The latest Arbitrons, for May 1-28, rated news among the top-10 programs in total audience in market after market. Examples: The 6 and 10 p.m. newscasts on KOOL-TV Phoenix were in first and second place. News at 10 p.m. on WKY-TV Oklahoma City ranked first, second and fifth. The Scene at 6 on WNBC-TV Greenville, S.C., was first. The 10 p.m. news on WBSA-TV Fort Worth and WTMJ-TV Milwaukee was in fourth place in each market. WCCO-TV Minneapolis's 10 p.m. Scene Tonight tied at fourth and fifth. WTVP-TV (17) Tampa, Fla., tied for third with its 7 p.m. Pulse News. WAVE-TV Louisville and WAVE-TV St. Louis each ran fifth with its 10 p.m. World Tonight.

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

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

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

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

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

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

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

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

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

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

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

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

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

With the expansion of journalistic enterprise is coming an extension of program time. In a few big markets, the two-hour local news show is developing. KNXT Los Angeles, which has had a two-hour newscast for some five years, was joined in April by KABC-TV there and KGO-TV San Francisco. Later that month WNBC-TV New York switched to long-form news, and KNXT Los Angeles will jump into the boat on Aug. 26. Other stations are holding their newscast at its present length or going for an hour or 90-minute local newscasts. NBC’s WKYC-TV Cleveland is planning to move to 90 minutes. Metromedia’s KNBC-TV Kansas City offers 90 minutes of local news with a half-hour of network news sandwiched in after the first local hour. “News is profitable and there’s an appetite for it,” says Mr. Bartelme.

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

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

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

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

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

How TV stations rise to the occasion when big news breaks

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

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

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

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

For KNXT it was more than a question of being at the right place at the right time the evening of May 17. Since the station had acquired the basics of its Ikegami minicam system in February 1973, it had been constantly making modifications until, at the time of the shootout, the transmitter power had been upped to allow coverage from virtually any point in Los Angeles, and the mobile unit trimmed down to fit into a car-sized van. But while the station put pros to work adapting equipment to meet coverage and flexibility needs, it relied on a broadcast amateur for the key to unlock the location of the FBI-SLA confrontation. Recognizing that minicam operations were being broadcast on an FBI tactical frequency, the station called on an amateur radio enthusiast to monitor the FBI band for “Code 5”—stakeouts.

Meanwhile, the station had two units cruising the area, and, only minutes after the shootout began, KNXT’s cameras were live and operational, providing uninterrupted coverage from 6:10-8 p.m.

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

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

An able Baker helps KQED to upscale perspective, uncovers sensational breaks in Hearst case

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

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

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

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

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

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

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

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

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

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

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

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

The following day KPRC-TV stationed the conventional CP-16A film cameras on the grounds of the prison administration building and provided the bulk of
its coverage, with film flown to Houston by private plane. However, the Akai camera continued to be used to supplement KPRC-TV's coverage during the remainder of the 11-day siege, tape late-breaking events that were rushed to Houston for telecast within the hour.

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

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

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

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

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

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

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

KTRK-TV camps out to cover Huntsville prison situation

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

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

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

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

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

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

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

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

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

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

The coverage was a test for newsmen Don Scott, who had joined the station only four days earlier. After all-night reporting he led off the 7 a.m. Eyewitness News the next morning—with something less than wide-open eyes himself. That same morning one regularly scheduled program was pre-empted by a special report.

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

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

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

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

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

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

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

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

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

A TV news postscript: Though he knew he was sitting on one of the area's major news stories, Mr. Stewart said his
5 of the biggest news stories in May '74 were seen only on Channel 4.

ACCUSED KRONHOLM KIDNAPPER TALKS!
LITTLE KELLY JO FOUND SAFE IN BASEMENT!
POLICE FIND $50,000 WAVERLY RANSOM!
ST. LOUIS COURT CONSIDERS FATE OF RESERVE!
FBI CAPTURES KRONHOLM INTRUDER!

Are we just lucky?

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

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

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

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

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

No wonder both ARB and Nielsen* have named us Number 1 in news for 6 years in a row.
No wonder we received 3 out of 4 Midwest Regional RTNDA Awards for 1974.
Luck? That many coincidences would have put Las Vegas out of business years ago.

P.S. Speaking of luck, if you need some—give a call to the WCCO-TV Sales Staff.
Or Peters, Griffin & Woodward, Inc.
Our only problem is, our story sounds too good to be true.

*Check any ARB or Nielsen since Jan. '68. Audience ratings are estimates only and subject to the limitations thereof.
main concern was that airing the story would hinder police investigation of the case. He passed up the chance for a “scoop” on his 11 p.m. newscast.

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

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

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

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

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

The station is the proving ground for the other four CBS O&O's and for CBS News itself as the station—freed from logjamming of film editing/viewing—experiments with the capability of going live at any time. For KMOX-TV, that means a test of its news crews, calling for a significantly greater thinking-on-foot ability as well as restructuring of traditional newsroom roles. The assignment editor, for instance, "turns into an extraordinarily powerful guy" as he sits behind his console with live news flowing in from as many as three locations at once, Mr. Battista said. It's also a test of equipment as the station tries out all the combinations and permutations of live, taped-in-van, taped-in-newsroom, modes of operation.

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

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

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

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

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

The camera responsible for the precedent-setting coverage was WNBC-TV's version of the minicam, the portable PCP-90. News Center 4 technicians and Frank Field (science reporter and part-time weatherman), spent two 12-hour days in preparation for the telecast—part of which involved a surgical scrubbing for the crew as well as the equipment. One camera was used during the operation, with four WNBC-TV staff members inside the operating room during the procedure, to provide a total of 23 minutes live.

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

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

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

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

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

WTMJ TELEVISION FOUR

NBC in Milwaukee.
Represented by Harrington, Righter & Parsons, Inc.
KREM-TV finds a minicam and a microwave the best way to cover a world’s fair

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

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

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

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

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

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

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

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

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

WBBM-TV finds portable cameras have helped boost its ratings

Although it’s not quite as portable as a toothbrush, WBBM-TV Chicago takes its Ikigami camera just about anywhere, using it three times a day—sometimes often.

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

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

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

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

WSB-TV Atlanta’s “action camera,” a video-tape portable unit, won the station national attention when Atlanta’s Mayor Maynard Jackson attempted to fire Police Chief John Inman. A power struggle ensued, witnessed by the portable camera, as the two verbally fought over the office, giving commands and countercommands to the policemen caught in the middle.

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

Portability gives Florida UHF an advantage over the competition

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

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

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

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

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

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

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

The station went live with cameras positioned in the rear of the sta-
Watch us win them. Again.

This year 7 Emmy Awards. For the second consecutive year...more than any other Washington Station. If you saw the shows you know why we won. If you missed them... stay tuned for more. The subjects may change but the objectives stay the same. And no matter what our team tackles...we come out ahead. As will you.

WMAL TV 7
Washington, D.C.
tion's downtown studio for a five-minute full-screen picture of the funnel that had just touched down in nearby Sayler park. The same funnel was responsible for some $50 million in damage. The station carried the live picture as soon as the cameras were set up, interrupting an afternoon comedy movie, and carried the picture alone for several seconds before audio lines were opened up with descriptions of the path of the twister and emergency information. If Cincinnatians had any doubt that the air raid sirens signaled anything more than a routine practice alert, the WCPO-TV coverage told them otherwise. (Walter Cronkite's CBS Evening News led with WCPO-TV's live tornado shot the following evening.)

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

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

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

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

While 11 states were battered by a swarm of tornados that day, Alabama recorded the highest death toll, with 81 persons killed, 830 injured and 1,500 homeless. The storms had been tracked during the day by WAAY-TV meteorologist John Bradshaw. After the first tornado warning was issued, the station suspended regular programming and began live weather coverage using the radar equipment and its news staff.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

WLWD(TV) keeps pace with tornados

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

WSFA-TV puts Montgomery first

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

And, a new school integration plan that would mean rezoning and school closings in the Montgomery area was examined in depth in an evening newscast the day it was approved; the focus
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Documentaries and 'mini-docs' sweeten pot of local TV journalism

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

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

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

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

Municipal waste of money is news at WGN-TV Chicago

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

While beautification programs are usually welcome additions to metropolitan life, WGN's editorial director, Bob Hogan uncovered an expensive, ill-planned greenery project that would prove to be little more than an eyecore to the sore-eyed commuter. As the reporter discovered, the steel and stone "flower pot" would cost the city $77,000 but allow little time for appreciation—
the project was located at one of the city's busiest interchanges, a 14-lane entrance/exit ramp to the downtown Kennedy expressway.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The film was particularly timely, since it followed the findings of 27 youths in Texas, most of whom were killed after accepting rides on the high-
For an unprecedented second consecutive year WMAR-TV has been selected to receive this coveted national award by The American Bar Association. This year, the award was for the one-hour color film documentary, "There Ought to be a Law".

First Recipient of the Distinguished Service Award

News Film Station of the Year

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

WMAR-TV
Television Park, Baltimore, Md. 21212
Scrub cameras. Two local outlets offered their viewers dramatic footage of surgery. At left, a WMAL-TV Washington cameraman uses a film camera and available light to document a delicate open-heart procedure on a five-year-old child. At right, WNBC-TV New York’s Frank Field (with microphone) details a mother-daughter kidney transplant. WNBC-TV’s effort was captured on tape via a minicam. Four WNBC-TV technicians were on hand for the operation. They produced 23 live minutes.

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

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

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

Another KSTP-TV special required a 24-hour-a-day effort from reporter Greg Licht and photographer Jim Rudie as the two did a modern-day Mark Twain documentary called the *Rivermen*. That special, which averaged 1,000 viewers per minute, included actual footage of an eventful trip that included a midnight barge-bridge collision. The effort resulted in a prime-time documentary that examined the importance of the Mississippi and its river traffic to the Twin Cities.

**Area medical topics a healthy concern at WITN-TV**

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

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

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

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

WTMJ-TV Milwaukee placed heavy emphasis on mini-docs to broaden both the subject matter and depth of coverage within its regularly scheduled newscast. *Paramedics—A Community Challenge* examined how the Medical Center’s fiction operates in real life in a five-part series that took a look at the paramedic program of West Allis, Wis., the smallest city in the country to date to incorporate that medical service.

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

One special report that was aired outside of the regular newscast framework was the 90-minute program, *The Seventeenth Minute: Breast Cancer*. Despite the hushed status of breast cancer, WTMJ-TV adopted a head-on approach to the problem—every 17 minutes one woman dies of that form of cancer—in an attempt to alert women to the dangers of the disease, as well as to dispel myths. Recognizing that overcoming fear of the cancer is at least half the battle, the station aired film of a patient going through the treatment process from diagnostic procedures to radiotherapy. And, as part of its straightforward approach, the special included taped interviews with four women who had undergone breast surgery as well as film of an actual breast examination. Following live interviews with a number of doctors and cancer experts, the station opened its telephone lines to take on-air calls. Response to that portion was so heavy that the station left its telephone lines open and physicians stayed to answer calls after the station went off the air at midnight.

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

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

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

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

As part of WABC-TV’s *People, Places and Things* series, reporter Doug Johnson examined the economic problems of New
Jim Hartz tells the story of two teen-age killers.

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

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

Pia Lindstrom uncovers a wealth of cheap townhouses in Manhattan.

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

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

**NewsCenter4**

Weekdays 5-7 pm WNBC-TV
York's Jewish poor, the city's third largest poverty group. Following the first airing of the program, former Mayor John Lindsay allocated a quarter-million dollars to an antipoverty program specifically designed to aid this group, and the Federation of Jewish Philanthropies embarked on a massive project to provide further assistance.

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

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

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

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

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

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

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

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

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

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

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

WMAL-TV's thorough uncovering of abuses in auto repair earns biggest prize of all: results
An outstanding investigative series on automotive repair rip-offs is credited to WMAL-TV Washington's Jim Clarke. For his report, "The Auto Repair Go-Round," Clarke took a 1970 Ford Maverick to nearly a dozen Washington-area...
Each year some 30,000 infants die silently in their cribs. No one knows why. No one’s to blame.
These crib deaths also take a heavy toll of those who survive. Parents accuse each other of murder. Marriages strain and crack. People wind up in mental institutions.
WWJ-TV recently brought this problem into sharp public focus with a series of special reports on the Sudden Infant Death Syndrome during 10 major evening newscasts.
As a result, the cloud of self-guilt has been lifted for many. Grieving parents now share their common losses with greater understanding. And with less tragic results.
Helping people; bringing them together. That’s WWJ-TV’s NEWS-4. And Detroiters know it!
garages, including those of some major auto dealers. He ran up a repair bill of nearly $1,100 in unneeded repairs, after starting in perfect operating condition as verified by expert mechanic Pat Goss.

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

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

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

KTTV assigns a news team entirely to investigative reporting
KTTV(5) Los Angeles has given free rein in time and scope of topics to its investigative team of Larry Atteberry and Barbara Simmons, with resultant "mini-docs" almost daily. The "On Target" team, backed by a producer/reporter and researcher, triggered a county probe of contaminated meat, disclosed violations of inoculation laws, among other children, and demonstrated that oil companies were receiving substantially more fuel than they reported during the recent shortage. News Director Chuck Riley notes the assignment of four of his 39-member staff to "On Target" signifies the station's strong commitment to investigative reporting.

KAKE-TV's expose on restaurant cleanliness prompts state reforms
What wasn't on the menu at Wichita, Kan., area restaurants has been added to the agenda of city and state regulatory bodies by KAKE-TV's expose of unsanitary conditions in southern Kansas restaurants. The 33 reports on restaurant inspections took viewers into kitchens, storage areas and walk-in coolers as investigative reporter Charles Duncan accompanied health inspectors on their daily rounds. As a result of public disclosure of restaurant condition, Wichita has developed a new rating system and tightened the inspection process; on the state level, moves are under way to assign inspection responsibilities to the Department of Health rather than a restaurant industry group.

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

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

WTOL-TV uncovers attempts to take advantage of gasoline shortage
WTOL-TV Toledo, Ohio, made weekly gasoline price checks and found that some people were paying more for regular gas than others were paying for premium. Going beyond public price notices, WTOL-TV uncovered a "black market," in gas during the height of the recent gas crisis, setting the stage for the Associated Press to uncover at least one more black market operation in the state.

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

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

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

Persistence and evidence finally gain WTVW recognition for uncovering insufficient rail safety standards
For three months a lone station in Evansville, Ind., has been calling for railroad maintenance and repairs. State and local officials have awakened to the problem, the Federal Railroad Administration is now involved, and, within recent weeks, stations around the country have begun to pick up the story. WTVW(5) Evansville has carried a five-part series, one or two segments per week, on the decaying conditions of railroads and trackages that, claims associate news director Dave Berry, are representative of the disrepair of railroads nationally. In one film, a wtvw reporter pulled 20 spikes from tie beams by hand as he walked along the track, once actually lifting a rail tie. Viewers were told trains pass the spot at 50 miles per hour carrying "hazardous materials" (chemicals), with a 4-H Center not 100 yards away. Mr. Berry says 40 investigators in the country, one man in all of Indiana, are responsible for policing the tracks. While 21 miles of track in the Evansville area have been closed since the WTVW reports began, the problem remains: getting funds for better inspection standards across the board.

Observing that the response locally attests to the urgency of the problem, Mr. Berry notes that the series by WTVW, an ABC affiliate, may culminate in a documentary for the network.
KGO-TV news scene is the number one local news between 5 and 7 pm in the Bay Area.

Based on the May, 1974 NSI, KGO-TV's lively News Scene at 6 is the top local news with a 33% advantage over KPIX and a 20% advantage over KRON-TV. We're also number one according to May, 1974 ARB. It even outscores CBS network news with the 18-49 group, according to Nielsen. If you're buying this big Bay market, don't ignore the books.

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

Percentages cited are May, 1974 NSI. Audience information subject to qualifications available on request.
**WRAU-TV feels local investigation is essential to local TV journalism**

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

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

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

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

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

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

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

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

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

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

When the police department in Charlotte, N.C., is stumped on a case, it sometimes turns to WSOC-TV's anchorman, Bill Walker, who prepares the station's weekly feature, "Police File." In the first six months of "Police File" a hit-and-run case was solved, and the station won the 1973 international Sigma Delta Chi professional journalism fraternity award for "public service."

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

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

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

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

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

**WJXT keeps plugging at Florida version of Watergate story**

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

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

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

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

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

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

**WSVA-TV finds plumbers in Harrisonburg**

As a national spotlight has been on citizen rights of privacy, WSVA-TV Harrisonburg, Va., did some investigative reporting on citizen rights locally. Noting the quantity of personal data made available by a local high school on six students under consideration for a sports award, reporter Ed Alwood found that the disclosure policy was at odds with local regulations designed to maintain the confidentiality of student files. His re-
In the audience estimate survey* taken during MAY, 1974 by the A. C. NIELSEN CO., TV-8 was first in —

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

KCCI-TV • DES MOINES
A Broadcast Division of Cowles Communications, Inc.
Local television takes on a regional, national and international aspect

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

WTJ's internationally oriented viewers receive documentaries on Israeli, Jamaican smuggling

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

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

Other WTJ exploits: a half-hour special, Gunja and Guns: Jamaica Fights Back, had local relevance due to its island's proximity to Miami. The WTJ news team gained entrance to a Jamaican prison through a local (U.S.) media contact. They interviewed American prison-ers there and reported the country's soaring crime rate and increase in marijuana trafficking.

On the WTJ drawing board for fall: travel to Haiti to document that country's condition and problems with present investigation by local and Thai officials, and the large Haitian population among WTJ viewers.

WCKT brings the Yom Kippur war home to its audience

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

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

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

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

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

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

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

WISN Milwaukee has the usual assignments that keep its reporting teams on the
56 awards in 28 months

An average of one award every two weeks since we began broadcasting in March of 1972.
Congratulations as you blossom.
And as you seek more and better BALANCE, are you aware of the media SERVICES provided at no charge by the world's largest business organization? Background information, editorials, business news, interviews.

And now — A major campaign to show that inflation is as political as it is economic:

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For our free INFLATION KIT (3648) and MEDIA SERVICES ORDER FORM (3523), fill in, clip out and mail the coupon below.

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

---

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

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

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

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

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

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

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

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

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

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

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

* Arbitron estimated TV households in Area of Dominant Influence.
** Arbitron and Nielsen, Feb./March, 1974, program audience averages.
*** Arbitron and Nielsen, Nov., 1973, and Feb./March, 1974, average quarter-hour audiences.
All estimates subject to source and method limitations.

THE WKY TELEVISION SYSTEM, INC.
WTVT, Tampa/St. Petersburg
WKY-TV & Radio, Oklahoma City
KTVT, Dallas/Ft. Worth
KHTV, Houston
WVTV, Milwaukee
KSTW-TV, Seattle/Tacoma
KRKE Radio, Albuquerque
Public affairs become more and more public

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

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

WHIS-TV Bluefield, W. Va., covers an area entirely in Appalachia, where coal mining is the primary industry and related news is of vital interest. A monthly half-hour news/public-affairs program, Info '74, has dealt with the changing role of coal in view of the energy crisis and explored shortages of electricity and natural and propane gas. The viewer is exposed to coal operators, union leaders and miners have been presented. Special reports in the 6 p.m. Nightly News program have included information about black lung clinics and United Mine Workers activities, the effect of the energy shortage on farmers and objections of gas dealers to the governor's rationing procedures.

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

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

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

The stations recorded a victory statement from Mr. Wilson and a pledge from Mr. Means that there would be no Wounded Knee '74. Both statements were aired the following morning.

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

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

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

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

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

Traffic safety gets specialized treatment by WLWT Cincinnati

WLWT(TV) Cincinnati has combined news reporting with community service programming in a continuing project it calls the Drive Alive campaign. In a special segment in its regular news telecasts, the station reports highway accident and highway safety stories in a way that balances the tragic with positive informational reporting.

In addition to those segments, the sta-

WJCT was monitored by one Petersburg man, as the station was recording a victory of sorts: that of "being effectively involved in the political process."
Be the first “Instant News” station in your market

IKEGAMI
The Micro-Mini Electronic News Gathering System

Now used by CBS News and CBS owned stations

CBS crews equipped with the new IKEGAMI color television camera have obtained real-time coverage and scooped crews equipped with film cameras. Most notable examples: The news vigil outside the Hearst mansion by CBS News in San Francisco, and the train crash in Chicago where officials monitored the rescue from the live TV coverage by WBBM-TV using an IKEGAMI camera. According to VARIETY, the IKEGAMI camera is the first piece of hardware to have a substantive effect on news ratings in Chicago.

The IKEGAMI is the only camera system designed and tailored for immediacy in news gathering that gives you picture quality, reliability and ruggedness that equals film cameras. It is compact, light in weight—only 12 pounds with an auxiliary pack weighing 22 pounds. It will go anywhere a film camera will go and operate with greater economy. Completely self-contained, it can operate a VTR from the backpack, go directly on the air, or a combination of the two modes. No CCU is required.

For further information and/or demonstration, call or write:

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35-27 31st Street, Long Island City, New York 11106/Telephone: (212) 932-2577
KOMO-TV prime-times public affairs, puts newsmakers in interview format

KOMO-TV Seattle has disproved the theory that public affairs shows are Sunday afternoon viewing fare. Its Issues '74, which delves into subjects of current news importance, is aired weekly in the Thursday evening prime-time access spot, 7:30-8 p.m.

Each edition pits one of three reporters from the station's news staff against a newsmaker headlining at the local, regional or national level. The combination of live programming and newsmaking guests (who aren't locked in until air date) gives the program an immediacy not always captured by local public-affairs programming. Guests have included former White House aide John Ehrlichman, Senior for Henry Jackson (D-Wash.), California Governor Ronald Reagan, labor leader Cesar Chavez, feminist Betty Friedan and FCC Commissioner Benjamin Hooks.

In addition to Issues '74, another aspect of KOMO-TV's news approach is a regular guest commentary. The station draws on University of Washington professors Charles Z. Smith (a former superior court judge) and Pendall Yerxa (former newspaperman and ABC-TV commentator) for their views on a variety of local and national issues.

KTHV spotlights outstanding members of its community, helps bring home public opinion to area lawmakers

As part of a concept that both personalizes the news and adds an upbeat ending to evening newscasts, KTHV(TV) Wichita, Kan., has instituted a daily "Workhorse Award" that recognizes the achievement of heretofore unsung heroes. The station's accolades are presented to Kansans who have devoted time and energy to community projects; coverage features a film report of recipients involved in their efforts.

The station's "Capitol Contract" project invites viewers to write their leaders-in care of the station. KTHV then forwards bound copies of the correspondence to the appropriate representative.

Meet the Helena, Mont., press at KTCM's weekly "Newspoint"

Newspoint, a weekly presentation by KTCM(TV) Helena, Mont., makes a point of keeping the community informed through a nonsensical format borrowed from Meet the Press. Newspoint guests, who have included Governor Thomas Judge, Representative John Melcher (D-Mont.), and other state and local officials, are questioned by local broadcast, print and wire service representatives in a way that gives viewers a look not only at the issues, but at the way the news is gathered.

National figures make local scene on WXYZ-TV's 'A.M. Detroit'

National figures who make most of their news in New York and Washington have been making some in Detroit of late-and getting up early to do it. The attraction is WXYZ-TV's talk show, A.M. Detroit. Host Dennis Wholey says he worked two months to get the outspoken and gay sensibility of Martha Mitchell, estranged wife of former Attorney General John Mitchell, to agree to an interview, but the "eye opening" result-aird 7-8:30 a.m. July 11-was well worth the trouble.

Mrs. Mitchell presented her inside-out view of Nixon administration politics, and in response to Mr. Wholey's questioning said she felt she had been "brainwashed" while in Washington and used by the former President to make speeches attacking persons he felt were his enemies. She also said she had appealed, without success, to Bebe Rebozo in an effort to stop her husband from heading the President's 1972 re-election campaign.

Mr. Wholey also interviewed former Teamsters Union President James Hoffa in June, a vituperative interview in which Mr. Hoffa charged that his successor, Frank Fitzsimmons, a psychiatrist "twice a week" and intimated that Mr. Fitzsimmons' son had an alcohol problem.

Mr. Wholey's show was also the stage for a sparring match on impeachment when Representative John Conyers (D-Mich.), a member of the House Judiciary Committee, aired his view that the President was impeachable on the basis of the material included in the transcripts alone. The remark set the stage for a later live interview with presidential assistant and Jesuit priest, John McLaughlin, who demanded that Mr. Conyers be removed from the committee immediately.

Making news with newsmakers on WKB-D-TV's Lou Gordon show

Another Detroit talk show, Lou Gordon's on WKB-D-TV, has grabbed headlines both locally and nationally for "exclusives" with such notables as Henry Ford II (who gave Mr. Gordon his first public criticism of Watergate), Federal Judge John Felkens (a Nixon appointee who called for the President's impeachment), Washington Post reporters Carl Bernstein and Bob Woodward, Elliot Richard-son and Daniel Ellsberg.

All the time that fits the news on WSAU-TV's 'Open End' show

WSAU-TV Wausau, Wis., uses an open-end format for major news issues, where the length of the program is determined by the intensity of audience participation. Most of its Open End programs are scheduled in prime time and some have run as long as three hours, as in the case of a special on the oil industry during the height of the energy crisis. The set-up for the programs involves a separate switchboard through which the viewing audience can pose questions to an on-camera panel of experts, permitting give-and-take between the public and those associated with government and private industry concerns related to the subject on debate. Topics such as venereal disease and farm problems regarding market prices have been dealt with in the Open End format.

WSAU-TV also has launched a Thursday night prime-time program Last Thursday, which is a takeoff of the network's First Monday and First Tuesday, but which deals with issues more specific to the Wisconsin public. Topics have included inflation, ecology and sex education in the schools, all emphasizing the local or regional aspects.
encore!

That about says it. About how we said it and won our second SDX medal in three years for it. We presented "Police File." It's a rundown of unsolved crimes with a reward for investigation leads. We've been credited with solving some crime, too. That's enough said for now.
WTTG lets newsmakers, community talk out the issues of the day

WTG(TV) Washington has incorporated audience feedback in covering controversial news issues, such as a discussion of the impeachment question. The "Talk Back to the News" concept relies on interaction between a live studio audience or viewer phone-ins and a resident panel of experts. An April impeachment program included Rabbi Baruch Korff, head of the Committee for Fairness to the President; Robert Novak, syndicated columnist; and Judiciary Committee members Charles Wiggins (R-Calif.) and George Danielson (D-Calif.).

Another part of WTTG's news-in-debate style was a nightly analysis between the Rev. John McLaughlin, Nixon adviser, and Robert Novak reporting on the impeachment hearings.

KMTV's scoop on Gerald Ford made larger by hindsight

Issues '74 is unique in the Omaha market, the only weekly half-hour series covering primarily local and regional issues in interview form with the best available spokesmen. KMTV(TV)'s "no-budget" program has made headlines, sometimes nationally, for its revealing stories.

An example of KMTV's efforts beyond the local interest was an enlightening session with then-Vice President Gerald Ford. Mr. Ford granted an exclusive interview to Issues '74 on Feb. 17 and KMTV invited his press party and local press outlets to view the taping. Mr. Ford's comments on Watergate, possible impeachment, campaign spending and confidence in government made national headlines.

KPBS-TV gives local election intensified coverage

In a year when voters are looking for new faces and new approaches in the political arena, KPBS-TV, a noncommercial San Diego station, devoted almost 15 hours to election coverage generally slighted by TV—primary election races at both local and statewide levels. The approach was a conversational give-and-take among the interviewers and candidates, lasting anywhere from 30 to 90 minutes, depending on the number of candidates participating. The programs also featured community involvement in an unusual way, when it drew upon area residents as co-interviewers. The result, according to Gloria Penner, director of the TV programming development, was a "human, informal, insightful look at the candidates."

WKY-TV looks viewers in on debate

WKY(TV) Orlando, Fla., has attempted to bring back the town-meeting concept of government, by providing Orange county voters with a televised sounding board for questions and opinions on a charter referendum. Prefacing the 90-minute phone-in program on March 31, where three pro-charter panelists debated three anti-charter panelists, the WKY news department produced a series of reports explaining the major provisions of the document. During the 90-minute live debate, some 300 calls were received. In June, WKY reporter Harry Horn produced and narrated a 60-minute special exploring known energy sources including a look at the University of Florida's solar-power farm and the potential for wind-mill power.

KRLN delves into local issues in its public-affairs efforts

Noncommercial KRLN(TV) San Antonio, Tex., has a get-involved approach to politics that has resulted in a number of specials on issues of importance to the community. Von the eve of a bond election that would determine Austin's involvement in a southern Texas nuclear project, KRLN aired a one-hour live debate on the controversial nuclear power plant and invited questions from the live studio audience. In anticipation of May primary elections, the station presented a Politithon '74, program in which statewide and county contenders presented their platforms and fielded questions from panels comprising area media representatives. Moving from the political sphere to the pocketbook, the station presented Income Tax '74: Let's Face It, a call-in program that featured a panel of accountants, Internal Revenue Service representatives and other tax experts to untangle tax traumas.

WSRE-TV lets the sunshine in

WSRE-TV Pensacola, Fla., takes advantage of the "sunshine law" enacted by that state's legislature that opens all state, city and county meetings to the public. The station regularly video tapes both city and county meetings, editing the film into hour-long programs for evening showing.

WKY-TV's weekly public affairs program offers variety of formats on variety of subjects and issues

WKY-TV Oklahoma City incorporates a variety of formats in its weekly, prime-time public affairs program, Spectrum. A series of "Profiles" examining local controversies and controversial people; a series of film documentaries produced by Special Projects Director Bob Dotson (whose "Through the Looking Glass Darkly" won an Emmy and the Robert F. Kennedy journalism award for television); and a series called Breakaway, produced by minority affairs producer George Wesley, completes the Spectrum line-up.

Aiming at minority issues and attacking stereotypes, "Breakaway" was the most innovative programing of the series. Sample topics: hypertension, a major health problem in the black community; an interview with America's first black woman mayor; the Oklahoma City Muslim movement, and discrimination in women's sports.

WQED puts public affairs programing into action and evaluates results

Noncommercial WQED(TV) Pittsburgh's People: Pittsburgh is both a program and a controlled experiment. Its content is not, in usual-news, editorial, and heritage programs of interest to the many minorities that make up the city. But its intent is to test the degree to which TV can create a climate of acceptance and communication among city residents that mellows touchy topics such as school bus ing. The broadcasts are part of a multi media campaign that also includes a newsletter that ties into the program and elaborates on local subjects of multi-ethnic interest. The project is funded by a federal grant and is designed and evaluated by a 140-member advisory committee of community representatives.

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Consumer news does double-time in a year of double-digit inflation

In a year when inflation became an issue everyone could relate to, stations found that consumer-news segments are the news that everybody's watching. Stations have hired consumer reporters, who generally do more than just document the rise in grocery prices. The thrust in televised consumer segments was action-oriented, with stations offering everything from local bargain-hunting tips to full-fledged consumer defender units that investigate consumer complaints and expose fraudulent business schemes.

KRON-TV puts Chinese-Americans into a historical perspective

While stations across the country have slowly been coloring in one chapter of history left out of textbooks—the story of American blacks—KRON-TV penned in a chapter about another half-million people the history books have ignored: Chinese in America.

The San Francisco station's unusual six-part series was entitled Giam San Haak (or Guest from the Golden Mountain, the same given Chinese who returned to their native land after a quest for California gold). The series examined Chinese emigration in light of the "coolie" trade that sent Chinese labor throughout the world, and the Chinese role in the mining industry, railroads and agriculture through vintage film clips, historical pictures and on-scene shooting. But the documentary went beyond the past to look at implications for the present with two other programs on ghetto, Chinatown and modern Chinese Americans.

While the station made adept use of resources from the past to produce its film essay, it drew upon present technology to make the program available to the people whose story it told; the program was translated into Cantonese and simulcast on KRON-FM.

An airplane, remote crew added KOCO-TV's new news

In search of a new news look, KOCO-TV Oklahoma City made the usual surface changes: a new set and a new newscast name. But it didn't stop there. The station has highlighted investigative reporting and probed everything from prison riots to breast cancer treatment. Reporters were on the scene at the Oklahoma state prison riot, feeding reports from both inside and outside the antiquated prison, coverage that culminated in a one-hour documentary that was cited by the National Council on Crime and Delinquency.

While reporting the news while it's fresh isn't a new thrust for the station, its news has been given wings by a new airborne delivery system. The station uses a private airplane to speed reporters and film crews to wherever news is breaking in the state as well as to pick up completed films.

WMPB's 'Survival Kit': One local TV consumer effort will make it as a national show

Noncommercial WMPO-TV Baltimore offers one of the more polished and unconventional of the current crop of consumer-reporting efforts, a show that will be seen nationally this fall as the Public Broadcasting Service adds the Consumer Survival Kit to its program portfolio.

Based on the premise that levity goes a long way toward making hard fare palatable, the program gives consumers a song and dance (in the literal sense) about consumer problems. It also uses skits, puppets, mini-docs, a "paperwork pundit" and occasional "friendly experts" to convey information on topics ranging from food to funerals.

The program, according to producer Vincent Clews, is "solution-oriented." As its name implies, the Survival Kit attempts to arm consumers with the knowledge they need to keep high and dry in the marketplace.

In order to help the consumer who's "spending more but enjoying it less," a program on food quizzes consumers on basic food-buying knowledge and includes a snapshot of supermarket snacks, a "Waltz of the Turkey and Whole-Wheat Bread" in a segment on protein. But, it's more than frivolity as the show manages to slip in hard information on food buys, nutrients, processing, labeling and dating, relevant legislation and food stamps.

To supplement the messages of the TV medium, the program turns to print, and for the cost of mailing, provides viewers with an information packet. Included in the kit accompanying the insurance program are article reprints, bibliographies, brochures, a summary of first aid procedures, even a personal wallet-size medical emergency card.

The active voice at KYW-TV for reporting consumer items

No one needs television to tell about the pocketbook squeeze of inflation. That's old news. What's new news from KYW-TV Philadelphia is what to do about it. The result: an ongoing series of inflation-oriented "how to" news features.

The station's Inflation Fighter Tips are aired nightly during the 6 and 11 p.m. newscasts. Money-saving ideas the station has provided range from how to make the most of "bargain basement" shopping to pre-packaging meals and lunches for family vacation trips. The station makes inflation-fighting a participatory effort, airing viewer suggestions in addition to its own reports.

Newswoman Orien Reid handles a weekly "shopping cart" feature that documents rising grocery prices with visits to local supermarkets to purchase a fixed list of staple items. However, Ms. Reid doesn't get all of her news from one basket; the consumer reporter also offers shopping tips and information on food specials to help viewers keep costs down.

Weatherman Bill Kuster also gets into the inflation-fighting act at KYW-TV. He keeps viewers amused and informed as he catalogues the growth of his "inflation garden"—a plot of ground on the station's front lawn where he raises tomatoes, peppers, beans, cucumbers, squash and carrots. His gardening tips tell viewers how to use amateur gardening to keep the bite of inflation from eating into food budgets.

WHBF-TV follows up, follows through on consumer complaints

WHBF-TV Rock Island, Ill., has applied the personal touch to its consumer reporting. Following up complaints from local citizens, the station contacts the businesses involved, then airs reports of its consumer research—filmed at the complainant's home.

The complaints have ranged from failure to receive mail-order goods valued at a few dollars to a $4,000 rip-off by a swimming pool manufacturer. Results of the station's investigations are reported, both in cases that are successfully resolved and those in which the firm has failed to reply satisfactorily. Results are also forwarded to the Illinois Consumer Fraud and Protection Division. The local consumer unit segments are aired nightly in newscasts and provide a local tie-in to nationally syndicated Consumer Reports segments.
Thoughts for food in Cedar Rapids

Recognizing that the hottest news to many Americans is not what's happening on an international front but what's happening right in their own pocketbooks, KCRO-TV Cedar Rapids, Iowa, has instituted a consumer report solely on food prices.

Using a market-basket survey approach, reporter Kay Bronson compares the current cost of feeding a family of four with that of recent months and weeks. Her prices are based on a 44-item food list obtained from grocery chains serving eastern Iowa.

But, to take the bite out of her price comparisons, Ms. Bronson spices up her reports with other ingredients designed to restore the consumer's appetite for food purchases — money-saving tips on seasonal values and specials at area grocery chains.

Getting it done at WJZ-TV

In attempt to act as a middleman in bringing community complaints to the attention of proper authorities, WTAP Baltimore hired a middleperson, Maria Broom, who heads the Baltimore station's "public defender unit." She investigates community problems and responds to requests for aid from Baltimore residents. One recent fruit of her efforts was the securing of a grant-in-aid that allowed a talented 16-year-old foster child to attend the Peabody Institute.

WTOP-TV helps viewers fight city hall and inflation

WTOP-TV Washington has zeroed in on the economic crunch and discontent with political bureaucracy.

A daily "Market Place" reports prices and consumer news. The syndicated price and product information guide, Consumer Reports, is used twice a week. "How to Cope With Life in the Washington Area" is a guide to such services as getting a driver's license, getting married or divorced, and how to rent a tent. On other days, "Market Place" examines reasons for increased prices and where to get best buys. On Fridays, WTOP-TV provides a critical wrap-up, "Weekend," advising viewers on theater, film and dining out.

WTOP-TV's "Troubleshooter," J. C. Hayward, reports complaints and researches solutions in this regular feature, treating such problems as unfilled mail orders and unsatisfactory car repairs.

WTAE-TV's consumers newswoman has the perfect background

WTAE-TV Pittsburgh's consumer reporter joined the station with a solid background in consumer protection. Donna Deaner spent four years as director of the Allegheny County Bureau of Consumer Protection. Since joining the station she's done mini-docs on fat content in ground beef, the pro's and con's of men's hair replacement and insurance policy rip-offs. She also does a weekly comparative-shopping report that's ruffled the feathers of food stores since TV has taken to pointing out competitive bargains.

The unusual in stories, the unusual in methods

And there are stations that merit note not only for major efforts outside the normal pale of reporting, but also for their individual uniqueness in news, either of techniques or of events. Following are such examples as a station that regularly uses an editorial cartoonist, and a news cameraman who not only captured bank robbers on film, but captured them personally.

A WHBQ-TV cameraman gets totally involved in covering bank robbery

William Anderson, cameraman at WHBQ-TV Memphis, stayed on the story long enough to ram the car of the bank robbers he was filming and allow the police to close in. The bizarre sequence of events took place March 18 (BROADCASTING, March 25), as Mr. Anderson was returning to WHBQ-TV when he heard a bank robbery in progress over his police monitor. Mr. Anderson was able to get to the scene in time to shoot footage of the three suspects forcing two hostages into a getaway car. He followed the police, who caught up with the fugi-
Intercepted. WHBC-TV cameraman William Anderson captured suspenseful footage, not to mention his halting the getaway car, on the scene of a Memphis bank robbery.

tives some five miles away. Attempting to escape, the suspects ran down a policeman at which point Mr. Anderson said, "I knew I had to do something." He did, ramming into the getaway car and permitting the police to capture the suspects. Mr. Anderson was able to shoot the story, however, and it was broadcast that night at 11 p.m.

KEL0-TV finds itself in midst of riot; keeps cameras rolling

KEL0-TV Sioux Falls, S.D. reporter Bart Kull got unusual footage of a courtroom out of order, when he was caught in the middle of a courtroom melee. Mr. Kull was on hand to record the trial of two Indians and a white man April 30, when a confrontation developed with spectators who refused to stand as the judge entered the courtroom. When a tactical squad was called in to clear the court, the disturbance escalated. While there were 13 Indians in the courtroom to begin with, more had gathered on the lawn outside, and the disturbance soon turned into a full-scale riot as chairs and benches began flying around the courtroom and rocks were thrown at courtroom windows by the crowd outside. Two other photographers captured the incident outside. While neither was injured, the camera was disabled as a rioter took a swing at the shoulder-mounted camera with a board. Mr. Kull returned to the studio where he gave a live report of the event, while other crew members remained to get reaction from the judge and attorneys. The film was fed to CBS that afternoon.

The Herblock of WSOC-TV

An editorial cartoon accompanies wsoc-tv Charlotte, N.C., news shows daily, thanks to Eugene G. Payne. Mr. Payne is the current president of the Association of American Editorial Cartoonists and the only Pulitzer Prize winner doing editorial cartoons in American television. He has won numerous honors, including a personal Sigma Delta Chi award and a share in an SDX award for wsoc-tv editorials.

WSLS-TV enlists broker to report stock prices

WSLS-TV Roanoke, Va., has bridged the gap between deadlines and the latest local stock quotations. In cooperation with Wheat-First Securities, a brokerage house in Roanoke, wsls-tv reports both at noon and at 6:00 p.m. on the latest Dow Jones quotations, New York Stock Exchange volumes, but is written for the 5-to-9-year-old set. The newscasts also rely heavily on film and special features that aim to educate while they arouse viewer curiosity. The segments are written by newswoman Pat Weinstein, a well-versed in Jacksonsville, Fl., keeps in mind in its news reporting is the children in its coverage area. Its News for Little People is based on the same events that are making adult headlines in Jacksonville, but is written for the 5-to-9-year-old set. The newscasts also rely heavily on film and special features that aim to educate while they arouse viewer curiosity. The segments are written by newswoman Pat Weinstein, who shares the anchor spotlight with Dusty the Dragon, a puppet that's an old hand at keeping the newscasts lively. The puppet's antics aren't without serious intent, however. One sketch found the puppet showering Ms. Weinstein with garbage—a rolling lead-in to a serious report on Jacksonville's litter problem.

In order to keep adult viewers informed, wsks-tv has initiated a special

WRBL-TV news staff has full-time artist

News director Dick McMichael of wrbl-tv Columbus, Ga., finds it indicative of the sophistication of local newrooms that some now have their own resident artists, not one borrowed from the production department for a hasty sketch.

Full-time artist Betty Kellin turns out chroma-key material for each night's newscast in addition to courtroom sketches when important trials are in progress. She finds the discipline of deadline pressure demanding, while the atmosphere in the newsroom allows more creative freedom than a commercial artist would find. During the past year, Ms. Kellin has covered the Calley hearings, robbery and murder trials in Tuskegee, Ala., and a jailbreak in Columbus. "I'm not a reporter who happens to be an artist, I am an artist who happens to be a reporter," she says.

KVII-TV shows its news doesn't always have to come over TV

The local newspaper in Amarillo, Tex., was beaten at its own medium when kvii-tv there published the entire Watergate tape transcripts, as released by the President. The station's news department took the action when the local paper showed no interest in printing the transcripts. Fifteen thousand copies were printed and sold at 50 cents a copy (as compared to the bound transcripts for which the Government Printing Office charged $12.50). The back page carried an ad for kvii-tv's Hotline, which has lifted eyebrows concerning unethical practices, gambler Amarillo Slim's proceeds from a local charity benefit, unsafe consumer products, and public access to Health Department records.

KFTV CSTV's Hotline, an editorial cartoon accompanies KFTV CSTV Charlotte, N.C., news shows daily, thanks to Eugene G. Payne. Mr. Payne is the current president of the Association of American Editorial Cartoonists and the only Pulitzer Prize winner doing editorial cartoons in American television. He has won numerous honors, including a personal Sigma Delta Chi award and a share in an SDX award for wsoc-tv editorials.

KFTV CSTV does its own version of Gallup and Lou Harris for news and viewer feedback

KFTV CSTV Colorado Springs-Pueblo, Colo., has developed a nightly public-opinion barometer with a double-barreled intent: to let viewers know what other local residents are thinking at the same time that it guides station news programming decisions.

The "TV-11 Public Opinion Poll" was first initiated out of concern that national opinion surveys did not truly reflect the feelings of southern Coloradans and couldn't gauge public feeling on matters of purely local interest. As a result, the station developed a statistically representative area sampling technique, the results of which are aired nightly on the 10 p.m. news.

The opinion poll has taken the area pulse on both national and local concerns with questions ranging from politics and foreign aid to media coverage of "streaking." And, on a monthly basis, residents are asked to rate how well the President, governor, congressmen and local officials are performing their duties.

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WJXS-TV puts the news in format that will attract youngsters

One special audience that wjxs-tv Jacksonsville, Fla., keeps in mind in its news reporting is the children in its coverage area. Its News for Little People is based on the same events that are making adult headlines in Jacksonville, but is written for the 5-to-9-year-old set. The newscasts also rely heavily on film and special features that aim to educate while they arouse viewer curiosity. The segments are written by newswoman Pat Weinstein, who shares the anchor spotlight with Dusty the Dragon, a puppet that's an old hand at keeping the newscasts lively. The puppet's antics aren't without serious intent, however. One sketch found the puppet showering Ms. Weinstein with garbage—a rolling lead-in to a serious report on Jacksonville's litter problem.

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FLORIDA'S WATCHING WESH-TV

WESH-TV News... judged first by professional journalists... and judged First by jury of 1,664,000 viewers...

Awards Night at Greater Orlando Press Club... WESH-TV's Dean Todd, Mike Newsom awarded OPC's top honor — The Distinguished Service Award for Outstanding Service in the Furtherance of Professional Journalism... judges' decisions in category after category name WESH-TV News... WESH-TV Sports...

Arbitron and Nielsen report viewers agree... WESH-TV News dominates Central Florida news watching...

Judges and jury agree... Florida's Watching WESH-TV!
public-affairs program based on the premise that viewer participation can make for lively programming. Contact 17 provides a forum for phone-in questions on selected topics. The premiere show in March was an open-ended discussion of the high cost of electricity in Jacksonville. It featured local and state officials in the energy arena. That program took 150 calls in two hours. Subsequent programs have dealt with the status of vocational education in Jacksonville and the cost of living.

WNAC-TV offers women something more than soap operas at noon

While WNAC-TV Boston isn't claiming that its noon newsmagazine is for women only, it was "thinking women" that the station had in mind when it revamped its noon newsmagazine to reflect the concerns of the sizable female audience available at that time.

The new format features Marilyn Salenger at the anchordesk providing substantial hard-news coverage as well as expanded feature reports on social issues, medicine, consumer news, the arts, education and the changing role of women. The show offers women their own sports reporter as well. Barbara Bonin, the station's weekend sportscaster, is a regular contributor to the show with features on Billie Jean King, wives of the Boston sports figures, even little league baseball for girls.

An untypical day in the life of KCAU-TV Sioux City

Although classified as a small market, KCAU-TV Sioux City, Iowa, covers topics widespread geographically and in terms of scope and variety. The product of one extraordinary news day serves as an example: a grain elevator exploded in Sioux City, killing three people. At the same time, 100 miles away in South Dakota, an American Indian Movement riot broke out at the Minnehaha county court house and in Washington, D.C., 1,100 miles away, KCAU-TV's news director and chief photographer were covering a major Iowa state political function. Despite the absence of the two top men, news teams were dispatched to both scenes and all three of the stories were carried on the station's 6 p.m. newscast.

WOW-TV's news knows no hours

Only one television station in Omaha remained on the air after the usual sign-off to cover a major local story to its conclusion. WOW-TV Omaha stayed with the murder story all night when two men were killed and a dozen wounded in a shootout June 5 and 6.

TVN offering more to local TV outlets

News service augments programing, expands to 72 subscribers

A 15-month-old newcomer on the scene, Television News Inc. has been playing an increasingly important role in helping local TV stations report and interpret the news.

TVN, which acquired the domestic assets of its only domestic competitor, UPITN (BROADCASTING, June 3), in May, has increased its subscriber list to 72 stations. TVN had 26 subscribers earlier in the spring, added 18 in May from UPITN's list and now has picked up 26 customers from Canadian Broadcasting Corp. affiliates.

The expansion is carrying over to services: The daily packaged hard-news clips are to be supplemented by a twice-weekly news commentary from conservative spokesman Jeffrey St. John and liberal former ABC newsgatherer Bernard Eisman. TVN, which the Coors Brewing Co. of Colorado reportedly backed to counter the supposedly liberal bias of network news has as its goal the presentation of "both sides of issues" and is "not accusing anybody of bias," explained John Gilbert, TVN executive vice president. Robert Pauley, the former ABC Radio network chief who started TVN, has since become a corporate financier (with E. F. Hutchinson & Co.) but is still on the TVN board, and Coors still owns TVN. Jack Wilson, former assistant to Coors' board chairman, took over from Mr. Gilbert as TVN's president (BROADCASTING, June 3).

TVN delivers about 20 hard-news filmed stories Monday-Friday, and about 12 on weekends, with national stories given the edge over the international, sports and feature material. A staff of ten news producers, but all overseas stories are still channeled through VizNews (NBC also uses Viz-News). TVN usually arranges its satellite feeds before the network evening news operations' standard 5:30 p.m. (EDT) shared satellite feed. Thus, some local news departments receiving TVN clips were able to deliver pieces on the June kidnapping attempt of Britain's Princess Margaret before the networks took their feed on the story. Fees for TVN services, scaled to station market size, run from $150 to $4,000 per week.

TVN's auxiliary services include a newly planned syndication of two-minute Hollywood interviews and criticism by Los Angeles film critic David Sheehan—not part of the hard news package. TVN also picked up UPITN's film production company, which will continue to contract for the production of industrial, training, promotional, government and/or educational documentaries. That service, TVN Enterprises, is managed by TVN Vice Presidents Richard T. Perkin and Maurice Schonfeld. TVN does not use statistical research or consultancy in its news production, Mr. Gilbert said.

Mr. Gilbert also pointed out that TVN has "won the ballgame" against broadcast industry skepticism, a feeling that he believes existed right from the start of TVN. "With UPITN, it really muddied the waters, because there wasn't room in this business for two companies, and both of us weren't going to survive," TVN, he said, has established itself since purchasing UPITN domestic contracts and equipment.

TVN's stability is underscored by that list of 72 clients, which Mr. Gilbert breaks down to the aforementioned 26 Canadian stations, 18 ABC outlets in Canada, E! CBS affiliates, two NBC stations, two ABC outlets and 18 nonaffiliated stations in the U.S.

(This "Special Report" was written principally by Carol Dana, assistant editor, Washington.)
being best doesn’t mean winning the most awards... but it doesn’t hurt!

24 great awards
Kentucky Associated Press Awards for 1973:
Best Local News Program, WHAS-TV, 1st
Best News Documentary, WHAS-TV, 1st
Best Editorial or Commentary, WHAS-TV, 1st
General Excellence in Enterprise or Investigative Reporting, WHAS-TV, 1st
Best Sports Program, WHAS-TV, 1st
Best Spot News Special, WHAS-TV, 1st
Best Television News Operation, WHAS-TV, 1st
General Excellence in Photographic Journalism, WHAS-TV, 2nd
Best Human Interest or Feature Story, WHAS-TV, 2nd
Best Regularly Scheduled News Program Over 5 Minutes, WHAS Radio, 1st
Best Sports Program, WHAS Radio, 1st
Best Coverage of A Breaking Story, WHAS Radio, 2nd
Best News Documentary, WHAS Radio, 1st
Best Public Affairs Program, WHAS Radio, 2nd
Best Commentary or Editorializing, WHAS Radio, 1st
Best Radio News Operation, WHAS Radio, 1st
Advertising Club of Louisville “Louie” Awards for 1973:
Entertainment Special, WHAS-TV, 1st
Entertainment Series, WHAS-TV, 1st
Sports (Single or Series), WHAS-TV, 1st
Editorial or Commentary Series On One Subject, WHAS-TV, Merit
Documentary (Special or Series), WHAS-TV, 1st
Reporting of Single News Event, WHAS-TV, 1st
Merit Award, WHAS-TV, 1st
Community Service, WHAS-TV, 1st

and one sensational reward:
Over $775,000 raised during the 21st annual “WHAS Crusade For Children,” bringing the total amount raised for the children of Kentuckiana to over $8 million.
301. 1974 BROADCASTING YEARBOOK, the one-book library of radio and television facts—the practically indispensable reference work of the broadcast business world. $17.50, or $15.00 prepaid.

302. 1974 BROADCASTING SOURCEBOOK, the most complete and comprehensive listing of every operating system in the U.S. and Canada. $10.00, or $8.50 prepaid.

303. THE GUTIERREZ RULE OF BROADCASTING, a selection of 124 Sid Hix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. $6.50.

304. TO KILL A MESSENGER by William Small. From his vantage point as News Director and Bureau Manager of CBS News in Washington, Mr. Small thoughtfully and thoroughly examines the role of television news in our society. He tells of the inside, factual problems of the day-to-day decision-making process of selecting news, presenting news. "Engrossing and valuable... an excellent scholarship."—Washington Post. 230 pages. $13.95.

305. BROADCAST JOURNALISM, An Introduction to News Writing by Mark W. Hill. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, $6.95.


307. CLASSROOM TELEVISION: New Frontiers in TV by George N. Gordon. When to use in-school television, when not to use it, how to use it, and how not to use it. 320 pages, $8.95.

308. COLOR FILM FOR COLOR TELEVISION by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 612' x 916", 75 diagrams, 7 col. photos. $12.50.

309. COLOR TELEVISION: The Business of Colorcasting edited by Howard W. Coleman, A. C. Nithen & Co. Seventeen experts in the field give a thorough appraisal of this important medium employing 6' x 9', 2 color pages, illus., diagrams, charts. $9.95.

310. DOCUMENTARY FILM by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world's documentary film movement. 476 pages, 512' x 816", with 64 pages of photos. $12.50.


312. FACTUAL TELEVISION by Norman Swall. The role of television in public affairs, the art of analysis, examined by a distinguished British producer. 10,000 words of text, 616' x 916", index. $7.95.

313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques edited by Raymond Spottiswoode. A comprehensive work of 10,000 entries that will eventually comprise three or four volumes, 1,134 pages, 616' x 916", 1,000 diagrams and photos. $27.50.

314. THE WORK OF THE MOTION PICTURE CAMERA- MAN by Freddie Young and Paul Peltzold. Details the working environment, the day-to-day routine and equipment used by the film cameraman. Also covers all the aspects of photography, the director of photography, 245 pages, 20 pages of diagrams, 32 pages of halftones, index. $15.00.

315. THE ANATOMY OF A TELEVISION COMMERCIAL Edited by Jef H. Smith. The film industry's classic two-minute commercial "Yesterday" was created and produced, explains and examines, each phase of the commercial's complete development—writing, market planning, agency creation and presentation, production planning and filming, editing, sound-track and music, printing and distribution. 192 pages, 616' x 916", $14.95.

316. RADIO PROGRAMMING IN ACTION: Realities and Opportunities by Sherrill W. Taylor. A thought-provoking examination of current radio programming—including news, public service, music, FM and sports—by 27 broadcasters from all over the country. 192 pages, 616' x 916", index. $9.95.

317. RELIGIOUS TELEVISION PROGRAMS: A Study of Relevancy by A. William Blum. This study was commissioned by the Television Information Office and concentrates on the local level, 232 pages, 596' x 8", eight pages of illus. $4.95.

318. TV CAMERA OPERATION by Gerald Millerson. Examines step by step the use of the television camera. "Clear, cogently an absolute 'must' for anyone thinking of TV camera work, it surpasses anything I have seen on the subject..."—Richard D. Hutto, Director of Broadcasters, St. Louis University. 160 pages, 616' x 916", diagrams. $10.95.


322. THE TELEVISION DIRECTOR/INTERPRETER by Colby Levine. This book describes how the director is the interpreter of the program action to his audience. 256 pages, 616' x 916", $6.95.

323. TELEVISION IN THE PUBLIC INTEREST: Planning, Production, Performance by A. William Blum, John F. Cox and Gene McPherson. Practical solution of a neglected area—how the layman may make better use of TV for public service causes and projects. 192 pages, 616' x 916", illustrated, Lighting, index. $8.95.

324. TELEVISION NEWS, 2nd Edition, Revised and Enlarged by Irving E. Fang. Revised throughout and adding, including many new illustrations, expanded the material in the original discussions on the First Amendment problems related to television. 412 pages, 596' x 8", 100 illustrations. $12.50.

325. UNDERSTANDING TELEVISION: An Introduction to Broadcasting edited by Robert L. Hilliard. Provides a basic understanding of the major areas of television broadcasting. Each of the 6 chapters is written by a well-known educator. 256 pages, 616' x 916", 75 illustrations, notes, bibliographies. $6.95.

326. THE WORK OF THE FILM DIRECTOR by W. A. Reynolds. Gives the beginning film-maker the creative and technical knowledge and understanding under he needs to carry out the director's function. Includes writing, music, sound, camera movement and on-the-set and location techniques. 256 pages, 616' x 916", over 110 illustrations, diagrams, bibliography, index. $13.50.

327. THE WORK OF THE TELEVISION JOURNALIST by B. W. Tylee. Describes every job from writer and editor to camera man, script writer, sound man, picture editor, television engineer, lighting director, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 196 pages, illustrated, glossary. $11.50.

328. WRITING FOR TELEVISION AND RADIO, 2nd Edition by Robert L. Hilliard. Emphasizes the "breed-and-butler" aspects of the writer's craft in mass media. This is also practical for home study. 320 pages, 616' x 916", with sample scripts and applications, index. $7.95.

329. THE TECHNIQUE OF DOCUMENTARY FILM PRODUCTIONS, Rev. Ed. by W. Hugh Baddeley. Covers all aspects of the factual film. 268 pages, 596' x 816", 75 diagrammatic illustrations, glossary. $15.00.


331. THE TECHNIQUE OF LIGHTING FOR TELEVISION AND MOTION PICTURES by Gerald Millerson. Explains how to display subjects persuasively, how to set about lighting in a New Age. 376 pages, 596' x 816", 106 diagrams, 8 color plates, 200 black-and-white photographs. $18.50.


333. THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION by Peter Jones. Deals comprehensively and astonishingly compendious book that cov- ers every thing one needs to know about "special effects" as seen on your living room and bomb effects. 400 pages, 596' x 816", 200 halftones, 40 diagrams, appendix, index. $18.95.

334. FILM AND TV GRAPHICS. Edited by Walter Herdeg. Text by John Halas. "Originally conceived for movies and TV shows, these examples offer an extraordinary wealth of pictorial invention in a wide diversity of personal styles, methods and media."—Film News. "A beautiful and Informing book."—Art Direction. 200 pages, 916' x 12", 1079 illustrations, 122 color. $56.00.

335. THE TECHNIQUE OF THE TELEVISION CAMERAMAN, Revised Edition by Peter Jones. Deals at length with composition, movement, the essentials of good camera technique, visual storytelling and other problems of the cinematographer. 256 pages, 674' x 916", illustrated, diagrams, glossary, index. $14.50.

336. THE BROADCAST COMMUNICATIONS DICTIONARY—Edited by Leonard Diviner. Puts—at your fingertips—some 2000 technical common and slang words used in the field of the Atlantic—now coined during the last decade. Includes familiar words that mean the same thing (and the same words that mean different things) in English-speaking countries everywhere. An extremely useful tool. 128 pages. $8.95.

341. ALL-IN-ONE-MOVIE BOOK, The Complete Guide to Super-8, Second Edition by Paul Peltzold. In practical language the author gives the fundamentals—from basic camera handling and lighting and trick techniques to editing. Shows how filmmakers differ from snapshotting, how to turn ideas into films, how to sell the film to your audience. 192 pages, 109 diagrammatic illustrations, index. $5.50.
HBO claims prohibition on Yankee games usurps its freedom of speech

Home Box Office Inc., New York, wrote the FCC last week that it thinks the First Amendment prohibits FCC interference in HBO's carriage of occasional New York Yankee baseball games on its pay-cable line-up.

"We believe that the First Amendment of the Constitution prevents the commission from seeking to prevent pay-cable carriage of sports events specifically in this situation," HBO said further that the system's carriage of the Yankee games is "consistent with the spirit and intent of the commission's pay-cable policies and is in the public interest.

Responding to an invitation by the commission to comment on proposed revisions to the present antiphonhousing rule (Broadcasting, Aug. 12), HBO President Gerald M. Levin said HBO has carried 15 otherwise nontelevised Yankee games to the 22,000 subscribers it serves through more than 30 New York, New Jersey and Pennsylvania cable-TV systems. Four additional games are scheduled for August and September, Mr. Levin wrote. He pointed out that WPIX-TV New York, which telecasts the Yankee contests, used to carry as many as 125 games in the early 1960's but will present only 69 this season.

On the basis of those numbers, Mr. Levin said HBO does not believe the WPIX coverage can be considered "substantial." He noted that present rules specify that if a "substantial" number of games in a category are regularly telecast on conventional TV the preceding two years, they may not be carried on pay TV.

Mr. Levin said that "without pay-casting subscribers would be deprived of games they had viewed in the past."

HBO also cited the First Amendment in a July 25 petition to the commission to waive cablecasting restrictions so it could carry the feature film, "Butch Cassidy and the Sundance Kid." The prohibition on pay-casting of films over two but less than 10 years old would prevent HBO from carrying "Butch Cassidy" from Aug. 3, 1974, to Aug. 21, 1979.

In its petition HBO said "a failure to grant the requested waiver would constitute an unlawful prior restraint on freedom of speech contrary to the First Amendment..." And later, "Indeed, by the rule in question the commission lays a much heavier hand of censorship upon cable television than it does by fairness, 'equal time' and other rules and policies applicable to regular broadcast stations."

The restrictions on pay-cable access to feature films are based on "purely speculative fears" and not on "clear and present" danger of serious abuses by pay cable, HBO said.

The commission is not justified in regulating pay-cable programming. HBO indicated, because pay cable is not a scarce communications source, unlike regular TV, and because the commission does not select pay-cable operators or channel lessees.

HBO wrote that the rules conflict with established antitrust principles by "excluding competitors of the broadcast industry from some markets... by preserving the oligopolistic position of the three major networks and by depriving the public of the ability to choose between alternative programming outlets."

HBO concluded its appeal to the commission by saying the grant of a waiver in its case would only be a "temporary expedient." What is needed is a long-term decision to eliminate the commission's restrictions on pay-cable access to feature films.

FCC asked to keep locals out of cable technical standards

Cable groups have cited possible problems with interconnection, compatibility, and equipment design and manufacture.
in saying no to an FCC suggestion to allow nonfederal authorities to set technical standards beyond those of the FCC.

The National Cable Television Association argued that the FCC should preempt the setting of all local technical standards, but conceded at the very least the commission should suspend the applicability of any standards until the Cable Television Technical Advisory Committee can report its findings, due to be released in a few months.

Teleprompter Corp. claimed that future nonvideo cable services would also be hampered in the absence of uniform federal regulation.

The Minnesota Commission on Cable Communications warned the commission that if local standards are pre-empted, the FCC would have to enforce nationwide standards without the aid of local authorities. The Minnesota commission suggested local standards are necessary so that regional and statewide telecommunication services can be realized, just as federal standards allow for nationwide planning.

Comments filed with the FCC by two separate groups within the Electronic Industries Association argued higher consumer protection fees are necessary if local standards prevail, since receivers may have to be "custom designed." The illustration was drawn that people who relocate may find themselves unable to use previously purchased equipment. Another EIA argument in favor of FCC preemption centered on the belief that assurance of a national market would encourage manufacturers to invest in cable developments.

**Fee too high.** FCC has denied certificates of compliance for Champaign-Urbana Communications Inc. to operate cable systems at Champaign and Urbana, both Illinois. Action stems from objections by Galt Corp., which captioned the 5% franchise fee included in applications. Since franchises were granted after March 31, 5% figure exceeds maximum payment of 3% specified in FCC rules.

**Safety value.** When city of Lamarrigue, Tex., issued franchise to Bayou Cablevision Inc., it said it wanted to collect 5% of franchise fees which FCC will permit only with compelling justification of necessity. However, city wrote provision into franchise stating that if commission found fault with tax request, levy would automatically revert to permissible 3%. City last week found fault with request. But since franchise already had safety clause, commission said, Bayou would be granted compliance certificate without delay.

**No.** FCC has refused to change April ruling in which it ordered hearing into alleged anticompetitive collusion between New England Tele狝ymph, Inc., and United Cable Co. of New Hampshire—subsidiary of Richard Eaton's United Broadcasting Co. (Broadcasting, May 6). Parties are accused of conspiring to deny equal pole access to Continental Cablevision, which is competing with United for subscribers in Manchester, N.H. Commission instructed presiding judge to issue initial decision in six months.

**Advance planning.** National Cable Television Association’s 1975 convention (April 13-17, New Orleans) could take more formal—but less spontaneous—tone than previous gatherings. NCTA’s convention committee has sent out requests for papers, to be delivered at convention’s management sessions. Move corresponds with present practices of engineering sessions, which while drier in nature are also more efficient and informative. Abstracts of proposed presentations are being solicited.

**Thawed.** Italy’s highest court when completed, will extend systems between Lakes Ontario and Erie in populous region of southern Ontario province. Firm is now building 150-mile system to serve 18,000 subscribers in Pelham, Welland and Fonthill. Project is set for completion later this summer.

**Builder.** Armstrong Communications Ltd., reports it is in second phase of $3 million cable construction project, which when completed, will extend systems between Lakes Ontario and Erie in populous region of southern Ontario province. Firm is now building 150-mile system to serve 18,000 subscribers in Pelham, Welland and Fonthill. Project is set for completion later this summer.

**Help.** Scientific-Atlanta Inc. has been selected to provide turnkey distribution for Fairfield Cablevision system now under construction in Lancaster, Ohio. System will have 35-channel capacity and will pass about 13,000 homes. Project is set for completion later this summer.

**Exceeding.** Optical Systems Corp., Los Angeles-based pay cable system that just began service in Concord, Calif., in San Francisco Bay area, announced that it signed contract with Lamb Communications Inc., to initiate pay-TV systems in Florida. Entire CATV system that now serves 20,000 subscribers. Its Opti-

**Total system has 150,000-subscriber potential.**

**Ground gainer.** Amcoco Inc., Phoenix, says it has come up with possible technological solution to problem of how to wire for cable in rural areas adjacent to existing cable system. New Nova 300 line firm says its line will be able to serve connected to up to 10 miles beyond existing plant for as little as $865 per mile. System, with plug-in equalizers, can be used to extend trunk and feeder legs and operates (with 24 db gain, 12 db noise figure) in three bandwidths: 20-220 mhz, 50-252 mhz and 50-300 mhz.

**Halt asked.** Pennsylvania Cable Television Association, which is closely watching state legislation proposal to establish independent commission to regulate cable, has passed resolution opposing any state regulatory role at this time. Noting FCC is considering numerous issues in its current cable clarification proceeding, PCTA board said, "No further state, or local, regulation should be undertaken until it's determined what additional pre-emptions and rules will come out of FCC project.

**Money matters.** Following actions on cable systems’ requests for subscriber-rate increases reported: Sulphur Springs, Tex. TV Cable Co. was granted 50-cent increase to $6 monthly. Illion, N.Y. Teleprompter was given 50 cent increase by village board; it had sought $1.95 hike. Palmer, Mass. Pioneer Valley Cablevision’s request for $1.44 increase—to around $10 monthly—was rejected. At least Nov. 30, by town selectmen. Pacific Grove, Calif. Ocean View Cablevision was granted monthly increase from $4.65 to $6. Fee will be increased additional 50 cents in June 1975. St. Helena, Calif. Storer Cable TV won $1 increase to $6. Corsicana, Tex. Corsicana Cablevision was granted increase from $4.95 to $5.95. Stuart, Fla. Martin County Cable Co. seeks increase from $5.50 to $6.50 monthly for residences and from $3.50 to $4.50 for commercial subscribers. Greene, N.Y. Greene Cablevision was granted increase from $3.75 to $4.75. Amherst, Mass. Pioneer Valley Cablevision’s bid for increase to $6.50 was rejected. McKeeport, Pa. Centre Video Corp. received approval to raise rates from $4.50 to $5.50.

**Cooperation.** Bids will be accepted this month from cable firms wishing to apply for franchise being worked out jointly by three local governments in Roanoke county, Va. Franchise would include Roanoke city, Vinton and unincorporated areas of county.

**Enlightenment.** National Cable Television Association’s reconstituted Political Education Committee is headed by Charles E. Allyn, who says group’s goals are “to help CATV operators understand the variety of legislation which affects their future and to educate operators about the political realities facing the cable industry.” Counsel for this group is Alan Raywid of Washington law firm of Cole, Zysthra and Raywid.
Morrow moves to WNBC sets up battle between two top-40 philosophies

Former WABC disk jockey, who likes to talk, goes from a music-oriented station to outlet favoring personalities

The value of "personality" radio in the top-40 AM scene will be tested now that the effervescent disk jockey, "Cousin" Brucie Morrow, is leaving his 6-10 p.m. home of 13 years, Music-Radio WABC-AM New York for Personality-Radio WNBC-AM there.

New York’s number-one AM station, WABC, gets another music first, disk jockey personality second. Usually second-rated WNBC distinguishes its DJ’s before its playlist.

Rick Sklar, WABC director of station operations, does not feel WABC’s ratings will be affected by the absence of Mr. Morrow. "Music is the overriding factor. Bruce did the basic WABC programing, and we don’t expect any changes now that he’s going. As a DJ he is highly skilled. But the removal of one really good air personality and his replacement by another really good air personality means the program stays stable.” Mr. Sklar believes the changeover "will not dramatically affect" WABC’s ratings.

Replacing Mr. Morrow on WABC, it is being announced today (Aug. 19), is 33-year-old George Michael, for eight years at Philadelphia’s top-rated WFIL-AM. One of a “pyramid” of 24 DJ’s discreetly monitored by WABC for the prime position, Mr. Michael assumes the Music-Radio mantle Sept. 9, and will “be exposed to ABC Network sports” which may draw him to his auxiliary talents as a sportscaster. Although praising Mr. Michael as a “highly skilled, double-threat” broadcaster, Mr. Sklar insists the turnover “is no major thing” and that station’s 6-10 p.m. slot will hardly register a tremor. "Radio is not television,” he said, "where personality keys the ratings.”

Perry Bascom, general manager of WNBC, who brought in Mr. Morrow, feels quite differently about rock radio’s need of a personality. "If you sell music, there is nothing else,” he boomed. “Everybody plays the same music; the difference is in the character—the nature—of the guy on the show. WABC was founded as a music machine. I am of the school that music is terribly important but that personality—the personal one-to-one communication with the audience—is what radio is all about.” At WNBC, Mr. Bascom said, Cousin Brucie will have “more latitude” and will be allowed "to play more different kinds of music” than at WABC.

Mr. Sklar said Mr. Morrow’s departure is due to WABC’s dropping his contract option. "We wanted to put a motivational clause in his contract. He would pay full attention to his show,” said Mr. Sklar, “and I guess that scared him.” The station was considering gearing Mr. Morrow’s salary to the ratings he drew for his four-hour program. According to Mr. Morrow, WABC "gave me just the loop-hole I was waiting for." The bouncy DJ, who says he is "38 going on 16," said he "did not even given them the privilege of renegotiating” his contract when the option was canceled.

In any event, Mr. Morrow says he looks forward to greater musical freedom at WNBC. “Whatever people want to hear, they’ll play; not the same music over and over again like WABC. I was getting weary of WABC’s juke box approach, playing just the top 14, being told: ‘Don’t say anything, just get on the air.’ You lose your identity that way.”

When he starts at WNBC today (Aug. 19), Mr. Morrow will perform before live studio audiences, appear on NBC Radio network’s Monitor and the Superjock specials, and for the first time in his career, get Saturdays off. His Saturday program—“something special,” says Mr. Bascom—will be taped.

Mr. Morrow is replacing probably the top top-40 personality, Wolfman Jack, brought to WNBC a year ago to challenge Cousin Brucie’s lead at WABC. When the Wolfman arrived at WNBC last fall, “Personality Radio” seemed just the right spot for him. But, strangely, the Wolfman just didn’t grab. "I hoped he would,” said Mr. Bascom. "We had hoped he would be New York-oriented.”

Wolfman’s WNBC program was never really rated against WABC because New York Knicks/Rangers basketball games were carried in his time slot about three times per week from October to May. Wolfman started in August and was gone by July. “There is nothing really conclusive to be drawn from the rating chart,” Mr. Bascom said. Although WNBC’s ratings for the 7 p.m.-midnight period climbed dramatically, bringing the station up to second place from a previous 17th place among 18-49-year-olds, it cannot be gauged how much of that spurt was due to Wolfman’s presence.

WNBC commissioned a research study by the Iowa consulting firm, Frank Magid Associates, to determine listener habits, and found that “play-by-play sports interrupted the listening pattern of the regular listeners”, an interestingly Because of the study, the station decided to drop the basketball games for the next season. "The games bring on-board new listeners who very seldom stay with the station after the sporting event is over,” Mr. Bascom said.

Rock stars do have a drug message

“If I ever catch you taking drugs,” says Alice Cooper, master of Grand Guignol rock, in a 30-second PSA spot, “I’ll personally come and slit your puppy’s throat.”

It’s all part of an LP package, Get

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"We consistently zoom into No. 1 share in the Los Angeles market every time Motor Racing Network delivers!”

Bill Ward, Vice President & Gen. Manager KLAC Los Angeles

“Racing is our middle name at KLAC, and for obvious reasons — results. No longer for car buffs only, it’s now in the top 3 of spectator sports... and according to PULSE, Trendex and ARB, we hit our largest audiences when we’re tied into Motor Racing Network.”

Bill Ward echoes reports from across the country. In big cities like Los Angeles, Atlanta, Philadelphia, Chicago, Indianapolis, MRN sends stations to the top of the charts. The same is true for medium size cities like Johnstown, Cedar Rapids, Orlando, Roanoke, Richmond, Knoxville... and in smaller cities we win every weekend. It isn’t seasonal either... from Indy cars to motorcycles to NASCAR Grand National stock cars, there’s enough action to fill broadcasts 12 months every year.

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Motor Racing Network
Off, conceived by the National Association of Program Radio Announcers. It began airing in radio stations last December and now has generated enough interest to warrant release of a second album this fall.

Appearing on the first album are various rock artists from such groups as the Grateful Dead, Eagles, Grand Funk, Chicago, Guess Who and Sha-Na-Na and individuals such as Ringo Starr, Judy Collins, Harry Chapin and the late Jim Croce. Among the artists on the new album are Greg Allman, Linda Ronstadt, Johnny Winter, Al Green and Herbie Hancock.

They all have a message for the 15- to 35-crowd: stay away from hard drugs. Jim Ladd, president of NAPRA, estimates that nearly 1,000 radio stations have picked up on the Off campaign. In addition to inspiring a second LP of messages, the campaign is also on television. Thirty-second spots by many of the same stars have been running on NBC-TV's Midnight Special and ABC-TV's In Concert.

The record industry helped with the radio spots. MCA did the first pressing; ABC Dunhill did the second pressing. Capitol, ABC-Dunhill, and Motown did the packaging and artwork, and Capricorn did the advertising. Columbia, Buddha and Motown also contributed.

### Extras

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

- **Boogie Band & One Night Stands**, Kathy Dalton (Discreet)
- **Don't Knock My Love**, Diana Ross & Marvin Gaye (Motown)
- **Fallin' in Love**, Souther, Hillman, Furay Band (Asylum)
- **Free, Fresh Start** (ABC/Dunhill)
- **Give Me a Reason to Be Gone**, Mau-reeen McGovern (20th Century)
- **Good Things Don't Last Forever**, Ecstasy, Passion & Pain (Roulette)
- **Hangin' Out**, Hank Mancini (RCA)
- **I Saw a Man and He Danced with His Wife, Cher** (MCA)
- **I Could Have Been Me**, Sami Jo (MGM South)
- **I've Had It**, Fanny (Casablanca)
- **Just Don't Want to Be Lonely**, Ronnie Dyson (Columbia)
- **Kings of the Party**, Brownsville Station (Big Tree)
- **Little Bit of Understanding**, B. W. Stephenson (RCA)
- **Love is the Answer**, Van McCoy (Avco)
- **Lover's Cross**, Melanie (Neighborhood)
- **The Man You Are in Me**, Janis Ian (Columbia)
- **Moonlight Serenade**, Deodato (CTI)
- **Never My Love**, Blue Swede (EMI)
- **Rock a Doodle Do**, Linda Lewis (Reprise)
- **Save the Sunlight**, Herb Alpert (A&M)
- **Second Avenue**, Tim Moore (Small Record Co.)
- **Sick City**, Elton John (MCA)
- **Stop & Smell the Roses**, Mac Davis (Columbia)
- **You Can't Be a Beacon If Your Light Doesn't Shine**, Donna Fargo (Dot)
- **You Little Trustmaker**, Tymes (RCA)
- **You've Turned My World Around**, Frank Sinatra (Reprise)

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**What You've Got**, off his first LP by the same title.

*Blood IsThicker Than Water*, from that album, has all the same elements, and, in fact, was written specifically as a follow-up to *Be Thankful*.

The two songs are alike in all respects—intro, instrumental, and use of Mr. De Vaughn's mellifluous and his mastery of falsetto singing. On both songs conga drums and vibes characterize the arrangements, stimulated by female duet back-up vocals. Mr. De Vaughn's sound is unabashedly close to that of Curtis Mayfield, whom he admires, and whose ability to cross over with R&B material he may exceed.

Out only a week, the single was being heard on, among others, work(AM) Worcester, Mass., and WALG(AM) Albany, Ga.

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**Breaking In**

**Love Me For a Reason**—The Osmonds (MGM) * The Osmond brothers have come such a long way from the Andy Williams show that it may shock those who haven't followed their career to see these five young men, decked out in Gatsby suits, giving off mature and sophisticated airs. They're and singing an almost soulful *Love Me For a Reason* without Donny's choir-boy soprano. After a year's absence from recording and performing, the group last month took on the Tonight show—and audiences over 12—without confidence.

This piece, from an upcoming album, brings out the best of what group harmony has to offer rock. It's also easier to believe the brothers when they sing about love, now that they're old enough to know what they're saying.

*Love Me For a Reason* is a mellow love song almost in the R&B vein. It can be heard thus far on the following top-40 stations: WIXY(AM) Cleveland; WRGN(AM) Knoxville; KNBR(AM) San Francisco; WMAK(AM) Nashville; WDBB(AM) Chattanooga; WPTOM(AM) Marietta, Ga., and WCAR(AM) Detroit.

**You Little Trustmaker**—The Tymes (RCA) * As the Stylistics and the O'Jays bring the smooth Philadelphia R&B sound to top-40 charts (some call it Philadelphia Cream Cheese), who should appear from out of the Philly past but the Tymes, of 1963 So Much in Love fame. Once known as "the love group," because of their swooning, romantic sound, The Tymes are back in the 70's in the same tuxedos and patent leather shoes that brought them through four albums when the Philadelphia sound wasn't as fashionable as it is now.

RCA says *You Little Trustmaker* was pressed in gold before its release as evidence of the label's confidence in the quintet's chart power. RCA went a step further to produce a new album for this group, to be released later this year. The headlining single, out two weeks, is a lush, polished performance of an engaging song about the optimistic side of love.

Stations playing *You Little Trustmaker* last week number about 25, and included WJBR(AM) Seattle; KIMN(AM) Denver, WIXY(AM) Cleveland; WSAI(AM) Cincinnati; WMEX(AM) Boston; WKDY(AM) Oklahoma City; WAIL(AM) Baton Rouge; WCAR(AM) Detroit and WPRO(AM) Providence, R.I.

**Blood Is Thicker Than Water**—William De Vaughn (Roxbury) * Mr. De Vaughn is a real proving ground for this sixth-month old label, which records three R&B artists so far. With a 'good feeling' message and a jazz plus soul sound, Mr. De Vaughn conquered charts with his very first single, *Be Thankful for You*.

### Tracking the 'Playlist'

The chart calms down a bit this week. There are nine bolts, compared to as many as 18 in recent weeks. Top most bolted record is Barry White's Can't Get Enough of Your Love—14 In its third week. Dionne Warwick and the Spinners' Then Game You is next at 24. Bolted in its second week is Olivia Newton-John's I Honestly Love You, now at 36. In close order are Cheech and Chong's Earache, My Eye (42), the Stylistics' Let's Put It All Together (43), Tony Orlando and Dawn's newest, Steppin' Out (Gonna Boogie Tonight), which jumps on at 44 in its first week ("Breaking In," Aug. 12), and Joni Mitchell's Free Man In Paris (46). Charlie Rich's new single, I Love My Friend, is now at 57. The first single by a new group, Bad Company, is Can't Get Enough, and it comes on at 64. Other new, but unbolted singles are Curtis Mayfield's Kung Fu (68), Craig Ruhnke's Summer Girl (68), Simon Stokes' Captain Howdy (74) and Edgar Winter's River's Rising (75).
These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of Broadcast Music, Inc. audience ratings for the reporting station on which it is played and for part of the day in which it appears. [G] indicates an upward movement of 10 or more chart positions over the previous Playlist week.

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length) Artist—Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>The Night Chicago Died (3:30)</td>
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<tr>
<td>2</td>
<td>2</td>
<td>Don’t Let the Sun Go Down on Me (5:33)</td>
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<tr>
<td>3</td>
<td>3</td>
<td>A Shot in the Dark (4:31)</td>
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<td>4</td>
<td>4</td>
<td>Feel Like Makin’ Love (2:55)</td>
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<tr>
<td>5</td>
<td>5</td>
<td>Rock Your Baby (3:14)</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>The Book of Love (3:05)</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>(You’re) Having My Baby (2:32)</td>
</tr>
<tr>
<td>8</td>
<td>8</td>
<td>Tell Me Something Good (3:30)</td>
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<tr>
<td>9</td>
<td>9</td>
<td>I’m Leaving (All) Up to You (2:45)</td>
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<tr>
<td>10</td>
<td>10</td>
<td>You Can’t Help But Laugh (2:57)</td>
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<td>11</td>
<td>11</td>
<td>Can’t Get Enough of Your Love (3:15)</td>
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<tr>
<td>12</td>
<td>12</td>
<td>Watered-down (2:05)</td>
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<td>13</td>
<td>13</td>
<td>Meant to Be (3:28)</td>
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<td>14</td>
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<td>Ricki Don’t Lose That Number (3:56)</td>
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<td>15</td>
<td>15</td>
<td>Stolen Dancer (3:19)</td>
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<td>Wild Thing (2:36)</td>
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<td>17</td>
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<td>Rock &amp; Roll Heaven (2:33)</td>
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<td>Hang On in There Baby (2:33)</td>
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<td>19</td>
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<td>Wildwood Weed (2:40)</td>
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<td>You’ve Got a Friend (3:53)</td>
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<td>21</td>
<td>21</td>
<td>Call Me (4:00)</td>
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<td>Nothing from Nothing (2:40)</td>
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<td>23</td>
<td>23</td>
<td>Only Rock’n Roll (4:46)</td>
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<td>Keep on Smilin’ (3:25)</td>
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<td>26</td>
<td>26</td>
<td>Donald &amp; the Heywoods—ABC/Dunhill</td>
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<td>27</td>
<td>Gladly Rides The Piper &amp; The Buddah</td>
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<td>Don’t Be A Hero (3:25)</td>
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<td>Another Saturday Night (2:28)</td>
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<td>First Class—U.K. Records</td>
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<td>Sundown (3:37)</td>
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<td>I Honestly Love You (3:35)</td>
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<td>Sweet Alabama Home (3:20)</td>
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<td>You &amp; Me Against the World (3:08)</td>
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<td>Band on the Run (5:05)</td>
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<td>36</td>
<td>Billy “Crash” Craddock—ABC/Dunhill</td>
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<td>Clap for the Wolfman (3:20)</td>
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<td>Earache My Eye (5:17)</td>
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<td>Let’s Put It All Together (2:55)</td>
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<td>Steppin’ Out (Gonna Boogie Tonight) (2:51)</td>
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<td>You Haven’t Done Nothin’ (3:20)</td>
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<td>Free Man in Paris (7:34)</td>
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<td>Sugar Baby Love (3:33)</td>
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<td>Shinin’ On (3:23)</td>
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<td>You Won’t See Me (3:07)</td>
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<td>Machine Gun (2:45)</td>
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<td>Eyes of Silver (2:52)</td>
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<td>If You Love Me (Let Me Know) (3:12)</td>
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<td>LaGrange (3:15)</td>
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<td>50</td>
<td>50</td>
<td>Be Thankful (For What You Got) (3:25)</td>
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<td>51</td>
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<td>One Hell of a Woman (2:52)</td>
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<td>The Bitch Is Back (3:50)</td>
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<td>54</td>
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<td>You Make Me Feel Brand New (4:45)</td>
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<td>Door to Your Heart (3:55)</td>
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<td>Finally Got Myself Together (3:05)</td>
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<td>Have A Plan (3:59)</td>
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<td>Walk On (2:39)</td>
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<td>Rings (3:24)</td>
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<td>Can’t Get Enough of You (3:20)</td>
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<td>Flash Ain’t Billie (3:30)</td>
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<td>Come Down (2:37)</td>
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<td>Moonlight Special (3:47)</td>
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<td>64</td>
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<td>Summer Girl (2:25)</td>
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<td>Craig Ruhke—United Artists</td>
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<td>Time For Livin’ (3:15)</td>
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<td>If You Talk In Your Sleep (2:25)</td>
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<td>69</td>
<td>Hollywood Swingin’ (4:35)</td>
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<td>70</td>
<td>70</td>
<td>Captain Howdy (3:16)</td>
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<tr>
<td>71</td>
<td>71</td>
<td>Bigger Rain (2:52)</td>
</tr>
</tbody>
</table>

\[ALPHABETICAL \text{ list (with this week’s over-all rank)}: \text{The Air That I Breathe (10), Annie’s Song (3), Another Saturday Night (53), Band on the Run (39), Be Thankful (36), For What You Got (54), Beach Baby (31)}\]

Broadcasting Aug 19 1974
85
Rejected candidate knocks on FCC doors

In test of 'reasonable access,' senatorial aspirant wants agency to order sale of five-hour blocks for his fund-raising telethon

Pittsburgh Mayor Pete Flaherty, the Democratic candidate for the Senate seat of Pennsylvania Republican Richard Schweiker, last week filed a complaint with the FCC alleging that 10 Pennsylvania TV stations refused to sell him five hours of time for a fund-raising telethon. He charged they violated Section 312 of the Communications Act which requires broadcasters to afford candidates "reasonable access" to their facilities.

Mr. Flaherty went to Washington to personally object to the refusal. After spending much of Wednesday (Aug. 14) morning confering with the FCC Complaints and Compliance Division Chief William Zalinski, the candidate was accompanied by an entourage of campaign associates—met in the lobby of the commission's Washington headquarters with a number of newspapers.

Despite some commission officials' grumbling ("It was a goddamn sideshow," brooked one.), he got results. He left with an assurance that the complaint will be taken up no later than Sept. 4.

Mr. Flaherty seeks to purchase from Pennsylvania's 15 "major" TV outlets time from 10 a.m. Sunday (Sept. 27) to 3 a.m. Sunday. The program, Mr. Flaherty explained in a letter to FCC Chairman Richard Wiley, "will offer political information and the chance for me to explain my position on the issues to the people of Pennsylvania." Mr. Flaherty also said he would seek "financial and other support from the people." Of the 15 stations contacted by Mr. Flaherty last month, five had accepted his request to purchase time totally. Another five had agreed to sell varying segments of the requested time. Six refused the request completely. Mr. Flaherty claimed one of the reasons generally given for the denials—a dissatisfaction with the "nature of the program"—constitutes a "direct conflict with the law" because it "attempts to censor the content of a political program."

None of the five stations that have accepted the request are within Mr. Flaherty's two major target areas—the Philadelphia and Pittsburgh markets. Accepting were WJET-TV and WBER(TV), both Erie, and WBER-TV, WDAU-TV and WNEP-TV, all Scranton-Wilkes-Barre. Of the 10 stations cited in the complaint—which, if upheld by the commission would require them to sell the requested time—the five that he wished to offer some time were WJAC-TV Johnstown, WCAU-TV Philadelphia, WIBC-TV Pittsburgh and WPTV-TV Philadelphia. The six that declined the request entirely were WTAE-TV Pittsburgh, WCIC-TV Erie, WTVJ-TV Altoona, WGAL-TV Lancaster, KDEA-TV Pittsburgh and KTVF-TV Philadelphia.

Program Briefs

Another NBC game. NBC-TV announced three-year contract for college football's annual East-West All-Star Game, beginning Dec. 29, 1974, contest (3:30 a.m., NYT) from Stanford University Stadium. Hughes Sports Network had telecast game last two seasons.

To MGM. Seymour Berns, director of TV development, Four Star Productions Inc., Los Angeles, has signed exclusive development contract with MGM Telefilm wherein he will be responsible for development of prime-time access, late-night, daytime, tape variety and children's programming. Mr. Berns, one-time president of National Academy of TV Arts and Science, is co-creator of Four Star's Police Surgeon, now in its fourth year of syndication, was producer and director of Red Skelton Show for 12 years, and of Jack Benny Show for four years.


Broadcasters on-air. Don Waterman, general manager, WKED(AM-FM) Atlanta, offered Georgia Association of Broadcasters Executive Director Bert H. Hatch half-hour on Sunday mornings to use as GAB wishes. Accordingly, Gabfest was born and has grown statewide, on Georgia Network's 57 stations to discuss issues in sports and television broadcasting. Mr. Hatch serves as moderator with guests so far including kidnapped Atlanta Constitution editor Reg Murphy and Jody Powell, Governor Jimmy Carter's news secretary. Future programs are to cover "Why so many commercials?" "Should microphones and cameras be allowed in courtrooms?" and "What can be done to improve television for children?"

112 for 'Velvet'. MGM Television announces that Sept. 8 showing of that studio's famous 'National Velvet' (BROADCASTING, Aug. 10) will be the first of young Elizabeth Taylor and Mickey Rooney, will be seen in at least 40 stations in top 50 markets and nine out of 10 in top-10 markets, and that almost 80% of U.S. will be covered by 112 TV stations signed for that showing. Two-hour-long "Velvet" is one of three movie classics shown under title MGM Family Network, that began last year. Other two films haven't been definitely chosen yet, but appear to be "Brothers Grimm," "Phantom of the Opera," and/or "Lily, in a Cold, Dark Corner." General Foods is major sponsor of Family Network movies, with other spots sold by MGM; more than half of film's commercials reserved for stations to sell. Sold in top 10. Home International Television, Los Angeles, announces that Jabberwocky, weekly, 30-minute taped children's program, has been placed in 58 markets, including all of top 10. Program is sponsored by Nabisco and Mattel, through Ogilvy & Mather, Los Angeles.

'Passports' for sale. Omni Enterprises, Los Angeles, announces availability of Three Passports to Adventure, 52 30-minute adventure series in color on tape produced by Hal Linker.

Talked out of $2,000. WKTR(AM) Pittsburgh has been notified by FCC of liability for $2,000 fine for failing to give proper notice of intention to broadcast telephone conversations. Complaint stemmed from live broadcast of allegedly indecent language by party during "casino calls" promotion. WKTR contended party was aware of live broadcast, but commission pointed out it was necessary to inform caller before actual broadcast. WKTR has 30 days to pay or contest forfeiture.

School days. "The Vanishing Shadow," a 1934 Universal theatrical serial, will spark interest in reading for 18,000 sixth and seventh graders in Jacksonville, Fla., public schools, in a 12-day program developed by school system and on WJXT(TV) Jacksonville. Starting second week of October, teachers will read scripts with students each day; children will follow action and dialogue on WJXT telecast that evening, and then have follow-up lessons with worksheets in school next day. Developed by Bernard Solomon and Michael McAndrew, reading program began in Philadelphia, has been used with video cassettes in public schools in Mt. Vernon, N.Y.; Benton Harbor, Mich.; Greenwich, Conn., and Brooklyn, N.Y.

Bartlett wants to restrict use of TV ban as punishment

A bill to prohibit amateur sports organizations from censuring members by banning their games from television has been introduced in Congress. The bill (S. 3832) was offered by Senator Dewey Bartlett (R-Okla.) whose home-state University of Oklahoma Sooners, a perennial football powerhouse, has been barred from TV for the next two seasons because of a 1972 recruiting violation. Aside from the TV ban, the sanctions include a prohibition from participating in post-season bowls.

Senator Bartlett said that while the violation should not be condoned, "I feel the National Collegiate Athletic Association and the Big Eight [conference] far exceeded justice in the punishment which was meted out." He added: "I feel that if though television is banned [from covering OU games] for 1974 and 1975, radio and the printed media are permitted. Here the primary recipient of the sanction is the innocent public." The bill was referred to the Senate Commerce Committee.
No votes for FCC’s ideas on simulcasting

Comments on proposed new rules say either commission goes too far or not far enough

Comments are arriving at the FCC on the commission’s proposals for AM-FM program duplication. Broadcasters argued against tighter rules; a citizen group said the commission’s proposals don’t go far enough.

The National Black Media Coalition said that AM-FM duplication should be forbidden in news and public affairs. The coalition, at odds with any form of duplication, pointed to news and public affairs as areas particularly essential for allowing different “voices” to be heard. If anything must be duplicated, it said, it should be music programming, not the other way around as the FCC has proposed in its rule modification limiting AM-FM duplication.

The coalition also saw a ruling against program duplication as a potential boost to black radio ownership. As the coalition sees it, if an AM-FM combination cannot provide dual programming then it should divest itself of one of its outlets.

But Starr Broadcasting Group Inc. argued there is no need for tightening rules on duplication. When stations are economically viable they will program separately on their own initiative in hopes of enlarging audience, Starr said. Starr cited examples of larger market AM-FM combinations currently tending to less program duplication. Starr added that duplication should be allowed at least in the midnight-6 a.m. period since any resulting decrease in audience and revenues for that period could precipitate smaller stations into earlier sign-offs.

Knight Quality Stations echoed that small-market stations with their lesser access to national and regional advertising need duplication for survival.


WFLN-AM-FM Philadelphia asked that it be allowed to duplicate its classical music format. Suggesting that classical music programming is a “cultural and educational” service, WFLN said lower ratings typical of that format may prohibit dual programming.

The present duplication rule permits duplication for 50% of all weekly programming in communities with more than 100,000 people; there are no restrictions for smaller communities. The FCC proposal would bar all duplication except for news and public affairs in communities larger than 100,000 and apply the 50% rule to smaller communities.

NBC clears advance reviews

NBC-TV, as of Sept. 4, will allow TV critics to preview its news and entertainment programs.

The decision, put out last week under the imprimatur of M. S. Rukeyser Jr., NBC’s vice president for corporate information, brings the network into line with ABC and CBS in permitting newspapers and magazines to publish advance reviews of their shows. The new policy will be officially inaugurated with early screenings of the drama special, IBM Presents Clarence Darrow, starring Henry Fonda (Sept. 4, 9:30-11 p.m., NYT).

Bigger bunch from Bunche

Gert Bunche Associates, St. Louis-based radio station rep firm, has expanded the roster of musical, informational, children’s and drama programs it is offering to advertisers and radio stations through its syndicated program production and sales division.

A weekly half-hour suspense drama, From Beyond Midnight, by the Chicago Actors Theater, and two weekly half-hours of The Short Live for children are among the latest entries. Another is Animall, a five-minute strip with Cleveland Amory answering listeners’ questions in a format similar to that of his Animall syndicated newspaper column.

In the Bunche lineup they join such features as Johnny Cash Show, now in some 40 markets; Chet Atkins Show, George Hamilton IV Show and Glad You Asked with Hy Gardner, all five-minute strips; a Fun in the Sun look at resort and recreational facilities that’s offered in five-minute and 15-minute lengths; a one-minute Janet Cowan in the World of Art strip and a half-hour Story Time Lady series for children (Broadcasting, May 6). The programs are being offered on a cash or barter basis to advertisers and for direct sale to stations in other markets. The five-minute shows include 90 seconds for commercials; the half-hour series, five and a half minutes.

On-air pay TV readied for New York City area

WBTB-TV plans September debut with special Blonder-Tongue decoder

WBTB-TV Newark, N.J., a UHF station targeted to begin operations in about five weeks, will eventually be programmed to offer new movies and sports and cultural events for a fee to viewers in the greater New York area.

At least, that’s the goal of Isaac S. Blonder, the chairman of Blonder-Tongue Laboratories, Old Bridge, N.J., a TV equipment manufacturer that owns WBTB-TV.

“Once the station is open for business, we’ll run the final tests on the special decoder we’ve been working on for the past 20 years,” he says. When attached to a TV set, he continues, this decoder will not only unscramble the over-the-air pay signal but also—upon the pressing of the right selector button—activate a built-in ticket dispenser. The viewer collects the used tickets from the decoder at the end of each month and sends them in along with his check. (Mr. Blonder says computers will monitor every selection made by every household as a check against chiseling.) He says he still hasn’t figured out yet what he’ll charge for each event, but the fee for installing the decoder and a UHF antenna will be $13 or $15, plus a $3 or $4 monthly rental charge for the decoder.

The per-program fee may be higher for a WBTB-TV subscriber on the Sterling Manhattan cable system, which will start its own pay-cable channel this fall. Sterling will be picking up the signal of WBTB-TV as it picks up those of all the metropolitan-area stations (if for no other reason than that WBTB-TV will be sending out 28 hours of nonpay programming a week, as required by the FCC). That pick-up, though, may make WBTB-TV subject to the city’s 10% levy on the gross revenues of all pay-cable channels.

Theoretically, a subscriber hooked into Sterling cable could end up with two decoding devices on his set—one for Sterling’s pay-cable channel and the other for the pay programming on WBTB-TV that is to be transmitted through Sterling’s facilities. The Sterling subscriber without a Blonder-Tongue decoder will get nothing but a garbled picture during the hours WBTB-TV was telecasting its pay programs.

“I suggested to both Sterling and Teleprompter Manhattan that they use my decoder for their pay channels to avoid this potential duplication,” Mr. Blonder said. “But, because they regard me as a competitor, they told me to go to hell.” WBTB-TV will kick off as a free channel on Sept. 29.
Equipment & Engineering

Trying again. After abandoning effort to reach negotiated settlement in Communications Satellite Corp. rate case (Broadcasting, Aug. 5), FCC has ruled that investigations on proceeding should resume no later than first week of September. It said it intends to render final verdict in case by April 1, 1975, and instructed presiding administrative law judge to resume hearings “at earliest possible date.”

Gear for WFL pickups. RCA, Camden, N.J., has sold $900,000 worth of cameras, tape recorders and other apparatus to Robert L. Dudley Corp., to be installed in Dudley mobile TV van used to pick up Thursday night World Football League games for TVS Television Network.

Electronic music tutor. Goldmark Communications Corp., Stamford, Conn., and Warner Bros. Publications Inc., New York, music publisher, have developed and demonstrated MLS, portable tape-cassette system for use in home or classroom, which can be used by students of musical instruments to play along with professional artists. System has four tracks—one prerecorded without instrument student is studying; another prerecorded with instrument and without rest of group; third containing electronic signals, voice instructions and beats coordinated with sheet music and fourth for student to record alone to compare with professional artists. Developers of system are subsidiaries of Warner Communications Inc., New York.

RCA goes up. RCA Broadcast Systems has announced price increases averaging 9% on all RCA radio and television broadcast equipment. New prices are effective Sept. 15. Neil Vander Dussen, division vice president, attributed increases to rising costs of material and labor.

Sold to CBS. Ampex Corp., Redwood City, Calif., announced another four contracts totaling $1.5 million with CBS to deliver automated video-tape recording equipment (four ACR-25 video recorder reproducers, and three AVR-1 studio recorders) to network’s TV stations in Philadelphia, Los Angeles, Chicago and St. Louis.

Broadcasting's index of 137 stocks allied with electronic media

<table>
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<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. Aug. 14</th>
<th>Closing Wed. Aug. 7</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>1974 Low</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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**Broadcasting**

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**Finance**

$100 million understanding. RCA has filed registration statement with Securities and Exchange Commission for proposed offering of $100 million sinking fund debentures due Aug. 15, 1992. Offering is expected to be made in late August through nationwide investment group headed by Lehman Bros. and Sievert Freres & Co., both New York, with net proceeds to be added to RCA’s general fund for corporate purposes.

Self-Investing. Warner Communications Inc., New York, reports it will apply to Securities and Exchange Commission for authorization to purchase up to one million of Warner’s common shares on open market. Purchases will be used to provide stock options, convertible preferred stock and convertible debt obligations.

**Ahead of the game.** MCA Inc. has pre-paid $12-million installment due in 1978 on unsecured term bank loan, bringing to $36 million amount prepaid this year on $100-million loan. Agreement also provides for $50 million unsecured revolving credit.
**Cablecasting**

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**TOTAL**

346,982 5,947,074

**IF YOU WANT TO KNOW THE DIFFERENCE BETWEEN THE SYSTEM 360/40 AND THE SYSTEM 370/155, JUST ASK GRACE.**

She knows. She knows how to work a computer, how to feed a computer, and maybe she can even tell you how to talk to a computer! Because Grace Anne Williams is a junior programmer in data systems and programming at S&H. Grace joined The Sperry and Hutchinson Company in November, 1972, after graduating from the first class of a Computer Training Center operated in New York City by Opportunities Industrialization Centers of America (OIC).

S&H is a major supporter of OIC, and helped sponsor the training center. Edward A. Hynes, S&H urban affairs director, says: "S&H needs the skills OIC's program provides. Our company has hired a number of OIC trainees, so we've seen first-hand how this mutually-beneficial program works!"

Supporting OIC is just one effort S&H makes toward social responsibility. And financial support of minority programs is only the first aspect of S&H's response. Frederick A. Collins, Jr., president of S&H, says: "The second is opportunity, not lip service to the word, but a real chance for minority employees to grow in a company. The third and most important is involvement: actual participation in programs aimed at solving the problems facing minority Americans."

Helping to solve problems facing Americans—it's one of the most important ways The Sperry and Hutchinson Company grows. Just ask Grace.

**S&H MEANS A LOT MORE THAN GREEN STAMPS.**

Broadcasting Aug 19 1974

89
### Programming

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<td>3</td>
<td>7/8</td>
<td>4,000</td>
<td>1,000</td>
</tr>
<tr>
<td>WESTINGHOUSE</td>
<td>WKS</td>
<td>1/8</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>7/8</td>
<td>4,000</td>
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<tr>
<td>ZENITH</td>
<td>ZE</td>
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<td>3</td>
<td>4</td>
<td>3</td>
<td>7/8</td>
<td>4,000</td>
<td>1,000</td>
</tr>
</tbody>
</table>

### Standard & Poor's Industrial Average

- A-American Stock Exchange
- M-Midland Stock Exchange
- N-New York Stock Exchange
- O-Over-the-counter (bid price shown)
- P-Pacific Coast Stock Exchange
- T-Stock did not trade on Wednesday; closing price is last traded price.

### Closing Prices

- Yearly high and low figures are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

### P/E Ratios

- P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's or Company's. If unobtained, ratio is computed using 'average' earnings.
- For stocks traded over-the-counter, earnings figures are the average of exclusive gains or losses.
- P/E ratio computed with earnings figures for last 12 months as published by company.
- No annual earnings figures are available.
- No P/E ratio is computed; company-reported net losses.
Media

T. B. Baker Jr., executive VP-general manager, WLAC-TV Nashville, elected president and chief executive officer. Mr. Baker owns 25% of CBS affiliate.


Phillip Luttinger, director of research, CBS Television Stations Division, named director of special projects, television network research, CBS/Broadcast Group, New York.

Albert Makkay, VP-general manager, WLKW-AM-FM Providence, R.I., named to newly created position of area VP of licensee, McCormick Communications, and general manager of its WZEE (AM) Boston as well as continuing responsibilities for WLKW-AM-FM.

Robert P. Carson, general sales manager, WLKW-AM-FM, succeeds Mr. Makkay as general manager.

Perry S. Ury, Eastern region VP, RKO Radio, joins WXXS-FM Hartford, Conn., as general manager.

John Mackin, program director, WXEX-TV Petersburg-Richmond, Va., named general manager.

William Aldrich, general sales manager, WLYT (FM) Cleveland, named station manager. William Parris, director of programming, named to additional duties as assistant station manager.

W. Martin Wingren, controller, Kaiser Broadcasting Corp., Oakland, Calif., named VP and continues as controller.

Jerry Johnson, news director, KGO (AM) San Francisco, named operations manager.

Ned Dick, copywriter, WSPA-FM-TV Spartanburg, S.C., named operations manager, WSPA-FM.

Peter Cusack, staff VP-personnel, Pan American World Airways, New York, named VP for personnel, ABC Inc., succeeding Marie McWilliams, resigned.

Robert Blake, manager, WOLH-FM Glassboro, N.J., joins noncommercial WEKU-FM Richmond, Ky., as station manager and chief programing officer.

Sharon H. Stern, director of advertising and promotion, WTAJ-TV Altoona, Pa., named assistant promotion manager, WTAE-TV Pittsburgh.

Claudia Allen, instructor, Wichita State University department of speech, named to newly created position of promotions and development director, noncommercial WMUW-FM Wichita, Kan.

Bruce L. Pertle, production-operations manager and program director, noncommercial WFSU-TV Tallahassee, Fla., joins noncommercial KETS (TV) Conway, Ark., as assistant to the director.

Broadcast Advertising

Irene Beckman Krone, fashion director; Edythe Mann, Diane Rothchild and Robert Mackall, copy supervisors, and Alan Frank and Michael Uris, art supervisors, named VP's at Doyle Dane Bernbach, New York.

William A. Seaborg, San Francisco sales manager, Avco Radio Sales, named sales manager in Chicago, replacing David A. Greacen, resigned. Succeeding Mr. Seaborg is Mark Stephens, account executive in Avco Radio Sales Los Angeles office.


Robert D. Richter, creative director, Needham, Harper & Steers, Chicago, elected VP.

John K. DeVoe, VP and account supervisor, N. W. Ayer & Son, New York, named senior VP and management supervisor. John L. Decker, VP and media director, appointed senior VP and management supervisor at Ayer and continues as media director.

Jim Melzer, sales department, WBN-FM Cincinnati, Ohio, named sales manager, WERQ-FM Cincinnati.

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

<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>
</tr>
</thead>
<tbody>
<tr>
<td>Cohu</td>
<td>6 mo/6/30</td>
<td>8,234,077</td>
<td>+ 15.5%</td>
<td>262,298</td>
<td>- 42.5%</td>
<td>.18</td>
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<tr>
<td>Globetrotter Communications</td>
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<td>19,515,021</td>
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<td>- 16.7%</td>
<td>.48</td>
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<tr>
<td>Grey Advertising</td>
<td>6 mo/6/30</td>
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<td>1,126,000</td>
<td>+ 6.2%</td>
<td>.69</td>
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<tr>
<td>Liberty Corp.</td>
<td>6 mo/6/30</td>
<td>68,633,000</td>
<td>+ 19.5%</td>
<td>7,874,000</td>
<td>- 10.1%</td>
<td>1.11</td>
</tr>
<tr>
<td>McGraw-Hill</td>
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<tr>
<td>Movielab Inc.</td>
<td>26 wk/6/29</td>
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<td>422,000</td>
<td>+ 55.1%</td>
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<td>Needham Harper &amp; Steers</td>
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<td>- 6.2%</td>
<td>391,000</td>
<td>- 79.8%</td>
<td>.43</td>
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<tr>
<td>Oak Industries</td>
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<td>68,438,296</td>
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<td>+ 36.3%</td>
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<tr>
<td>PSA Inc.</td>
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<td>2,730,000</td>
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</tr>
<tr>
<td>Ridder</td>
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<td>Turner</td>
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<td>390,000</td>
<td>+ 15.2%</td>
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<tr>
<td>UA-Columbia Cablevision</td>
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<td>805,000</td>
<td>+ 44.5%</td>
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* Change too great to be meaningful.

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>PER SHARE</th>
<th>REVENUES</th>
<th>NET INCOME</th>
<th>YEAR EARLIER</th>
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<tbody>
<tr>
<td>Cohu Inc.</td>
<td>.18</td>
<td>7,130,509</td>
<td>402,178</td>
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<tr>
<td>Globetrotter Communications</td>
<td>.48</td>
<td>12,970,139</td>
<td>1,489,917</td>
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<td>Grey Advertising</td>
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<td>McGraw-Hill</td>
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<td>Movielab Inc.</td>
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<td>.14</td>
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<tr>
<td>Needham Harper &amp; Steers</td>
<td>.43</td>
<td>105,079,000</td>
<td>703,000</td>
<td>.77</td>
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<tr>
<td>Oak Industries</td>
<td>1.76</td>
<td>58,128,138</td>
<td>2,246,706</td>
<td>1.27</td>
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<tr>
<td>PSA Inc.</td>
<td>.88</td>
<td>60,233,000</td>
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<td>.20</td>
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<tr>
<td>Ridder</td>
<td>.70</td>
<td>76,810,000</td>
<td>6,450,000</td>
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<tr>
<td>Turner</td>
<td>.30</td>
<td>6,584,000</td>
<td>329,000</td>
<td>.22</td>
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<tr>
<td>UA-Columbia Cablevision</td>
<td>.45</td>
<td>7,199,000</td>
<td>557,000</td>
<td>.36</td>
</tr>
</tbody>
</table>
John Fenwick, national sales manager, wcrt(TV) Miami, named general sales manager.

Marvin Jacobson, associate creative director, Benton & Bowles, New York, and Stephen D. Kolker, account supervisor, elected VP's.

Jody Seibert, media planner and buyer, Krupnick & Associates, St. Louis advertising agency, named media director.

T. C. Radcliffe, director of sales, Cable rep, New York cable television advertising representatives, elected president.

Additions to staff of Cunningham & Walsh, New York: Peter Widmer, senior account executive, Fuller & Smith & Ross, named field services supervisor, sales promotion department; Stephen Jekogian, market research assistant, Keystone Cameras, named research analyst; Linda Fitzpatrick, project director, McCann-Erickson, named senior project director, research department, and Elizabeth Becker, research account executive, Young & Rubicam, named senior project director, research department.

Harvie H. Chapman, board chairman, Point Communications Inc., subsidiary of Tracy-Locke Co., Dallas, elected to parent company board of directors. Edwin Heaven, copywriter, Cunningham & Walsh, San Francisco, joins Tracy-Locke, same city, as senior copywriter.

Bob Gould, assistant sales manager, wcfi-AM-TV Chicago, named sales manager.

Newly elected officers of Television and Radio Advertising Club of Philadelphia: Peter Kadetsky, wcau(AM), president; Stanton Beaghen, Lewis & Gilman, first VP; David McGahey, WMMR(FM), second VP; Robert Hocking, wcau-TV, treasurer, and James Wilson, wfill(AM), secretary.

Keith D. Coonhey, promotion manager, wlyh-TV Lancaster-Lebanon, Pa., named director of advertising and promotion, wtaj-TV Altoona-Johnstown, Pa. Both are Gateway Communications stations.

Douglas H. Gardner, account executive, wwez-FM Cincinnati, named general sales manager, wqxl(AM) Atlanta, Ga., named program director, wlyh(AM) Pittsburgh, Pa., named program director, and general sales manager, wrov(AM) Knoxville, Tenn.

Dale T. Tangeman, art director, Howard Swink Advertising, Marion, Ohio, joins Hameroff & Associates, Columbus, Ohio, agency, in same capacity.

Programing

Jacqueline Smith, director of special projects, Warner Bros. Television, Los Angeles, appointed to newly created position of director of special programs, CBS-TV, Hollywood.

Edward B. Gradinger, who resigned as director of business affairs, ABC-TV (BROADCASTING, Aug. 12), joins Columbia Pictures Television as VP-East Coast operations, New York. Al Onorato, cast-
WRCM(FM) Jacksonville, N.C., as news director.

Milton Boyd, production specialist, WBTV(TV) Charlotte, N.C., named news director. Bill Ballard, assignment editor and anchorman, WBTV, named news and information manager. Sharon Cathey, University of North Carolina graduate, joins WBTV as news assistant.

Bill Addison, news director, KPLR-TV St. Louis, named executive news coordinator, KMOX-TV St. Louis.

Leonard Pratt, Taiphe bureau chief, Associated Press, named Hong Kong bureau chief, Group W. He replaces Paul Steinele, who will pursue graduate studies at Harvard Business School.

Louie Allen, meteorologist, WMAL-TV Washington, will join WTOP-TV Washington in fall.

Dorothy M. Reed, reporter and feature writer, Richmond, Va., Afro-American, joins WTVR-TV Richmond as news reporter-co-anchorman.

Bob Nicholas, reporter-anchorman, KHOU-TV Houston, joins KTRK-TV Houston as news anchorman.

Don Silcott, reporter, KDMI(FM) Des Moines, Iowa, joins Iowa Radio Network as statehouse correspondent and Des Moines office news director.

Shelley Lewis, news and public affairs producer, noncommercial WNYU-FM New York, named assistant news director.

**Equipment & Engineering**

Melvin D. Levine, director of planning and administration, WCAC-TV Philadelphia, named director of technical operations and administration.

James E. Sensenbach, chief engineer and operator, WYNE(AM) Appleton, Wis., named chief engineer, noncommercial KMUW-FM Wichita, Kan.

**For the Record.**

**Editor's note:** With this issue, "For the Record" takes on a new organization and format. The objective is to present as comprehensive an information package as before, but in a form more easily retrieved by the reader.

The number of potential "For the Record" subdivisions has been reduced from 85 to 45. Largely, this is the result of grouping information by the type of action rather than by the class of broadcast service to which an action applies. For example: Under the earlier format, call letter actions in a given week might have been listed in six different places; now they're grouped together at one.

In addition to a rearrangement of its previous categories, the new format introduces several new ones: "In contest," "Complaints" and "Fines," for example, have been broken out from other categories for faster reference.

The editors believe this new arrangement will make the reader's lot an easier one. They both expect and solicit comment as to how well it succeeds in that objective.

As compiled by Broadcasting, Aug. 5 through Aug. 9 and based on filings, authorizations and other FCC actions.

Abbreviations: AL—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; CP—construction permit; D.—day; DA—directional antenna; ERP—effective radiated power; HAAT—height of antenna above average terrain; kHz—kilohertz; kw—kilowatts; MEOV—maximum expected operation value; mhz—megahertz; mod.—modification; N.—night; PSA—press release service authority; SH—specified hours; trans—transmitter; TPO—transmitter power output; U.—unlimited hours; vis.—visual; w.—watts; “—noncommercial.

**New stations**

**TV action**

- WMAZ-AM-FM-TV Macon, Ga., died Aug. 2 of cerebral hemorrhage. He had been with WMAZ since 1956. Survivors include wife, Janis, and five children.

- SB, Baker, 59, broadcast equipment sales executive, died of heart attack July 31 in Bryn Mawr, Pa. Mr. Baker represented several companies during long career, was most recently associated with Sintronic Corp., Bryn Mawr. He is survived by wife, Sydney Millar, one daughter and one son.

- Edward Stoddart, 33, sound technician for British Broadcasting Corp., killed Aug. 8 in Lapihos, Cyprus, in unmarked land mine explosion. He is survived by his wife, Jacqueline, and three children.

- Edward Janow, chief of motion picture laboratory, U.S. Agriculture Department, joins Byron Motion Pictures, Washington tape and film lab, as manager of customer services.

**Deaths**

Almira Sessions, 85, stage, screen and TV actress (Brenda and Cobina act of the Bob Hope radio show, regular on Henry Aldrich radio series, as well as TV appearances more recently) died Aug. 3 in convalescent home in Los Angeles. She leaves two sisters.

Judy Cosgrove (known professionally as Carole Somers), 57, TV and radio actress, died Aug. 2 at Cedars of Lebanon Hospital in Los Angeles of cancer. Her career began in New York with network soap operas and continued in TV with appearances on Studio One, Robert Montgomery Presents, and Philco Playhouse. She leaves husband, John, one son and one daughter.

Richard Johnson, 48, director of administration, WMAZ-AM-FM-TV Macon, Ga., died Aug. 2 of cerebral hemorrhage. He had been with WMAZ since 1956. Survivors include wife, Janis, and five children.

**AM application**


**AM action**

- Millbank, S.D.—Sturgis Radio Inc. Broadcast Bureau granted 1510 kHz, 5 kw-D. P.O. address: Box 360, Sturgis, S.D., 57786. Estimated construction cost $42,040; first-year operating cost $39,060;
**WOAY**: Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and will catch up to the cleanest sound. Listen to Continental: quality talks.

**WGST ATLANTA GOAL MILLION DOLLAR CCA REVENUES 20TH YEAR**

"I'm enclosing our contract for our 19th annual Community Club Awards campaign," said Bill Estes, WGST, Atlanta, Georgia, sales manager, in a letter to CCA.

"In our business," Estes wrote, "it is very unusual for a promotion to last longer than a few years. Nineteen years must be a record." 

"CCA has been good for WGST," Estes emphasized. "CCA has been a good revenue-producer; the goodwill it has created is beyond measurement. We have awarded approximately $180,000 to date. This year's $10,000 will mark $190,000 earned by our Atlanta Public Service organizations for their special projects. 

"Our CCA revenues are substantially in excess of three-quarters of a million dollars. We anticipate passing the one million dollar mark in our 20th campaign. It continues to be a real pleasure to work with your fine organization. We look forward to many more years of CCA," Bill Estes concluded.

**COMMUNITY CLUB AWARDS**

**P.O. BOX 151, WESTPORT, CT 06880**

**KBCI Alice, Tex., Bethany Investment Corp. (BLH-6179). Action July 31.**

**KVLU Beaumont, Tex., Lamar University; studio and remote control facilities 4400 Port Arthur Rd., Beaumont (BLED-1235). Action July 31.**

**KULM Columbus, Tex., John J. Labay; studios, transmitter and remote facility 2910 Radio Ln., Columbus (BLH-5957). Action July 31.**

**KCIIR Corsicana, Tex., D K Television (BLH-5763). Action July 31.**

**KERA-FM Dallas, Public Communication Foundation for North Texas (BLED-1120). Action July 31.**

**KSUC Kenee, Tex., Southwestern University College (BLED-1271). Action July 31.**

**KSHU Huntsville, Tex., Sam Houston State University (BLED-1163). Action July 31.**

**Ownership changes**

**Applications**

**KPOOK-FM San Francisco (89.5 mhz, 245 w)—seeks transfer of control of Poor People's Radio from William Wade, Cec McGowan, Lorenzo Smotherman (none before; none after) to Ed Ashley, Jose Castellon, David Whitaker, Gale Larkin, Robert J. DeOreo, Karen Howie, Terry Collins and Jaymi Goodenough (none before; 100% after). Consideration: none. Principals: Representatives of community. Action Aug. 6.**

**KPLS-SM (AM) Santa Rosa, Calif. (1150 kHz, 5 kw-D, 500 kw-N); license from KPLS Inc to Radio 1150 Inc for $300,000. Sellers: Mr. and Mrs. Joseph Stamler (100%). Buyers: Hugh E. Turner, John H. Lanier and James D. Langer. (33½% each). Mr. Turner owns personnel training company in Houston, Lanier is house carpenter, Mr. Lang has insurance and investment interests. Action Aug. 6.**

**WDOL-AM-FM Athens, Ga. (AM-1470 kHz, 5 kw-D; FM-107.3 mhz, ERP 300 w); transfer of control of University City from James S. Rivers (1655 w-D, 10 kw-N) for $2,500 to Herschel M. Rivers (10 kw-D, 33½% before; 100% after). Consideration: $25,525 (31% before; 100% after). Acting for Herschel M. Rivers, is general manager of WDOL-AM-FM. Action Aug. 6.**

**WBVUZ-FM Fredonia, N.Y. (1170 kHz, 250 w-D) —seeks relinquishment of positive control of Carocun Broadcasting Corp from Lauren A. Colby (15 kw-D, 50 kw-N) for $10,000. Seller: Mrs. John Hayes. Buyer: Mrs. Keithia G. R. and Romayne Hardstrom (100%). Mr. Harrington was treasurer and secretary of previous WVLW(M) Cambridge, Del. Action Aug. 6.**

**WGGO(AM) Salamanca, N.Y. (1590 kHz, 1 kw-D, 5 kw-N) —in merger of WGGO Broadcasting Co, subsidiary of Alpha Broadcasting Corp, to New York and James Clark Jr. for $125,000. George Vaidas is president of Alpha, which has interest in WLTYC(FM) Wilma and WLTYCAM-FM. Mr. Vaidas is program director of WHHIO-AM-FM Horwell, N.Y. Action Aug. 6.**

**WLNO(AM) London, Ohio (1063.3 mhz, 3 kw) —seeks assignment of license from Paul Dean Ford and J. T. Winchester to WLNO-FM Inc for $100,000. Sellers: Mr. Winchester and Mr. Ford, who has interest in several stations including WPPF-FM (Terre Haute, Ind. Buyers: Reagan Smith (25%), ex-Mr. Smith is new owner for WWWE-M (AM) Cleveland. Action Aug. 6.**

**WNPV(AM) Lansdale, Pa. (1440 kHz, 500 w-D) —seeks transfer of license to Public Broadcasting Co. from George W. Knipe and Howard C. Berky (50.1% before; 79.2% after) to Beth Diane Erb and Charles H. Brown (70.6% after). Consideration: none. Principals: Beth Diane Erb, daughter of George W. Knipe, has interest in rental real estate. Charles Berky Jr., son of Howard Berky, is manager of WNPV. Action Aug. 6.**

**KQV(AM) WWDE-FM (Pittsburgh) (1410 kHz, 1 kw, 3 kw-D; FM-102.5 mhz, 55 kw) —seeks assignment of license to B&T Broadcasting Co for $3,500,000. Seller: American Broad- casting Co is parent of KQV Inc; COV in AM ownership. Buyers: David S. Ingalls, Cleveland lawyer (25.7%); Charles S. Mch- eanomy, Cincinnati businessman, and Lawrence H. Rogers II, Cincinnati businessman (30%); Lloyd Taft, business consultant (18.1%); et al. Tatt Broad- casting owns several stations, including WTPA-FM Philadelphia. Action Aug. 6.**

**KTRM-FM Beaumont, Tex. (AM-990 kHz, 1 kw, FM-95.1 mhz, 3 kw) —seeks assignment of license from Dynamic Broadcasting Corp to KTRM Broadcasting for $280,000. Sellers: C. Ronald Rogers, Neal Spele, R. Miller Nick's.

**WOAI(AM) San Antonio, Tex. (1200 kHz, 50 kw)—Aksa, Anderson Radio, sale of license of Arco Broadcasting Corp. to Clear Channel Communications Inc. for $1,150,000, plus $25,000 for pact not to return to spectrum after Apr. 30, 1975. Directors: C. L. and Leola File, Mr. File is president of Riverside Amusement Park Co. (BAPL-430). Action Aug. 2.

**KJLA-TV (ch. 4) Fontana, Calif.—Broadcast Bureau granted transfer of control of KJLA-TV from Gene L. Torm GOS to KJLA-TV licensee of Pacific Beach, Calif. (BTC-7354). Action Aug. 2.


**WANN(AM) Tallahassee, Fla.—Broadcast Bureau granted assignment of control of F. P. J. Tinn to WANN(AM)-F. P. J. Tinn (100%), formerly WMWB(AM)-Boca Raton. Action Aug. 9.


**WCCF(AM) Savannah, Tenn. (1001 mhz, 3 kw)—Broadcast Bureau granted acquisition of control of Carroll County Broadcasting Co., from Randy C. Smith (50% before, none after) to Dennis V. Voy (50% before, none after). Consideration: $46,000 cash. Seller: W. Marvin Maquoketa, Iowa (BALH-1980). Action July 29.

**WKJG-TV (ch. 33) Fort Wayne, Ind.—Broadcast Bureau granted license to Central Broadcasting Co. from FN Media Inc. to Thirty-Three Inc. for $4 million. Seller: Paul A. Hook, owner of Central Broadcasting Co. from John Dille Jr., chairman of board. Federation, which sold rights to license to FN Media Inc. has licensed for broadcast interests except WBNB-TV Charlotte, South Carolina, and CBWV-AM Savannah, South Carolina (BTC-4726). Action July 24.


**KLAA West Monroe, La.—Broadcast Bureau granted new assignment of control of KJLA-TV from Y & L Co. to William J. DeLuca (40% before, 55% after) (BTC-7426). Action July 31.


Summary of broadcasting

FCC labellings as of June 30, 1974

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>CAP's</th>
<th>Not on air</th>
</tr>
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<tbody>
<tr>
<td>Commercial AM</td>
<td>21</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td>Commercial FM</td>
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<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Educational FM</td>
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<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total radio</td>
<td>23</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

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**Commercial AM**
- GRANT granted CP to Laurel.
- GRANT granted CP to Paul.
- Laurel granted CP to change ant. height.
- GRANT granted CP to 107 Holy.
- GRANT granted CP to change and control.
- GRANT granted CP to install new transmitter.

**Commercial FM**
- GRANT granted CP to change ant. height.
- GRANT granted CP to install new transmitter.
- GRANT granted CP to install new transmitter.
- GRANT granted CP to install new transmitter.

**Educational FM**
- GRANT granted CP to install new transmitter.

**Total radio**
- GRANT granted CP to install new transmitter.
- GRANT granted CP to install new transmitter.
- GRANT granted CP to install new transmitter.
- GRANT granted CP to install new transmitter.

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At Buena Vista (Dos. 20036-7)—Due to transfer of Judge William Jensen, designated ALJ Thomas B. Fitzpatrick to serve as presiding judge, effective Aug. 1, Action Aug. 1.

**Procedural rulings**

- **San Jose and Fillmore, Calif., FM proceeding**—Jerry Lawrence and William F. and Anne K. Wallace, competing for ch. 244 at Santa Paula, and Class I translators in Fillmore, competing for chs. at Fillmore (Dos. 19689-8)-Review board, on request of Wallace, added ascertainment of community problems issues against Wallace and WOAC and also added issues to determine whether Orton's proposal would violate power and ant. height requirements and whether its proposed tower height was suitable. Issues added against Mr. Wallace also included for not placing amendments in public inspection file and suburban community issue. Action Aug. 7.
- **South Lake Tahoe, Calif., FM proceeding**—KOWL, Inc., New World Broadcasting Co, and Enterprise C, competing for ch. 100.1 at South Lake Tahoe (Dos. 19789-80)—ALJ Chester F. Naumovicz, Jr., advanced hearing now scheduled for Sept. 17 to Sept. 16, Action Aug. 9.
- **Miami, TV proceedings**—Post-Newsweek Stations, Florida (WPLO-TV) and Tropical Florida Broadcasters and Post-Newsweek Stations, competing for chs. (Doc. 60086-9)—ALJ Thomas B. Fitzpatrick granted motion by Tropical to vacate motion for further interrogatories to WPLO-TV relative to WPLO, program logs; and proposed station locations noticed by Tropical of officials of CBS and ABC, pending filing of opposition papers no later than Aug. 29; cancelled original hearing schedule for Aug. 30, and rescheduled further hearing for Oct. 30 in Miami.
- **KJUL-FM McRae, Ga., renewal proceeding**—Prairie broadcasters, WBZ, Inc., Superior Media, Midwest Broadcasting and Soy Communications Co, competing for renewal proceeding: Gross Telecasting (Doc. 60086-9)—ALJ Chester F. Naumovicz, Jr., granted hearing for Nov. 4, Action Aug. 10.
- **Boston, TV proceedings**—KRO General (WNAC-TV) Dudley Station Corp. and Community Broadcasters, competing for ch. 25, Action Aug. 10.
- **WJFM(AM-FM) Lansing, Mich., renewal proceeding**—Gross Telecasting (Doc. 20061)—FCC denies motion by Branch County Librarians Union of Michigan state of adverse ruling of preliminary decision to proceed with applications for renewal; motion to grant rehearing also denied, and in application for review of that decision dismissed, Action Aug. 11.
- **Attica, Tex., FM proceeding**—KALT-FM Inc. and Cass County Broadcasting Co, competing for 99.3 mhz (Docs. 19789-81)—Review board re-scheduled hearing Oct. 18, 1979, Action Aug. 12.
- **KJ5AM-FM-TV Lansing, Mich., renewal proceeding**—Groove Telecasting (Doc. 20078)—FCC denies motion by Branch County Librarians Union of Michigan state of adverse ruling of preliminary decision to proceed with applications for renewal; motion to grant rehearing also denied, and in application for review of that decision dismissed, Action Aug. 12.
- **Nordica, Va., TV proceeding**—WTAR Radio-TV (Doc. 19790)-Network of Virginia Telecitation Corp., competing for ch. 3 (Docs. 19791-8)-Review board on request of WATC, added appeal in regard to the original circumstances of the issue; by separate action, scheduled hearing for Nov. 18, 1979, Action Aug. 13.

**In contest**

**FCC actions**

**In contest**

**Designated for hearing**

- **KTXL(TV) Sacramento, Calif., TV proceeding**—Gross Telecasting (Doc. 19192)—FCC issued hearing for application by Camellia's for changes in facilities of KTXL (BFC-4663). Action was result of field investigation into ft.; remote control from main studio in Lynch Wood. Action Aug. 13.
- **KMTV-FM Meridian, Miss. (BPH-8350), July 26; WEMR-FM Millburn, N.J. (BPH-8321), July 26; WAC-FM San Juan, Puerto Rico (BPH-7139), July 26; WJSE-FM Hagerstown, Md. (BPH-9909), July 31, KETM North Charleston, S.C. (BPH-8635), Aug. 2; WPFR Terre Haute, Ind. (BPH-8591), Aug. 3; WJMC-FM Detroit, Mich. (BPH-8893), July 30; KJLC Kansas City, Mo. (BPH-1612), Action Aug. 13.

**In contest**

**Case assignments**

- Chief Administrative Judge Arthur A. Gladstone assigned the following cases:
- Decatur, Ill., FM proceeding: Prairieblad Broadcasters, WBZ, Inc., Superior Media, Midwest Broadcasting and Soy Communications Co, competing for 95.1 mhz at Decatur (Docs. 20055-9)—Due to transfer of Judge William Jensen, designated ALJ Thomas B. Fitzpatrick to preside, effective Aug. 1, Action Aug. 1.
- WJLM(AM)-Madisonville, Tenn., renewal proceeding: Monroe Broadcasters (Docs. 19192)—Due to transfer of Judge William Jensen, designated ALJ Thomas B. Fitzpatrick to preside, effective Aug. 1, Action Aug. 1.
- Butina Vista, Va., AM proceeding: Harry R. Byron and W&NY, Inc., competing for 1270 kHz at Buena Vista (Dos. 20036-7)—Due to transfer of Judge William Jensen, designated ALJ Thomas B. Fitzpatrick to serve as presiding judge, effective Aug. 1, Action Aug. 1.
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be added against WTVAR. Action July 31.

Initial decisions
- Apitos-Capitola, Calif. AM procedings: Progressive Broadcasting Co., applying for 1540 kwh (Doc. 1959-56). Judge Fitzpatrick found that the station was not located in two communities of assignment, and ruled that Progressive should be allowed to identify itself as Apitos-Capitola station. Action Aug. 6.

- Marathon, Fla. FM procedings: WHOO Radio (St. Augustine) and Harford Broadcasting Corp., applying for 94.7 mhz. Judge Fitzpatrick found that the station was not located in two communities of assignment, and denied applications of WHOO Radio. Judge Fitzpatrick found that Breeze had established its comparative superiority in all areas. Action Aug. 9.

- Mazoman and Williamson, Va. WA, FM procedings: Batsch Radio and Harford Broadcasting Corp., competing for 95.9 mhz at Mazoman and Williamson, respectively. Action (Doc. 18456-57). Judge Mazorn ruled that both applicants had sufficiently violated Communications Act provisions on limitation of power to preclude grant of their applications. Action Aug. 7.

Complaint
- Mississippi-Chief complaints and compliance division, informed Mississippi Republican Party that Representative, a candidate for U.S. President of United States would constitute expirer of licenses. Judge Van Cleave ruled in initial decision and denied applications of WHOO Radio. Judge Fitzpatrick found that Breeze had established its comparative superiority in all areas. Action Aug. 9.

Fines
- KLOK (AM) San Jose, Calif.-Broadcast Bureau, as operator of station, notified that it had incurred apparent liability for forfeiture of $500 for failing to take field strength measurements at least once every 6 months. Action July 23.


Other actions
- KTVU-TV Oakland, Calif.-FCC granted application by Valley Broadcasting Corp. for renewal of license for station, notifying that it had incurred apparent liability for forfeiture of $500 for failing to take field strength measurements at least once every 6 months. Action Aug. 1.

- WTVAR-TV Los Angeles, Calif.-FCC granted application by Southern California Broadcasting to maintain public inspection files and permit inspection of its broadcasting station. Action July 31.

- KYV-C-AM Henderson, Nev.-Broadcast Bureau granted license for station, notifying that it had incurred apparent liability for forfeiture of $500 for failing to take field strength measurements at least once every 6 months. Action July 15.


- CBS Inc. has been denied a waiver of current prime-time access rule for presentation of two NFL pre-season football games in addition to other network programs. Action July 5.

- FCC granted Broadmoor Industries, Elk Grove Village, Ill., and General Electric comparable to CBS Corp., applying for approval of application of Progressive Broadcasting Co. for new AM station to serve citizens and Capitola, Calif. In initial decision, Judge Foster found that stations would be located in two communities of assignment, and ruled that Progressive should be allowed to identify itself as Apitos-Capitola station. Action Aug. 6.

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Help Wanted Announcers

Morning Individual, preferably with news background for Brandon, FL. Excellent delivery and sales background. Salary $14,000 plus benefits. Send resume and references to: 345News, P.O. Box 4407, Brandon, FL 33510.

Help Wanted Technical

Chief Engineer: PBS affiliate. Performs skilled, professional duties involved in installation, operation and maintenance of electronic equipment. FCC first class license required; degree in electronics or engineering preferred, two years experience required. Salary $14,000 plus benefits. Send resume, references to: 345News, P.O. Box 4407, Brandon, FL 33510.

Midwest AM-FM planning to build new studios. Needed experience phonie first. Permanent position. Write Box H-163, BROADCASTING.
Help Wanted Production, Programing, Others Continued

Expanding educational FM news production supervisor with experience in innovative instruction programming.BA preferred. Accounting background. Technical college, radio station, or similar experience. Resume to Office of Personnel Services, Illinois State University, Normal, IL 61761.


Situations Wanted Management

General Manager—Top sales producer. Will lead and motivate staff. Currently employed with Major Broadcast Group. Prefer East or Southeastern. Box H-94, BROADCASTING.

General Manager now in Reno and unhappy out of brokerage. Excellent record of success. Veteran broadcaster. Can bring sales help. Wishes to return to Chicago suburban area. Phone 702-747-3603, or write Box H-96, BROADCASTING.


Results is the key. I have achieved top results managing FM format. Unlocks your door to greater rewards. I've got the key. results. Box H-136, BROADCASTING.

Programming, promotion and sales specialist for small and medium market radio station. Career has been far—looking for the right move. 33, shrewd and ready to relocate. Box H-150, BROADCASTING.

Attention: Major Market Radio, Dynamic Sales personality desires position as National Sales Manager for group of individual station. Strong credentials. Person who will bring new blood to your sales force. Your role is to build your national sales with a fresh, energetic, hard—working talent. Write Box H-160, BROADCASTING.

General manager: major market track record. Disting- uished market interest & management. Desire return as GM to large market. Prefer west coast or New England doing $250 a week (midwest) or higher (else- where). I am ready to demonstrate my worth to you now. Collect 815—626—1923 or write Robert D. Ludden, 601 Fifth Avenue, Sterling, IL 61081.

Situations Wanted Sales


If you need lightweight in sales I'm your man. Ex- tensive experience in sales. Prefer medium to large midwest location. For full details call 404—357—5773.

Situations Wanted Producers

DJ, 3rd phone, tight board, good news and commer- cials, ready now, anywhere. Box H-5, BROADCAST- ING.

DJ looking for small to medium market C&W station. Creative production, some sales experience, en- dorsed. Submit resume, Box H-150, BROADCASTING.

I have what you need, completely knowledgeable in all fields of music, friendly style with good commer- cial delivery. I can offer a creative show that would focus on the performers and include interviews. My experience includes recording films and working ex- tensive use of a medium and large markets considered. Box H-79, BROADCASTING.

Experienced program director, jock looking to do one or the other but not both. It's my belief that there's still a lot of life left in the radio business. Box H-83, BROADCASTING.

Modern country personality with eight years major and medium market experience. Avid outdoorsman. Married with one child. Box H-104, BROADCASTING.

DJ, tight board, good news, commercials, looking for break, willing to go anywhere, ready now. Box H-122, BROADCASTING.

Situations Wanted Programing, Production, Others


Exp. 1st ticket top—40 lack. Good production, plus will relocate. Box H-130, BROADCASTING.

If you are sincere, and, honest. Get in touch with female black disc jockey. New York trained. Presumably employed (or recently left) in major market. Please let me know about position. Will relocate. Box H-137, BROADCAST- ING.

Disc jockey, tight board, well versed, crystal voice. News and commercial delivery excellent. Willing, able to go nowhere Box H-158, BROADCASTING.

Female mouth, college grad, midday top 40, news, prod. exp. Looking for midmorning, weekends. Will work with PD who knows his stuff. Call 305—896—0998 or write Box H-168, BROADCASTING.


You will be passing along one of the best future announcers in radio if you don't read this ad. Beauti- ful mouth, 37 year old former sander. One year college broadcast courses plus on the air experience. Looking for MOR, C&W or easy listen- ing format. Tight boards, good endorsements. Air check available. Jim Loveny, 5313 Regal, Spokane, WA 509—489—1278.

Situations Wanted Technical


Maine, will consider N.H. or Vermont. Experienced chief engineer. Looking Oct., now experienced direc- tor of technical operations, and day preferred, take charge of dept, employed in radio, versatile, married. Write Box H-152, BROADCASTING.


Situations Wanted News

Take charge news director. Major-medium market. Highly experienced. 1st Phone, Box H-129, BROAD- CASTING.

Black female reporter, 26, 4 years TV experience. M.S. Columbia '70. Seeking news group to allow me to continue relationship with good news team. Box H-148, BROADCASTING.


Female, BA Speech/Communications, some experi- ence, third endorsed, ready to start small market. Roxane Rix, 4274 William Dr., Dayton, OH 45416.

Superior workmanship, comprehensive skills & ex- perience. Radio-TV newssman seeks permanent position in small or medium market news department. Californ- ian/Southerner, 12 years major—medium news experi- ence; freelance author, copywriter, narrator; tech- nical writer, BS, Journalist, Steve Bishop, 5 South- bank, Carmel, Indiana 33296.

At top TAMLA. Desires Eastern or Midwest loca- tion. Sue McNellt, 14306 Lowe, Riverside, IL 312— 699—2300.

Outside reporter, very experienced, very good. Tom Prestl, 405 Towne House Village, Hauppauge NY 11787.

Sports all the way! PBP, reporting, commentary, interview, play by play. WJZ, Baltimore. Modern solid, medium market, but all offers will be considered. Call 717—733—0531.

Help Wanted Production, Programing, Others Continued

Looking for someone with unusual skills? Degree E— TV and computer science, experience in automated video editing, good marketing potential, sales and production experience too. Willing to relocate. Box H-123, BROADCASTING.

Fully experienced all-around radio man! Production, while MD experience, creative copy, ind—depth news, top 50 exposure, out—of—city attitude/ experience, College, third, married, medium to large in Midwest. Five digits desired, consider all. Box H-124, BROADCASTING.

15 years program director, medium and major mar- ket experience. Now working in Pacific Northwest major market. Seeks control position with a progressive minded station. Box H-154, BROADCASTING.


TELEVISION

Help Wanted Management

Business Manager—Group—owned in one of top 25 markets seeks program production manager. Reply in confidence to Box H-712, BROADCASTING.

National Sales Manager, wanted for VM station in top ten eastern major market, network affiliate. Must have to ten years' experience in local and national level. An equal opportunity employer. Send resumes to Box H-713, BROADCASTING.

Assistant manager, engineering. Have power educa- tional UHF and FM located in northeastern, state. Seeks new challenge to build in possible opportunity for advancement. Must have minimum 5 years experience in all phases, including supervision and personnel sched- uling. Send resume, references, and salary require- ments to Box H-138, BROADCASTING.

Help Wanted Sales

Recent college graduate desired to take over estab- ished list with 21 medium market station. $15 to $18K. Box H-90, BROADCASTING.

Aggressive account executive for successful Indiana television station. Good list offers excellent potential for right person. Box H-90, BROADCASTING.

Salesperson, wanted for TV station in top ten eastern major market, with network affiliation. In media and/or broadcast sales experience necessary. An equal opportunity employer. Send resume to Box H-129, BROADCASTING.

Help Wanted Technical

TV Engineer—Two engineering positions are avail- able in rapidly expanding media production dept. of educational medical society. (1) Chief Engineer—to design, implement and maintain a professional broad- cast video and audio system. Prefer degree in engi- neering; requires extensive experience and FCC I class license. (2) Assistant Engineer—to coordinate with Chief Engineer in technical and design matters. Prefer degree in engineering; requires at least 2 years’ elec- tronics experience and FCC 1st class license. (Please specify position sought.) Submit resume and salary requirements for: Box H-82, BROADCASTING.

Chief Engineer of Independent U.H.F. needs an as- sistant. Must be a "broadcasting" engineer capable of heavy studio and transmitter maintenance able to assume management responsibilities. Should be knowl- edgeable on live camera and film chains. Good salary and fringe offers desired. Equal Opportunity Employer. Box H-161, BROADCASTING.

TV Engineer, video tape production. Religious Broad- casting operation. Send resume to Box H-140, BROAD- CASTING.

Engineering supervisor. New color TV production facility for large, West Coast based, Profit—org- anization, now in initial planning stages. Engineer should be familiar with major in color TV engineering operations and/or maintenance. Duties will include: design and maintenance of studios including IVC 300A cameras and IVC 960 taps recorders, video tape editing: plan and installation of new equipment, and operations. Requires BSEE plus 3 years experience, $125K—starting salary. Many fringe benefits. EOE. Box H-146, BROADCASTING.
Help Wanted Technical Continued

Looking for a director of engineering for an Arizona broadcast company. Knowledgeable in the operation of UHF and VHF TV studio and transmitter maintenance as well as the operation of tape machines and plotters. Send resume with financial requirements to John White, WPBN-TV, F: Smith, 79201.

Studio maintenance engineer - WPBT-TV, Plattsburgh, New York. Plattsburgh is a small college town in upstate New York, cold in winter but fishing, hiking, and hunting is excellent. If interested please write to: Mike Jones, WPBT-TV, 1170 Carpenter Street, Plattsburgh, New York 12901.

Chief engineer for University of Maryland Television Center, located in western Maryland. TV transmission and production experience required. Facilities include 2 studios, 1 color, 1 B&W, 2 VTRs, all RCA broadcast quality. Regular hours, fully benefits. Send resume to John Thompson, Personal Office, U of Md., College Park, MD 20742. An Affirmative Action Employer.

Help Wanted News

Anchorperson to deliver our 6 and 10 p.m. newscasts to 45-thousand Upper Midwest homes. Send resume, photo and salary requirements to Box H-37, BROADCASTING.

Special report editor needed by Top 50 station. Must know how to work with film and be able to develop investigatory stories. Excellent color stock, current salary and current status. Send resume to Box H-77, BROADCASTING.

TV Sportscaster, Play-by-play for one of the top college sports markets in the country. TV experience, opportunity employer. Send picture and resume only to Box H-103, BROADCASTING.

Meteorologist, needs an AM person on-air television experience. Must be familiar with both shortwave and coastal weather, visually oriented with artistic/filming ideas. Topper station with heavy emphasis on weather. Box H-199, BROADCASTING.

We're looking for a proff! KLAS-TV in Las Vegas, Nevada is conducting a search for a top news person to produce and anchor a top daily news report. Applicants must know film and VTR usage, and be able to tell it all in a few lines. If you, by July 6th, send VTR and resume to Fred Lewis, KLAS-TV, P.O. Box 15407, Las Vegas, Nevada 89114.

Anchorperson--Need a strong journalist. Must be able to do some street reporting and producing. If you're a major market tweaker, here's your chance to start Monday through Friday. Highly competitive Mid-West market. Send resume, we'll contact you. P.O. Box 11434, Portland 80.

Television Specialist for university information team. Must demonstrate capability and experience in on-camera, on-air, and intercom interviewing and production, and should have television news or public affairs background. Advanced degree preferred. Three years related experience required. Additional experience or advanced degree substitute for portions of required experience. Must have VTR, color-CMP, and state employment benefits. Send resume to Mrs. Judy Thomas, Personnel Officer, University of Akron & State University, Blackburg, VA 24061. Resume must be received by August 25. An equal opportunity employer.

Help Wanted Programming, Production, Others Continued

Film Director. One of nation's leading independents in 54th Street neighborhood seeks film director to replace man who left to become TV program director. Excellent production operation of large film department and for assisting program director in evaluating and booking films, films records, and budgets. Request prompt written reply to Tom Brean, Program Manager, KTVU, 27 Jack London Square, Oakland, CA 94607. Five years experience in TV film. An equal opportunity employer.

Program Manager/Designer for VHF Cadilac/Sendl Ste. Maria, TX. Box 627, Cadillac, MI. Send resume to Gene Ellerman, Vice President and General Manager.

Television producer-director interested in quality in-structional television. Writing experience helpful. Bachelor's or Masters degree and three years of production experience. Send color stock with quadrants V, 16mm, photography, and graphic support. Salary commensurate with qualifications. Media Services, Academic Complex, Western Ken- tucky University, Bowling Green, KY 42101. Western Kentucky University is an equal opportunity em- ployer.

Professional Anchorperson needed for newspaper, off-air. Resume and record and references. Box H-73, BROADCASTING.

Highly qualified operations-programming station manager. 15 years VHF-UHF, thoroughly experienced all phases. Expertise in new station preparation-operation (5 new stations). Results oriented, accustomed to much responsibility. Aggressive competitor, ready for challenging opportunity. Presently employed. Box H-93, BROADCASTING.

On-air promotion wizard seeks position as promotion director. Must have degrees and experience. Studied under the great Howd Verty. Videotape sample on request. Box H-100, BROADCASTING.

Station or group management, 10 years staff and line finance/administration with network-owned stations. 40 years old. Excellent references. Box H-121, BROADCASTING.

Sales management, 20 years, college, built $7,000 list to $34,000 in 3 years, now Vice Pres. of national company wishes radio or TV management. Prefer relocation to West Coast; more training of salesmen. Box H-164, BROADCASTING.

Situation Wanted News

Presently employed medium market anchorperson-reporter. Experience includes four major markets, 10 years broadcasting background; college. Box H-71, BROADCASTING.

Qualified Newsman. Strong on community involve- ment. Disciplined anchorman, capable of saleable newscast. Looking for opportunity to grow. Will relocate anywhere. Box H-105, BROADCASTING.

Anchorperson-Reporter. Experienced and educated reporter needed for major market anchorman: one year experience in news and feature writing, with network news. Box H-139, BROADCASTING.

Woman reporter, 24, major market experience. Wants more challenging position. Good condition. Box H-139, BROADCASTING.

New York City anchorman and national correspond- ent, 15 years' experience, interested in medium market..." or "Anchorman-writer, market experience...")

Assignment editor, producer wishes new challenge. Report writer, producer or director, able to work with film. Creative, young, gives 100%. A/ARFT/B/ FJ Journal- ism. Box H-162, BROADCASTING.

Radio Outside Reporter. Easily converted. Very ex- perience in entertainment. Must have experience in... (name of city) Village, Hauppage, NY 11787.

Situation Wanted News Continued


Newsman, experienced in film reporting, writing, anchoring, TV interviews, and documentary produc- tion. For VTR; Carol Ternovesky, 5213 Carousel 206, El Paso, TX 79902. 915-460-3512.

News Director, Female, 24, wants TV Reporting, 1 year TV, 3 years Radio, B.A. Political Science, P.O. Box 1071, South Bend, IN 46624.

Situated Wanting Programmed, Production, Others

Program Director/Production manager with 16 years experience in television seeks new position. Box H-43, BROADCASTING.

Young, experienced producer/director, news director; sports events producer/director. Seeking small-to-medi- um market. Prefer western Pennsylvania. Will con- sider UHF, VHS, cablecast opportunities. Box H-119, BROADCASTING.


CABLE

Help Wanted Management

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KMAX, (FM), best FM coverage in Southwest, needs late model used 20kw FM Stereo transmitter and circularly polarized antenna for 100,000 watts ERP. Also 20kw dummy antenna and switcher. Write basecame P.O. Box 442, Fort Smith, AR 72901 with complete details and price.

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Salary based on qualifications, with an out-
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PERSONALITY JOCK
Midcontinent rock station seeks real five personality jock. Salary commensurate with ability but not less than $12,000.
Box H-155, BROADCASTING

Tired of large market rat race? KFGO Radio—790, 5,000 watts, Fargo, North Dakota. Featuring news, farm, CBS, and modern country music. Part of a growing six station chain with many fringe benefits. Open for an experienced Morning Communicator. If you are a pro and have outstanding documented qualifications—contact Dale Alwin or Dick Voight, Box 2996, Fargo, North Dakota, 58102.

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For Sale Stations

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For Sale Stations Continued

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Name

City

State Zip

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Display _______ (number of inches).

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BROKERS & CONSULTANTS

THE BROADCASTING MAGAZINE
How John Woods floated a stock issue and found radio success

John F. Woods's life story strains credulity, fires the imagination, has overtones of the picareseque and is now on a rhapsodic note.

Mr. Woods admits he was broke six years ago. He had assumed the presidency of a bankrupt meat products company in Rochester, N.Y., in 1966 and poured all of his financial resources into it in an attempt to salvage the firm. He finally disposed of it in 1968 and tried to land a job back in broadcasting. But, as he put it, "nobody would have me; I'd been away for two years, was 42, and broke.

Today Mr. Woods is president of Woods Communications Corp., Winston-Salem, N.C., owner and operator of WTOB(AM) Winston-Salem and WSSB(AM) Durham, both North Carolina, and WRUN-AM-FM Utica, N.Y. He estimates the value of these broadcast properties at more than $3.5 million and he owns 33% of the stock.

Perhaps the key to the turnaround in Mr. Woods's fortunes is that he is a hustler in the literal and uplifting sense of the term: aggressive, imaginative, hardworking, venturesome and bold. His business life as he describes it has been one of perpetual motion.

"I started to work at 15 at WDEV(AM) Waterbury, Vt., where I did everything — running errands, announcing, traffic, news," he related. "I worked at a number of stations in various on-air and executive capacities until 1965. From 1944 until 1947 I attended various colleges—Dartmouth, Norwich University and Emerson College.

"From 1952 until 1966 I also was a freelance TV commercials announcer while working on a full-time basis. And all of these jobs supported me while I pursued a career as a lecturer, sales consultant and management developer for such clients as Eastman Kodak, Xerox, various chambers of commerce and a number of lesser known companies."

Without money after his meat products venture and rebuffed in attempts to land a job back in broadcasting, Mr. Woods formed his own company. He wrote a prospectus that said, in effect: "If you buy my stock, I'll buy some radio stations." He managed to sell some insider shares to friends and business acquaintances.

"I got an audit from Price Waterhouse, sent the material to the Securities and Exchange Commission and got a full registration and order to sell on Oct. 8, 1968," he recounted. "No brokers, dealers or underwriters would have anything to do with me. So I sold $565,000 worth of stock with the help of a couple of friends and some ads in any paper that would take them."

With this stake, Mr. Woods bought WSSB for $600,000 in the summer of 1969. Seven months later he acquired WRUN-AM-FM for $355,000 and in 1973 he purchased WTOB for $1.25 million.

"Our financial approach is to buy, borrow, pay down; buy, borrow, pay down," he said. "Our debt now runs to $1.7 million. But we've always been timely in our service and debt retirement."

Mr. Woods is a medium-sized, trimly built man of 46 with a direct and friendly manner and a zest for life and work. "I enjoy working hard, it's not that I want a lot of money because I really don't need it now because I don't have much time to spend it. But I do want to set aside a nest egg for my old age. It's all right to be young and poor. But it's devastating to be old and poor.

He had no particular interest in broadcasting as a youngster, he said, but in 1941 an announcer from the local station (WDEV Waterbury) spoke to a youth group one evening. For no particular reason, according to Mr. Woods, he asked a few questions of the speaker.

"He mistook this for an interest in radio," Mr. Woods confessed, "and he suggested I drop over to the station some afternoon. A few days later, I walked over to WDEV. I was offered a job to run errands, sweep the floor and help out in some clerical duties. Over the next three years I put together some programs, did some announcing and worked in news. I was hooked on broadcasting for life."

He has never been out of the industry completely except for the two years he spent with the meat products company. He sharpened his background in radio over a 30-year period at various stations in New England and upstate New York in news, programming and sales. Today, all four radio stations are operating profitably, Mr. Woods reports.

"Our workers have a stake in our success," he noted. "About 80% of our 54 employees are shareholders in the company, with stock bought under a pay-roll plan or on the outside."

Mr. Woods is now poised to improve his station list. Six weeks ago, Woods Communications signed an agreement to sell WRUN-AM-FM to Mohawk Stations Inc., Carle Place, N.Y., for $1.1 million. Mr. Woods said the application will be submitted soon to the FCC for approval. When the sale is completed, Woods Communications will have shown a gain of more than $500,000 on the WRUN sale.

"We're looking at other radio stations now," Mr. Woods confided, "and we're not ruling out the acquisition of a television station."

Mr. Woods is at work usually seven days a week at the company's headquarters in Winston-Salem with occasional trips to the other outlets.

He seems unruffled by his whirlwind work pace and his extensive family responsibilities. He and Mrs. Woods have four children (five are his and three are hers by former marriages) and he confesses that "there often seems to be a crisis, but we manage to get over it successfully."

In reflecting on his roller-coaster record, Mr. Woods said: "I have had a varied career in broadcasting with unemployment as a consultant. But I would have to say that my real business and financial education was developed during my tenure at the Weiner works (the meat products company)."
New era
President Ford’s first priority is to get the economy moving again. Not specified on his priority list — but obviously very much on his mind — is his determination to get along with the news media, if he can.

In his first joint-session address last week, the new President made his bid for accord by affirming his belief in the First Amendment and in “the absolute necessity of a free press.”

It is a notable beginning. In his quarter-century in public office, Mr. Ford has never indulged in vendettas with the press, print or broadcast. He is comfortable with news people; indeed among his first presidential appointments was his new press secretary, long-time friend Jerald F. ter Horst, Washington bureau chief of the Detroit News (WWJ-AM-FM-TV). Moving to the White House are several members of his vice-presidential staff who are veteran journalists.

Ever since the first Franklin D. Roosevelt term that began in 1933, incumbent Presidents have had problems with media. FDR heaped kudos on radio (those famed “Fireside Chats”) and called upon broadcasters to “overtake the half-truths and innuendoes” of the newspapers. President Harry Truman, among other media-directed barbs, relished mimicking H.V. Kaltenborn, who had erroneously predicted his defeat in 1948. President Dwight D. Eisenhower took after selected columnists and commentators during and after his incumbency. And President John F. Kennedy, who won the Great Debates against Richard Nixon in 1960, had his disputes with the conservative press and with the networks, particularly in regard to the Cuban Bay of Pigs fiasco. His successor, Lyndon B. Johnson, worried constantly about newspaper and broadcast treatment of his domestic, legislative, civil rights and foreign affairs programs.

But none of these confrontations reached the bitterness of the Nixon years, compounded by Watergate, break-ins, doctored tapes, buggings, lies and criminal convictions. Within the last fortnight, Senator Barry Goldwater (R-Ariz.), himself a GOP standard-bearer 10 years ago, shook his fist at the press galleries, with the epithet: “You’re a rotten bunch.”

History shows that long before radio or television Presidents had stormy relations with the press. Is there an inexplicable chemistry that pits the nation’s leadership against the Fourth Estate?

President Ford is determined to prove there can be harmony and good will with each doing its job in an open society, searching for truth.

We think he can.

The door opener
Talk of impeachment has evaporated in the resignation of Mr. Nixon and succession of President Ford, but the subject ought not to be forgotten altogether — if only for the journalistic precedent that would have been set if Mr. Nixon had elected to tough it out. Impeachment proceedings in House and Senate would have been opened to live broadcast coverage.

The House had voted to admit radio and television to its impeachment debate. The Senate Rules Committee had endorsed broadcast coverage of an impeachment trial, and approval by the Senate was expected. Those affirmations of the legitimacy of broadcast journalism must not be abandoned with the proceedings that Mr. Nixon’s resignation made unnecessary.

A central reason for the legislative acceptance of broadcast coverage at the House Judiciary Committee’s impeachment deliberations and at the floor debate and trial that were planned was that the events were of too large a consequence to deny the public a first-hand view. If radio and television may be trusted to enter chambers where events of impeachment magnitude are to be held, surely they may be trusted to cover smaller matters.

By voting to admit the broadcast press to impeachment sessions, both House and Senate settled the basic question of whether radio and television belong where pad-and-pen cil reporters have been free to go. They belong. It remains only for the Congress to vote the technicalities of admission.

Fifth estate
Television network journalism has been almost as much in the news as the tumultuous conditions it has been reporting. With every Watergate exposure, every slippage of another Nixon finger from the precipice, the network news programs have attracted more attention and provoked more dispute. It has been easy to forget that while all this was going on, television stations, day by day, have gone about their regular custom of producing far more hours of broadcast journalism than networks supply.

The annual Broadcasting survey of local television journalism, appearing in this issue, finds a fermentation of creativity all across the country. Station news departments are expanding, the time they must fill is being stretched, harder subjects are being reported. The old and easy crusades, against drug abuse or crime or uncollected garbage, still find air time everywhere, but grittier matters are also getting attention: dirty restaurants, chiseling repair shops — with names named. Here and there investigative reporters are looking into local vested interests with keener eyes than have been peeled in earlier days of television journalism.

The vigor of network and local journalism is earning rewards, not only in prestige but also in commercial values. Indeed news is now competing favorably with entertainment as an audience attraction. That in itself guarantees continued management support of local journalism development.
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has been honored
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KYTV
Springfield, Missouri

WHEN WE TALK. PEOPLE LISTEN
6:00 PM News — 59% Share
10:00 PM News — 65% Share

*Source: ARB May, 1974. Audience figures shown are estimates,
subject to the limitation of the techniques and procedures used by the service noted.
WHEN WE SPEAK, WE SPEAK FROM CONVICTION

And that conviction was recognized by the Society of Professional Journalists—and this year’s Sigma Delta Chi Distinguished Service Award for editorials; by the Academy of Television Arts & Sciences—and a 1974 Emmy for editorials; and by the AP—and the California Associated Press Television Radio Association award for “best editorial”... for the second year in a row.

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