

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

Broadcasting Jan 14

The newsweekly of broadcasting and allied arts

Our 43d Year 1974

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

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



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

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

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

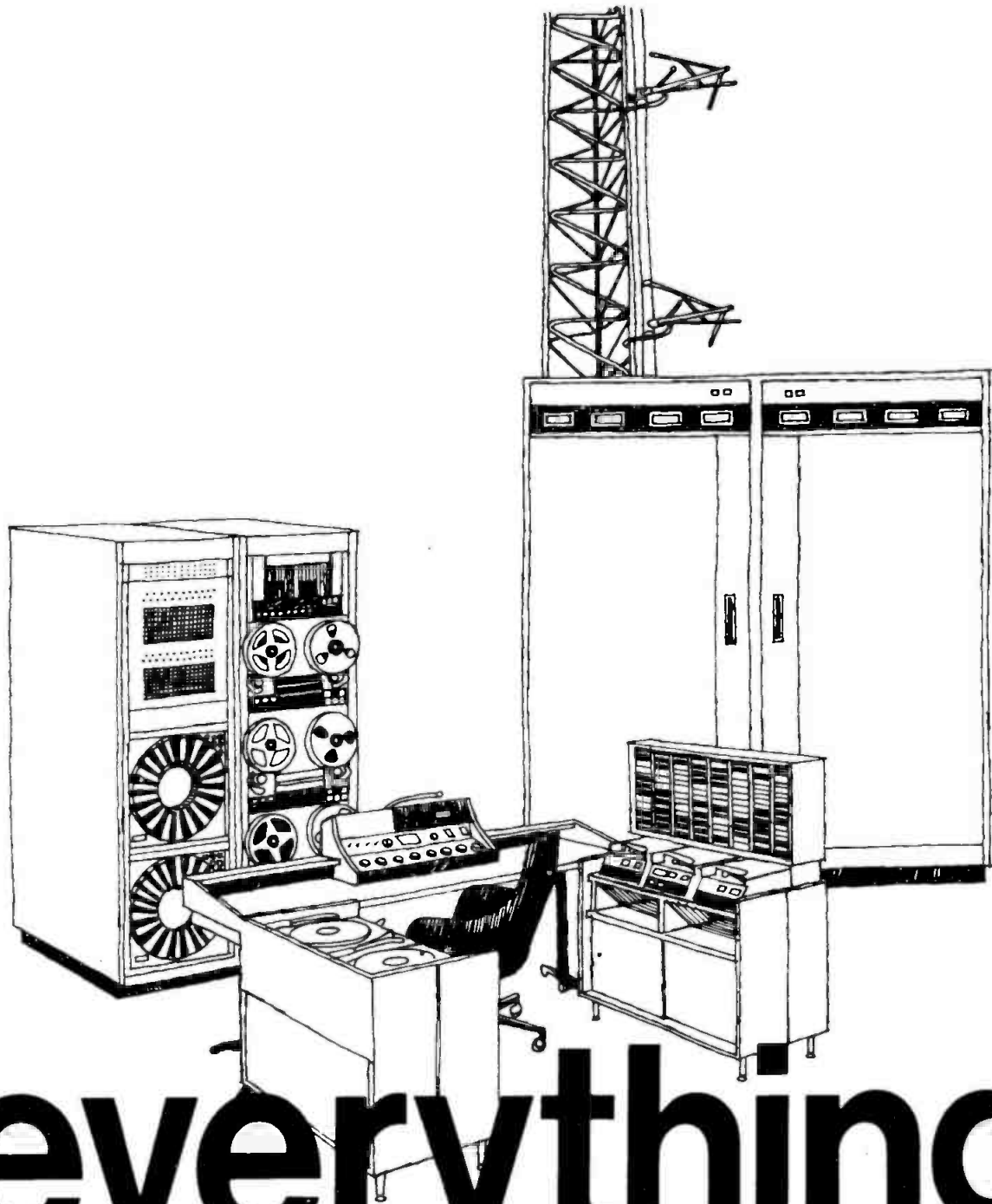
When it comes to news, people in Houston turn to TV 2. They've been doing it for 25 years now. And the best is yet to come.

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What's commercial. FCC expects to complete work this week on document it hopes will go far toward resolving broadcasters' many questions about what constitutes program-length commercial. Officials indicate that document — which runs about 20 pages and contains more than 25 questions and answers on programs that are commercials and must be logged as such and those that aren't — does not add up to free pass. Some broadcaster suggestions — for experimentation with different kinds of program-length commercials and for permitting such programming on regular, if infrequent, basis — are rejected. But neither does document realize broadcasters' worst fears. Remote-program broadcast, say, from record store that sponsors program would not be considered program-length commercial if it did not involve interweaving of program content with plugs for store. And that seems to be test: Are commercials and program material so integrated they can't be separated?

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

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

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

Ins and outs. TV code considerations are expected to occupy serious attention of National Association of Broadcasters joint board at meeting in St. Maarten, Netherlands Antilles, this week. There will be renewed insistence that code membership be made mandatory for all NAB TV members; about one-fourth don't subscribe. It's argued that code is weakened by lack of unanimous backing and that more dues are needed to support increasingly costly code activity.

Odds are against move, however. It's feared many nonsubscribers would resign from NAB before aligning themselves with code standards — circumstance that might make NAB purer, but up to \$200,000 poorer in loss of dues.

Another major policy consideration: insistence by public groups on representation in code organization. NAB's attitude: unequivocal no.

Pasture. Leading figure in broadcasting's legal circles is packing up his briefcase. Thomas E. Ervin, NBC executive vice president, who talked about retirement at age 60, then at age 61, has decided to do it now that he's 62, after 26 years with company. Effective date is Feb. 2. He plans to remain in New York, "do nothing but loaf for at least a year." NBC law department and Washington office, which report to him, will report after his departure to NBC Board Chairman David C. Adams.

Mr. Adams is no stranger to idea of retirement himself, having tried it once and returned with expectation he'd do it again before age 65, though apparently he has no sure target date in mind. He'll be 61 on March 5.

About ready. This may be week for FCC action on WTIC-AM-FM-TV Hartford, Conn., sales by Travelers Corp. to separate purchasers for \$40 million. FCC staff has cleared transfers, with no complications, but mechanics of producing 60-page report during holiday vacations prevented earlier consideration. Washington Post Co. acquires ch. 3 WTIC-TV for \$34 million with WTIC-AM-FM to be sold for \$6 million to new corporation headed by Leonard J. Patricelli, president of stations under Travelers' ownership.

Ten percent up. Despite various negative developments of past year, estimated subscriber revenues of cable TV industry rose by some \$43 million. According to National Cable Television Association calculations, medium took in some \$468.1 million last year, compared with \$425.6 million in 1972. Totals for both years increase by \$10 million if supplemental revenues from such functions as pay TV, second hookups, installation and local origination advertising are considered. NCTA now counts about 8 million cable subscribers, compared with 7.25 million year ago, 6 million as of January 1972.

Fully packed. Federal Trade Commission officials are trying to figure out how consumer information, in detail they think is necessary, can be crammed into broadcast commercials that are rarely more than minute long. Problem is getting bigger as agency continues drive for information disclosure. Hearings may be held.

One down. Informed staffers on Hill say controversial voters' time provision in Anderson-Udall campaign-reform bill (H.R. 7612) is probably dead. Testimony of CBS Washington vice president, Richard Jencks, before House Elections Subcommittee (*Broadcasting*, Oct. 7, 1973) is credited with striking fatal blow. Mr. Jencks showed how broadcast schedules could be saturated with politics for weeks at time under voters' time proposal. Staffs in House and at Common Cause, which is active in campaign reform, will start work this week on new draft; they say networks and National Association of Broadcasters will be consulted.

Top of the Week

Call for candor. *ABC, in action that knows no precedent, asks Los Angeles court to compel White House to provide data and top-level witnesses in Justice Department's anti-trust suit. Aim is to document networks' contention that action against them amounts to administration retaliation. CBS expects to take similar step, NBC doesn't.* Page 13.

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

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

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

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

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

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

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

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

Perennial problem. *Can happy talk tide be turned? WNBC-TV New York hopes so, sets out to try with vigorous promotion campaign, expansion to two-hour format.* Page 37.

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

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

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

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

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

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

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

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

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

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

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

Report is to be critiqued Wednesday at Washington conference being called by Douglass Cater, director of Aspen program on communications and society. Other than Mr. Whitehead and Leonard Garment, White House aide, members of committee have all left government – Peter Peterson,

former Secretary of Commerce; Elliot Richardson, who was secretary of Health, Education and Welfare when appointed, then move through top jobs at Defense and Justice; George Romney, former secretary of Housing and Urban Development; former White House aide Robert Finch, and Herbert Klein, former director of communications for White House.

Over the top at Teleprompter

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

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

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

Head of San Diego chicano group says public interest attorneys "solicited" case involving petition to block Storer Broadcasting's purchase of KCST(TV) San Diego and then "were less interested in the public interest than in their apparent desire to file a petition and make a name for themselves."

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

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

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

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

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

It's intimidation, says Journal Co.

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

Friendly faults both sides on First Amendment

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

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

In Brief

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

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

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

sources for Freedom," was issued in 1952. CBS did hour-long documentary in 1964, based on findings.

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

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

Not taking no. Six applicants that lost out when FCC granted facilities of KRLA (AM) Pasadena, Calif., to Western Broadcasting Corp. have filed notices of appeal in United States Court of Appeals for District of Columbia Circuit. Six are: Goodson-Todman Broadcasting Inc., Crown City Broadcasting Co., Voice in Pasadena Inc., Pacific Fine Music Inc., Pasadena Broadcasting Co. and Charles W. Jobbins. Another applicant, Orange Radio Inc., has filed petition for reconsideration with FCC. Orange challenges validity of engineering grounds on which commission's decision was based.

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

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

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

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

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

Late Fates. John Patton, Meredith Broadcasting VP and general manager of WHEN (AM) Syracuse, N. Y., named GM of group's KCMO-AM-FM Kansas City. He succeeds Lynn Higbee, named national program director for Meredith radio stations. Edwin C. Metcalfe, VP-GM of Combined Communications' Barbre Productions Inc., Denver, named VP-GM of group's WPTA-TV Fort Wayne, Ind. Ralph Featherstone, former general manager of James Brown Broadcasting Ltd. stations, named general manager of Mutual Black Network, Washington. M. J. Nicholas Jr., assistant treasurer of Time Inc., named president and chief executive of subsidiary Sterling Manhattan Cable Television, effective Feb. 1. He succeeds Richard M. Calkin, who has resigned. Henry M. Kaiser, grandson of founder of Kaiser Industries, named assistant to Richard Block, president of Kaiser Broadcasting. Lon C. Lee, program manager of Kaiser's WKBS-TV Philadelphia, named to additional post of director of promotion group. (For earlier "Fates & Fortunes," see page 46.)

Headliners



Lombardo



Krivin

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

Albert P. Krivin, **Ross Barrett**, **Alfred L. Schwartz** and **Clemens H. Weber** elected senior VPs of Metromedia Inc. Mr. Krivin continues as president of Metromedia Television, will also be in charge of Metromedia Producers Corp., of which **A. Frank Reel** continues as president. Mr. Barrett heads Foster & Kleiser and Metro Transit Advertising divisions. Mr. Schwartz is general counsel, Mr. Weber treasurer.

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Day and night, we are the one with the 18 to 49 year olds.

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

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

We're number one in Daytime with women 18-49. (32% over CBS, and 19% over NBC.)

We're number one in Early Fringe. (46% over CBS, and 58% over NBC.)

We're number one in Local Early News. (41% over

CBS, and 95% over NBC.)

We're number one in Prime Time. (9% over CBS, and 20% over NBC.)

We're number one in Late News. (34% over CBS, and 41% over NBC.)

Sign on to sign off more 18 to 49 year olds watch us than any other station group.*

Day and night we are number one.

ABC OWNED TELEVISION STATIONS 
 WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV,
 CHICAGO; KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES

Datebook®

■ Indicates new or revised listing.

This week

- Jan. 14—*Television Bureau of Advertising* presentation, "Challenge of Change '74". Hotel Americana, New York.
- Jan. 14-18—Winter meeting, *Joint board of directors, National Association of Broadcasters*. Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.
- Jan. 18—*WHDH Corp.* special stockholders meeting, for vote on proposed merger of *WHDH Corp.* into *Blair Broadcasting Corp.*, subsidiary of John Blair & Co. 50 Morrissey Boulevard, Boston.
- Jan. 18-19—*Rocky Mountain CATV Association* meeting. Scottsdale, Ariz.
- Jan. 17—*Association of Federal Communications Consulting Engineers* monthly luncheon meeting. Hotel Washington, Washington.
- Jan. 17-18—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Del Monte Hyatt house, Monterey, Calif.
- Jan. 18—*Publicable* meeting. Location to be announced, Washington.
- Jan. 18-20—*Educational Foundation of American Women in Radio and Television* board of trustees meeting. La Mansion motor hotel, San Antonio, Tex.
- Jan. 19—*Oregon Association of Broadcasters, Oregon State Bar Association and Oregon Newspaper Publishers Association* joint conference. Room 338, Smith Memorial center, Portland State University, Portland, Ore.
- Jan. 19—*MGM Inc.* annual stockholders meeting. Company headquarters, Culver City, Calif.
- Jan. 20-22—*Idaho State Broadcasters Association* midwinter meeting. Featured speakers: James Duffy, ABC-TV president, and Donald Zielang, National Association of Broadcasters. Rowday Inn, Boise, Idaho.
- Jan. 20-22—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.

Also in January

- Jan. 21—Extended deadline for filing reply comments on FCC's proposed rulemaking on combination advertising rates and other joint sales practices.
- Jan. 21-23—*American Committee of International Press Institute* seminar on U.S.-European economic problems and NATO. Brussels.
- Jan. 22—*New Jersey Broadcasters Association* annual managers meeting. Monmouth College, West Long Branch.
- Jan. 22-23—*National Cable Television Association* board meeting. Watergate hotel, Washington.
- Jan. 22-24—*Georgia Association of Broadcasters Institute*. Featured speakers include Richard Wald, NBC News president; Richard Wiley, FCC commissioner; Sol Talshoff, *Broadcasting* editor; Jack Anderson, columnist; Senator Herman Talmadge (D-Ga.), and J. Leonard Reinsch, former Cox Broadcasting president. Center for Continuing Education, University of Georgia, Athens.
- Jan. 23—Start of *Senate Commerce Committee* hearing on nomination of James H. Quello to FCC. Washington.
- Jan. 24-25—*Society of Motion Picture and Television Engineers* winter conference. Denver Hilton hotel, Denver.
- Jan. 24-25—*Consumer Federation of America* consumer assembly. Statler Hilton hotel, Washington.
- Jan. 24-26—*Alabama Broadcasters Association* winter conference. Speaker: FCC Commissioner Richard Wiley. Downtown Motor Inn, Gadsden.
- Jan. 26-27—Midwinter conference, *Florida Association of Broadcasters*. Lakeland, Fla.
- Jan. 28—*Mississippi Broadcasters Association* winter meeting and sales conference. LeFleur's Restaurant, Jackson.
- Jan. 27-30—*National Religious Broadcasters* 31st annual convention. Featured speaker: Vice President Gerald R. Ford. Washington Hilton, Washington.
- Jan. 28-29—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.
- Jan. 29-31—*Cable Television Information Center and EDUCOM (Educational Testing Service)* conference, "Cable Television and the University." North Park inn, Dallas.
- Jan. 30-Feb. 5—*American Bar Association* midyear meeting. Among topics to be discussed are federal shield laws for newsmen. Houston.

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

February

- Feb. 1—*Sigma Delta Chi Distinguished Service Awards* entry deadline. Award categories include radio and TV editorializing and reporting. Contact: Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.
- Feb. 1—Deadline for entries in *Medical Journalism Awards* competition of *American Medical Association*. Categories include television and radio reporting on medicine or health. Contact: Medical Journalism Awards committee, AMA, 535 North Dearborn Street, Chicago 60610.
- Feb. 1—*Mortgage Bankers Association of America* Janus awards deadline. Awards are given for excellence in financial news programming in following categories: commercial radio and TV stations and commercial radio and TV networks. Contact: Mark Serepca, MBA, 1125 15th Street, N.W., Washington 20005.
- Feb. 3-5—*Association of Independent Television Stations* first annual convention. James R. Herd, KLPR-TV St. Louis, is chairman of convention planning. Statler Hilton hotel, Dallas.
- Feb. 3-5—*South Carolina Broadcasters Association* annual winter convention. Holiday Inn, Rock Hill.
- Feb. 4-8—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.
- Feb. 6-8—*Texas Cable TV Association* convention. Marriott Motor hotel, Dallas.
- Feb. 7—*Southern Baptist Radio and Television Commission* fifth annual Abe Lincoln Awards presentation to distinguished broadcasters. Featured speaker: Frank Stanton, former CBS vice chairman, now chairman, American Red Cross, Sheraton hotel, Fort Worth.
- Feb. 8-10—*Retail Advertising Conference* annual convention. Keynote speaker: Ralph Nader, consumer advocate. Drake hotel, Chicago.
- Feb. 13-15—*Colorado Broadcasters Association* winter convention. Speakers include William Carlisle, vice president, National Association of Broadcasters. Stouffers Denver inn.
- Feb. 15—Deadline for entries in 1974 *National Cable Television Association* cablecasting awards. NCTA, 918 16th Street, N.W., Washington 20006.
- Feb. 15-17—*Loyola University* college radio conference. Lewis Towers Campus, 820 North Michigan Avenue, Chicago.
- Feb. 15-18—*Arkansas Broadcasters Association* convention. Nassau, Bahamas.
- Feb. 17-20—1974 conference, *National Association of Television Program Executives*. Century Plaza hotel, Los Angeles.
- Feb. 18-20—*Broadcast Industry Communications Systems (BIAS)* annual seminar. Featured speaker: Benjamin L. Hooks, FCC commissioner. Memphis.
- Feb. 18—*Armstrong Memorial Research Foundation/Columbia University Engineering School* Armstrong Awards deadline. Awards offered for FM programs in news, community service, education and music. Contact: executive director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.
- Feb. 18-22—*Texas Tech University, Department of Mass Communications*, Mass Communications Week. TTU, Lubbock, Tex.
- Feb. 20—Deadline for comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round Daylight Saving Time.

Major meeting dates in 1974

- Feb. 17-20—1974 conference, *National Association of Television Program Executives*. Century Plaza hotel, Los Angeles.
- March 17-20—52d annual convention, *National Association of Broadcasters*. Albert Thomas Convention and Exhibit Center, Houston.
- April 21-24—23d annual convention, *National Cable Television Association*. Conrad Hilton hotel, Chicago.
- May 8-12—Annual convention, *American Women in Radio and Television*. New York Hilton, New York.
- June 2-5—*American Advertising Federation* annual convention. Statler Hilton hotel, Washington.
- Oct. 10-13—*National Association of FM Broadcasters* annual convention. Fairmont hotel, New Orleans.

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

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

March

- March 1—*American Bar Association* Gavel Awards entry deadline. Competition is open to broadcast and print entries that contribute to public understanding of American legal and judicial systems. Contact: ABA, Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.
- March 1—Deadline for comments on FCC's proposed revised rules to permit use of Vertical Interval Reference signal for monitoring color quality of TV programs.
- March 11-12—*Ohio Cable Television Association* annual convention. Scot's inn, Columbus.
- March 11-12—*National Cable Television Association* legislative conference. Quality Inn, Washington.
- March 13—Annual spring conference, *Electronic Industries Association*. Shoreham hotel, Washington.
- March 25-18—Fifth annual *Country Radio Seminar*. Hilton Inn, Nashville.
- March 15-17—*American Women in Radio and Television* board of directors meeting. Doubletree Inn, Scottsdale, Ariz.
- March 17-19—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.
- March 17-20—*National Association of Broadcasters* 52d annual convention. Albert Thomas Convention and Exhibit Center, Houston.
- March 18-19—*National Cable Television Association* legislative conference. Quality Inn, Washington.
- March 20—*Cox Broadcasting Corp.* annual stockholders meeting. CBC headquarters, Atlanta.
- March 22—Deadline for reply comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round Daylight Saving Time.
- March 25-26—*National Cable Television Association* board meeting. Pebble Beach, Calif.
- March 26-28—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.
- March 26-29—*Institute of Electrical and Electronics Engineers* annual international convention and exposition. Statler Hilton and Coliseum, New York.
- March 27-28—*National Cable Television Association* legislative conference. Quality Inn, Washington.
- March 31-April 2—*Action for Children's Television* Festival of Children's Television featuring international children's programs and programs designed for children with special needs. John F. Kennedy Center for the Performing Arts, Washington. Registration information: ACT, 46 Austin Street, Newtonville, Mass. 02160.

April

- April 1—Deadline for reply comments on FCC's proposed revised rules to permit use of Vertical Interval Reference signal for monitoring color quality of TV programs.
- April 10—*New England Cable Television Association* spring meeting. Highpoint Motor Inn, Chicopee, Mass.
- April 18-19—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Chase-Park Plaza hotel, St. Louis.
- April 16-23—*MIP-TV*, the *International Television Program Market*. Cannes, France.
- April 18-25—MIFED, international film, TV film and documentary market. Contact: MIFED, Largo Domodossola 1, 20145 Milano, Italy.
- April 20—*Iowa Broadcast News Association* annual convention. Kirkwood hotel, Des Moines.
- April 21-24—*National Cable Television Association* 23d annual convention. Conrad Hilton hotel, Chicago.
- April 21-24—*International Industrial Television Association* annual conference. Special feature includes admission to *National Cable Television Association* equipment exhibits, in conjunction with NCTA convention being held simultaneously. Palmer House, Chicago.
- April 21-25—*Pennsylvania Association of Broadcasters* annual convention. Trelawny Beach hotel, New Falmouth, Jamaica.

Open Mike®

Infighting

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

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

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

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

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

Ringin' a bell at B&B

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

(The original is on its way.)

Not so

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

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The newswEEKLY of broadcasting and allied arts

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

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

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

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

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If you would like to know more, please call for a no-obligation presentation.

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

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Monday Memo®

A broadcast advertising commentary from Joel M. Segal, senior vice president, TV and radio, Ted Bates & Co., New York.

Bates blazes a way in program production

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

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

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

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

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

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

It is the combination of an appealing



Joel M. Segal has been with Ted Bates & Co. since 1965 and has worked as a network television account supervisor, assistant vice president and, later, vice president, network television and radio. He was named to his present post, senior vice president, television and radio, in July of last year. Previously, he held various posts with NBC-TV and Benton & Bowles, New York. He is a graduate of Cornell University and received an MBA degree from Columbia University.

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

In addition to having an outstanding production, an enormous amount of effort has gone into developing a line-up of stations with sizable audience potential. Further, we are continually working

to improve the station clearances and to generate as much meaningful local program promotion as possible. Our efforts have already paid off as we are now receiving unsolicited phone calls from stations that want to include the series in their schedules beginning early this year. It has been an effective mixture of talent and effort that has achieved these outstanding results for Colgate.

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

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

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

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

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

The Ted Bates media-program department, which is well known in the industry for its innovative network and spot television negotiations, is stressing to its clients that in the current state of television commercialization, the plusses derived from effective and efficient program sponsorships and associative values can help an advertising campaign shine through the "television haze."

Save, America.

That's what we're hoping Americans will do with their gasoline consumption. More specifically, we hope they'll save 25%.

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

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

An essential part of the program is a series of four public-service TV and radio announcements

featuring Arch N. Booth, of the Chamber of Commerce of the United States. And featuring several no-nonsense, practical, new ways to conserve gasoline.

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

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

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

So please, do help.



Media

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

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

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

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

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

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

Observers read this meaning clearly in ABC's call for all documents relating to any contributions, "monetary or otherwise," by MCA's Jules C. Stein and Taft B. Schreiber and Warner Brothers' Ted Ashley to the Committee to Re-Elect the

President, along with any document dealing with "any promise, representation, assurance or undertaking made in connection with or as a condition or inducement for such contributions."

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

Mr. Schreiber, a close friend of President Nixon, has been identified as one of those behind the campaign to limit network reruns. He is director and former executive vice president of MCA Inc., one of the giants of programing and syndication. Dr. Stein is founder of MCA. Mr. Ashley is chairman of Warner Brothers Inc. All three were among those ABC said it planned to question, along with Herbert W. Kalmbach, lawyer friend

of President Nixon to whom it was suggested they might have made campaign contributions. Together these three reportedly contributed—though this is not mentioned in the ABC papers—more than \$400,000 to President Nixon's campaign.

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

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

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

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

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

employed in or acting on behalf of the Executive Office of the President, the attorney general or acting attorney general, the executive assistant to the attorney general, the deputy attorney general or acting deputy attorney general, the Committee to Re-Elect the President, MPAA [Motion Picture Association of America], Jules C. Stein, Ted Ashley, Taft B. Schreiber or Herbert W. Kalmbach."

In addition ABC asked for "each document constituting a part of or reflecting, relating or referring to any proposal or plan, whether effectuated or not, to use any power, authority, facility or influence of the federal government to inhibit or otherwise affect or harass ABC or the television networks in the reporting of news or public affairs, or as reprisal against ABC or the television networks for their reporting of news or public affairs."

The documents sought were any that were pertinent between Jan. 20, 1969—the day of President Nixon's first inauguration—and Dec. 20, 1973.

Persons ABC called upon to produce these documents and submit to questioning were the following, with interrogation of the first witness to start on Feb. 6 and each of the others on succeeding Wednesdays through May 22, in this order:

Job S. Magruder, former White House aide; H. R. Haldeman, former White House chief of staff; Charles W. Colson and John D. Ehrlichman, former White House advisers; Richard G. Kleindienst, former attorney general; John W. Dean III, former White House counsel; John Mitchell, former attorney general; Walker B. Comegys, former assistant attorney general for antitrust; Patrick H. Buchanan, White House adviser and speech writer; Lawrence M. Higby, of the Executive Office's Office of Management and Budget; Franklyn C. Nofziger; and Messrs. Kalmbach, Ashley, Schreiber and Stein.

The second notice—identified as a request—called upon the government, as plaintiff in the antitrust suit, to produce within 30 days for ABC's inspection essentially the same kind of documents that might be in its possession, also for the period from Jan. 20, 1969, to Dec. 20, 1973. Documents in this request were defined as "any written, recorded, taped or graphic matter, and all copies thereof, in the possession, custody or control of the federal government or any department, division or bureau thereof, or any person holding office or employed therein, including, without limitation, the President, the Executive Office of the President, the White House office, the Office of Telecommunications Policy, the Department of Justice, the Internal Revenue Service, the Secret Service, the Federal Bureau of Investigation, the Watergate special prosecution force and the FCC."

Both the request and the deposition notice were filed under the Federal Rules of Civil Procedure by the law firms of Bergson, Borkland, Margolis & Adler, of Washington, and Lillick, McHose, Wheat, Adams & Charles, of Los Angeles.

How big is the threat to multimedia ownership?

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

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

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

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

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

Chairman Dean Burch, who concurred in part and dissented in part, is seen as the only member of the present commission who would support an order requiring divestiture; and his concern—like Justice's—is limited to those situations involving crossownerships of newspapers and VHF television stations. Commissioner Lee has long disputed the wisdom of breaking up newspaper-broadcast combinations. And none of the three Nixon appointees—Charlotte Reid, Richard E. Wiley and Benjamin L. Hooks—is re-

garded as likely to argue the point with him. Thus, whatever the feelings of the two new members of the agency—and thus far only one, James H. Quello, a product of the Capital Cities Corp., has been nominated—the chances of the commission adopting the divestiture rule seem slim indeed.

Commission officials speculate that the erosion of support for the proposal is the principal reason Chairman Burch has not forced the issue at the commission. Whatever the reason, the passage of the years without commission action has made Justice Department officials "restless," as the deputy assistant attorney general for the antitrust division, Bruce B. Wilson, put it last week.

So the department decided to prod the commission. Its weapon was the petition to deny renewal applications; its targets, television stations owned by newspapers, and, with those newspapers, commanding a major share of the local advertising market. The first target—hurriedly selected; the antitrust division lawyers missed the commission deadline for filing formal petitions to deny—was the Milwaukee Journal Co.'s WTMJ-AM-FM-TV. Two weeks ago, petitions were filed against newspaper-related stations in Des Moines, Iowa, and St. Louis (BROADCASTING, Jan. 7).

Chairman Burch, however, had already read the antitrust division's message in the Milwaukee pleading. Furthermore, he was becoming concerned about the commission's use of the argument, in rejecting petitions to deny renewal applications that involved charges of concentration of control of media, that such questions are better dealt with in a rulemaking proceeding rather than on ad hoc basis. (That issue and that argument were already involved in two court cases involving petitions to deny renewal applications. One petition was filed against KRON-FM-TV San Francisco, by two former employees; the other, against WBNS-TV Columbus, Ohio, by a citizen group.) The commission, Chairman Burch felt, could not continue to make that argument unless it was prepared to come to grips with the rulemaking (BROADCASTING, Jan. 7).

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

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



Rerun. The FCC, now facing a decision on a rulemaking it started in 1970 to break up co-located newspaper and broadcast ownerships, has been through a similar proceeding before. In March 1941 it began a rulemaking to separate newspapers from broadcast ownership. A Newspaper Radio Committee of publishers-broadcasters was formed to oppose the rule and carried on a vigorous defense. In early 1944 the commission unanimously voted not to adopt general rules against newspaper-broadcast crossownerships (*Broadcasting*, Jan. 17, 1944), though it said it believed in the principle of diversified control of media. Hearings on that rulemaking started in July 1941 before six of the seven FCC members, all now dead (l to r at elevated tables in photo above): Ray C. Wakefield, Paul A. Walker, Chairman James Lawrence Fly, Norman S. Case, T.A.M. Craven and George Henry Payne. Commissioner Clifford Durr, now retired in Montgomery, Ala., was absent. Facing the commission at the counsel table (in photo below) were (l to r) Telford Taylor, FCC general counsel who later was to be chief U.S. prosecutor at the Nuremberg war crimes trials; David Lloyd (standing), chief of the FCC inquiry section; Sydney M. Kaye, associate counsel of the Newspaper Radio Committee (and later prominent in the founding of Broadcast Music Inc.); Judge Thomas Thacher (standing), chief counsel of the committee, and Abe M. Herman, associate counsel of the committee and still counsel to the Fort Worth *Star-Telegram* and its broadcast properties (now in process of sale to Capital Cities and LIN Broadcasting). Above and slightly to the right of Mr. Herman in second spectator row was Sol Taishoff, editor of *Broadcasting*. Above and to the left with a hand to his eyeglasses was the late Harold Hough of the *Star-Telegram* and its WBAP(AM), chairman of the Newspaper Radio Committee, and to the right of him in the same row, partly hidden behind Mr. Taishoff, was the late Louis G. Caldwell, pioneer communications lawyer who represented the *Chicago Tribune* and its WGN(AM).



want to see how the commission goes in the rulemaking," he said—whether the commission was "serious."

In any case, Mr. Wilson does not expect any petitions to be filed against stations whose licenses are due for renewal April 1, though presumably only because the department's lawyers had not found a suitable target.

There are those at the commission who would say there may be some question about the commission's seriousness. One commission official said, "There is no chance of early action. The commission does not want to adopt the rulemaking, and it doesn't have the guts to write it off."

The antitrust division has been taking

a mechanistic approach in its recent filings. If a newspaper-TV combination controls a substantial part of the local advertising in a market, the antitrust division considers it a candidate for a petition to deny—its virtues, if any, as public servant notwithstanding. Mr. Wilson said that in highly concentrated markets a combination controlling about 75% of the local advertising market would be a candidate for a petition. And he noted that in St. Louis, the department filed against two newspaper-TV related companies—Pulitzer Publishing Co. and Newhouse Broadcasting Co.—which between them commanded 80% of the market. A newspaper-TV combine taking about 65% of the local advertising

money might be hit in some cases, too, he said.

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

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

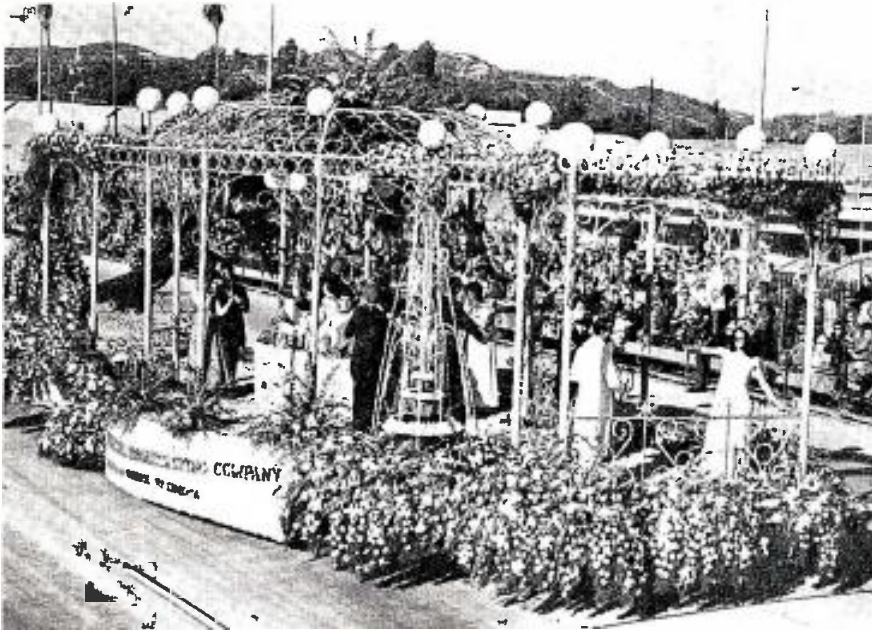
Thus, there seem to be grounds for believing Mr. Wilson when he says that the impetus for the new campaign against media crossownership originated with the antitrust division staff, not the "front office."

So the elements for a confrontation between the commission and the Department of Justice are present. If the commission does turn its back on the one-to-a-market rulemaking in anything like its present form, as seems likely, Justice will, as Mr. Wilson said, be forced "to reassess our position." And if the commission then rejects the petitions to deny that Justice has filed, a not unlikely prospect, given the present and foreseeable make-up of the commission—the department could seek judicial review. And the commission would find itself the defendant in an appeal brought by the "United States of America."

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

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

So in the long run, it may be that



For the roses. WGN Continental Broadcasting Co.'s entry in the New Year's Day Tournament of Roses Parade was awarded the President's Trophy, an award for the most effective use of roses. Decorated with more than 30,000 yellow roses the float featured a "Happiness is . . . A Golden Anniversary" theme in honor of the company's 50th year. Lawrence Welk and Amanda Jones, Miss U.S.A., rode in the front of the float, which also included five animated couples in a waltz.

the developing struggle will result in the Justice Department being forced to resort to antitrust suits to break up media concentrations it feels should not be tolerated on antitrust grounds. That, of course, would be expensive and far more time consuming than getting the FCC to do the whole job by rule.

San Jose chicanos say they're caught in backwash of pact

Local group complains that KNTV invokes fairness to force it to avoid controversy

Pending before the FCC is a kind of second-generation complaint of the citizen movement in broadcasting, the type that can develop after citizen group and station reach agreement on the issue of citizen group access to the station's facilities.

The complaint was filed by the Chicano Airwaves Programming Committee of San Jose, Calif., against KNTV (TV) there and involves the fairness doctrine, though in a unique way.

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

The program is the product of an agreement which the station reached with the committee's parent organization, the South Bay Community Coalition for

Media Change, and which was filed with the commission.

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

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

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

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

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

Who's on first in House Commerce

Committee's minority membership looks bound for shake-up with Senate ambition, retirement and defeat at the polls thinning its ranks; majority side seems on firmer ice

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

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

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

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

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

Also, there has been speculation that

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

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

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



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

Changing Hands

Announced

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

■ WRNJ(FM) Atlantic City, N.J.: Sold

by WRNJ Associates Inc. to Radio WAYV Inc. for \$250,000. Edward R. Newman, president of WRNJ Associates, also owns WBRX(AM) Berwick, Pa. Buyer principals are Ernest Tannen, Marvin Mervis and Kerby Scott. Mr. Tannen owns WEEZ(AM) Chester and WHEX(AM) Columbia, both Pennsylvania. Messrs. Mervis and Scott have interest in WYRE(AM) Annapolis, Md. WRNJ(FM) is on 95.1 mhz with 10 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

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

Approved

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

■ KIMW(AM) Denver, WQXI(AM) Atlanta and WQXI-FM Smyrna, Ga.: Sold by Pacific and Southern Co. to Jefferson-Pilot Broadcasting Co. for \$15 million (see opposite page).

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

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

■ WRLB(FM) Long Branch, N.J.: Sold by Long Branch Broadcasting Co. to John J. and James J. Mazzacco and Phillip DeSantis for \$300,000. Sellers are Orlando A. Biamonte, John J. Gesualdi and Dennis Mastro. Messrs. Maz-



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73-67

zacco are presently directors and part owners of Long Branch Broadcasting. Mr. DeSantis has interest in Rumson, N.J., real estate firm. WRLB(FM) operates on 107.1 mhz with 3 kw and antenna 130 feet above average terrain.

Pacific and Southern merger into CCC gets stamp from FCC

However, there are other obstacles facing transfers of stations

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

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

Jefferson-Pilot already owns WBT-AM-FM and WBT(TV) Charlotte and WBIG(AM) Greensboro, all North Carolina and WWBT(TV) Richmond, Va.

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

Cowles attorney says FCC annual report error misled Justice Department

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

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

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



In recognition. Virginia Governor A. Linwood Holton (l), having officially designated "WTVR-TV Day," extends congratulations to John R. Mahoney (c), general manager of Park Broadcasting's Richmond station, and Wilbur M. Havens, its founder. The station, which went on the air April 22, 1948, was "the first in the entire South," according to the governor, who cited the station on its 25 years of service.

Register and Tribune Co. and Cowles Communications Inc. are commonly owned and commonly controlled."

Log-access changes

The FCC has modified its rules requiring television stations to make their program logs available for public inspection. One

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

Media Briefs

Bouncing in beautiful Burbank. American Federation of Television and Radio Artists has charged KROQ(AM) Burbank, Calif., with financial irresponsibility. It filed complaint with FCC and state Human Resources Department claiming that station on many occasions during past year had issued payroll checks to AFTRA on-air personnel that were returned marked insufficient funds. AFTRA also

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Last rites. It was farewell-luncheon time last week for two recently departed FCC Commissioners, Nicholas Johnson and H. Rex Lee. On Wednesday, William Harley, president of the National Association of Educational Broadcasters, was host for Mr. Lee attended by his former colleagues at the FCC as well as by old friends Leonard Marks, communications attorney and former head of the U.S. Information Agency, and Jack Valenti, president of the Motion Picture Association of America. The commissioners themselves were hosts on Wednesday at a luncheon for both Mr. Johnson and Mr. Lee.

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

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

Radio drama: renaissance or brief sojourn in nostalgia?

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

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

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

But Mr. Brown's vision doesn't stop there. "Once we have all this radio drama

flourishing on the airwaves," he says, "I can see us going to two hours of soap opera every afternoon—that is, four half-hours, back to back. And then maybe even some after-school children's serials."

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

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

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

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

▪ *X Minus One*, a rerun of a series of

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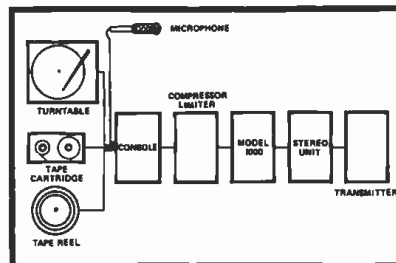
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How-to session. Himan Brown, executive force (and producer) behind the *CBS Radio Mystery Theater* series, here coaches Joan Hackett, garbed in radio informality for a starring role in the "Mother Love" episode.

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

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

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

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

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

"CBS is spending a lot of money to

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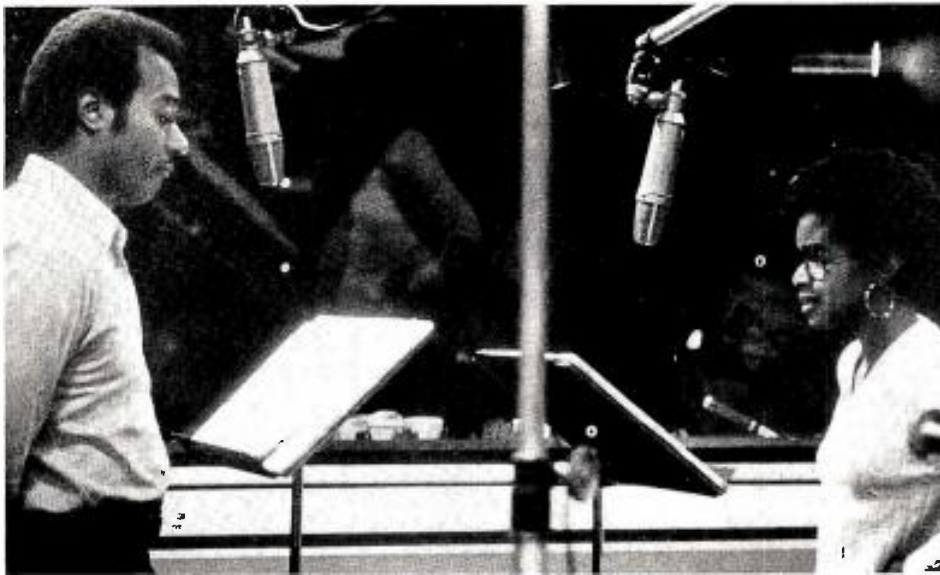
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B 1



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

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

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

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

And the *National Lampoon* hasn't been

able to get a full year's commitment out of any of its sponsors, although on a show-by-show basis advertisers like A&M Records, 7-Up and the Warner Paperback Library bought 38 out of a possible 40 national-spot minutes during the first 10 weeks, according to Matty Simmons, the producer of the show. *The Lampoon's* price per minute was \$1,700 to begin with, but it has since gone up to \$3,000 as the line-up to stations climbed from 62 last November to the current figure of 112 (about 80% of which are FMs).

CBS officials refuse to say how much it costs to produce a typical *Mystery Theater* hour, but one source at the network says CBS's total commitment to the series runs to "more than a million dollars" for a year's worth of 195 originals and 170 repeats. Mr. Digges adds that the directors', actors' and writers' unions have helped in cutting costs by waiving their residuals for the first rerun of each of the episodes.

Zero Hour costs its production company, the Hollywood Radio Theater,



Shop talk. The other major Mutual entry in the radio drama revival is Rod Serling's *Zero Hour*: Susan Strasberg and Peter Marshall are shown here during rehearsals for that series' "A Die in the Country."

about \$4,000 per half hour, and *The National Lampoon Comedy Hour* comes to about \$5,000 for each 60-minute program.

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

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

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

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

MJA gets even bigger in the talent field

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

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

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



**Nothing ordinary about
this Gates antenna...**

Here's a duplex television antenna broadcasting two VHF signals simultaneously.

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

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

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

HARRIS

 **GATES DIVISION**
Quincy, Illinois 62301, U.S.A

The Market Place

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

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

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

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

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

Again, as always . . .

You belong in *Broadcasting's* Feb 18

tainment packages created by IFA.

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

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

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

Stanley Kramer works for ABC

ABC-TV and David Wolper Productions have announced that filmmaker Stanley Kramer ("Judgment at Nuremberg," "On the Beach") will produce and direct three courtroom dramas for ABC, starting with *The Trial of Ethel and Julius Rosenberg*, which will air Jan. 28 (9-10:30 p.m., NYT). The Rosenbergs were, in ABC's words, "the first atomic spies to be tried in this country and the only convicted spies to be executed during peacetime." The other two dramas involve the court-martial of First Lieutenant William Calley, who was sentenced to 20 years for his part in the My Lai massacre in Vietnam, and the war-crimes trial of Japanese General Tomoyuki Yamashita, who was executed for brutal treatment of allied prisoners in the Philippines during World War II.

Program Briefs

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

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

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

Still together. Time-Life Films and BBC have renewed their agreement under

which TLF distributes BBC television programs in U.S. and Latin America. TLF now distributes about 50 BBC titles in syndication, including *Vision On, America, Civilisation, Search for the Nile, Elizabeth R* and *The Six Wives of Henry VIII*.

Legendary athlete. Syndicast Services Inc., New York, is distributing new weekly half-hour series, *Greatest Sports Legends*, and has placed program in nine markets including KABC-TV Los Angeles, WABC-TV New York, WRC-TV Washington and WLS-TV Chicago. Series is sponsored on barter basis by Bristol-Myers' Vitalis through Baclaro Agency, New York, house agency for B-M, and Continental Insurance Co. through Doyle Dane Bernbach, New York. Each episode focuses on one top athlete: Mickey Mantle, Elgin Baylor, Bob Cousy, Frank Gifford and Jimmy Demeret.

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

Residuals up. Payments to writers jumped over 68% for films-to-TV in November 1973 over same month previous year. Writers Guild of America reported last week. TV payments moved up not quite .05%. Residuals for 11 months of 1973: TV, \$5,877,178 and films-to-TV, \$985,095 for total of \$6,862,273. For same 11 months of 1972 figures were \$5,923,898, \$980,245, and \$6,804,142.

Enroute. Warner Bros. Television's new 30-minute 26-episode all-color adventure series, *Journey* that stars Jack Douglas, has been sold in 16 additional markets, bringing worldwide total to 32. New domestic customers: WREN-TV Buffalo, N.Y.; KBRA-TV Sacramento-Stockton, Calif.; KBTB(TV) Denver; WAVE-TV Louisville, Ky.; KTAR-TV Phoenix; KFMB-TV San Diego; WHEC-TV Rochester, N.Y.; WCIA(TV) Champaign, Ill.; WMBD-TV Peoria, Ill.; and NOAA-TV Colorado Springs-Pueblo, Colo.

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

For the locals. Production House Inc. is releasing four half-hour films on contemporary topics designed for local television programming requirements. Obesity, drug abuse, Kung Fu martial art form, and mystery of Star of Bethlehem are

subjects. 665 Harrison Street, San Francisco, Calif. 94107. (415) 495-3086.

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

Other sports fill Sunday holes left by football

TV networks book wide range for scheduling through spring

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

Having lost out to CBS in the bidding for National Basketball Association games, ABC will fill the gap by running an extra Sunday edition of its regular Saturday 90-minute *Wide World of Sports* potpourri. The Sunday version, which started earlier this month, runs through mid-April. The 90-minute *Professional Bowlers Tour*, now in its 13th consecutive season, will run every Saturday through April 6. The 15-minute *Howard Cosell's Sports Magazine* will present topical stories every Sunday between Jan. 27 and April 28. A new series called *Superstars*, pitting "48 famous athletes against each other in sports other than those in which they regularly compete," will be on every week between Jan. 27 and March 3. The dates for the weekly *American Sportsman*, beginning its tenth year, are Feb. 10 through April 28. Other events on ABC include the Hawaiian Open (Feb. 2, 3), the Daytona 500 (Feb. 17) and the Doral Open (March 9, 10).

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

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

event, beginning Feb. 24, will be World Championship Tennis, which will run through May 12, when the singles final takes place. NBC will do the "Bob Hope Desert Classic" on Feb. 9 and 10, and then for three Saturdays (Feb. 16, Feb. 23 and March 2) "Arnold Palmer's Best Eighteen Golf Holes in America" will feature some of the top golfers playing various holes on 18 different courses. The NCAA basketball playoffs and finals come along in mid-March, and the weekly Saturday afternoon major-league baseball games kick off April 6.

Viacom gets to keep 'All in the Family'

U.S. Southern District Court of New York has ruled that Viacom International holds the exclusive syndication rights to Tandem Productions' *All in the Family*.

Viacom filed suit against Tandem last summer, alleging that Tandem was attempting to reassign overseas distribution rights to *All in the Family* to another syndicator. Viacom had been handling foreign distribution of the series, which has been carried in the U.S. on CBS-TV for several years.

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

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

What's their new line? 'Wally's Workshop' team expands into TV production

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

The company, which is owned by Natalie and Wally Bruner, has enlarged its

staff, appointing William T. McCamrack, formerly president of Educational Equipment Co., Indianapolis, as vice president of sales and marketing. Other new staffers are Bob Smith, production manager, previously with WISH-TV Indianapolis; Marti McPherson, associate producer and recently with WISH-TV, and Margaret Ann Pentland, director of syndication service and previously a writer and producer of children's TV programs.

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

Wally Bruner, formerly host on the syndicated *What's My Line?* series, created *Wally's Workshop* two years ago. It is now carried in 60 markets on a barter basis via U.S. Playwood.

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

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

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

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

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

Product information stressed as key element in ads

Advertisers must toe that line in order to achieve believability, Washington panelists agree

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

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

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

But while government intervention is one means of attaining increased informational content in ads, regulation is neither the only, nor, in many cases, the best approach, according to Mr. Engman. The FTC, whose authority is limited to interstate business practices, is precluded from acting on a local level where "gross problems" may exist, he said. He also called a "substantial limitation" the time-consuming case-by-case litigation procedure used in challenging particular instances of unfair or deceptive advertising. Of "substantially greater impact" are industry self-policing mechanisms, he said, and applauded efforts of the National Advertising Review Board and local review bodies modeled after it.

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

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

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

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

information dissemination may be appropriate in different circumstances. Point of sale, manufacturer leaflets and product labels may be more relevant to certain products (particularly in the health and safety areas) where ability to refer to the information is requisite, he said.

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

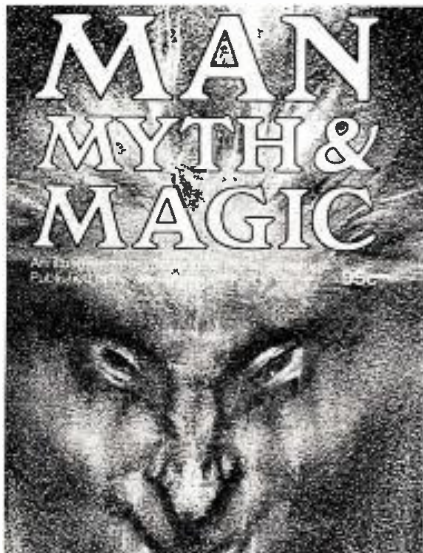
The panel was part of a Jan. 7-11 Consumer Conference sponsored by the National Consumer Information Center and held at Washington's Statler Hilton hotel.

'Partwork' goes whole hog

Publishing venture on supernatural spends \$1 million in two-week blitz

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

In 40 major markets (except the West Coast), Marshall Cavendish ended an intensive two-week campaign last week to promote its latest "partwork," titled "Man Myth & Magic." (A "partwork" is a publication devoted to a specific subject



which is explored in 75 to 120 issues, culminating as an encyclopedia on the topic. A spokesman for Marshall Cavendish said the two-week spot effort has a budget in excess of \$1 million.

The advertising approach of Marshall Cavendish, as created and implemented by its agency, Young & Rubicam, New York, is to advertise the first issue of each "partwork." The expectation is that exposure to the issue will whet the appetite for subsequent issues. In practice,

according to the Marshall Cavendish official, few individuals buy every issue but he said that "we have done very well with the partworks in Britain, Canada and in the U.S."

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

The commercial for "Man, Myth & Magic" showed a demon on the front cover (photo above) and the legend: "An

illustrated encyclopedia of the supernatural. Published in 11 weekly parts. Part 1. 95¢."

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

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

automation can ease your Budget Crunch...



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

JERRY BASSETT
WEST
8214, 10000 Imperial Hwy.
Downey, CA. 90241
(213) 771-3058

PETE CHARLTON
SOUTH CENTRAL
491 Elbow Court
Weatherford, TX. 76086
(817) 441-8052

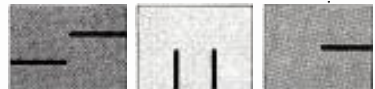
DAVE MAY
NORTHEAST
33 Dawn Ave.
Akron, PA. 17501
(717) 859-1011

ROBERT M. POPKE
NORTH CENTRAL
850 Yale Lane
Highland Park, IL. 60035
(312) 433-1253

JOE TOHER
SOUTHEASTERN
Box 4468
Columbia, S.C. 29204
(803) 788-5683

WILLIAM A. EARMAN
SMC
1007 W. Washington St.
Bloomington, IL. 61701
(309) 829-6373

The **COMPUTERCASTERS** From



Systems Marketing Corporation

1011 W. Washington St.
Bloomington, Ill. 61701
(309) 829-6373

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

NAME _____

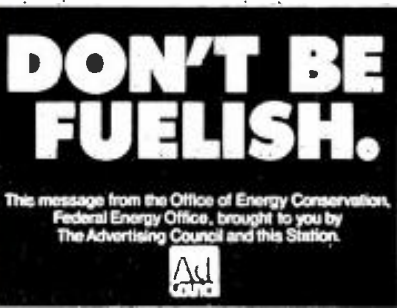
STATION _____

ADDRESS _____

ZIP _____



C&W producer Paul Skidell with coach Don Shula, and the campaign theme.



Energy's 'In'. Actor George C. Scott, Miami Dolphin Coach Don Shula, and Dolphin end Marv Fleming are featured in televised messages from the Federal Energy Office's "Don't Be Fuelish" campaign, undertaken by the Advertising Council (*Broadcasting*, Dec. 31, 1973). Produced by Cunningham & Walsh advertising agency, the 10-, 30- and 60-second spots are part of the massive multimedia energy project presented Thursday (Jan. 10) at the St. Regis Hotel in New York. Mr. Scott is depicted in an empty classroom urging viewers to turn off unused lights to conserve energy for such vital buildings as schools. Mr. Fleming is seen in a deserted football stadium urging teamwork to fight the energy crisis. Mr. Shula was filmed in his office stating the energy crisis "is no game" and also urging teamwork in combatting it. The Shula spot made its debut Sunday (Jan. 13) during the Super Bowl game. The TV spots, plus radio, newspaper, magazine, and poster messages are part of the council's introductory campaign phase, said Robert Kelm, council president. "We are designing this campaign for flexibility because of the changing nature of the energy crisis," he said.

New Murdoch tabloid to get TV send-off

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

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

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

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

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

The man behind the *Star* is Rupert

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

Bates's copy will be tailored to the news and feature articles to be carried in the

Star and will be changed each week. Thirty- and 60-second commercials will be used. The newspaper will sell for 25 cents per copy, primarily in supermarkets.

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

Six Hill Democrats criticize energy ads

They want corporate messages put to FTC substantiation test

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

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

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

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

BAR reports television-network sales as of Dec. 16

CBS \$694,560,400 (35.5%), NBC \$666,351,500 (34.1%), ABC \$594,487,700 (30.4%)

Day parts	Total minutes week ended Dec. 16	Total dollars week ended Dec. 16	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	82	\$ 504,600	3,873	\$ 27,742,700	\$ 23,664,200
Monday-Friday 10 a.m.-6 p.m.	943	7,884,700	46,872	388,197,800	361,645,400
Saturday-Sunday Sign-on-6 p.m.	287	6,825,000	14,213	221,735,400	214,531,800
Monday-Saturday 6 p.m.-7:30 p.m.	101	2,612,000	4,781	99,219,900	90,302,100
Sunday 6 p.m.-7:30 p.m.	16	408,000	673	16,735,500	15,392,400
Monday-Sunday 7:30 p.m.-11 p.m.	396	26,718,900	19,602	1,075,737,200	946,622,200
Monday-Sunday 11 p.m.-Sign-off	166	2,742,700	8,180	129,031,100	104,072,300
Total	1,991	\$47,695,900	98,194	\$1,955,399,600	\$1,756,230,400

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

Joining Y & R team. Young & Rubicam International said last week that Irwin Barnett and Bernie Zlotnick are joining Y & R to form national retail advertising agency. Their agency, Barnett, Zlotnick Inc., New York, is being dissolved and new unit will be called Barnett, Zlotnick Advertising. It will operate as autonomous unit of Y & R Enterprises. Its first accounts, clients of Barnett, Zlotnick Inc., are Bond Stores, New York, and Arlen Leasing Corp., division of Arlen Realty and Development Corp., New York.

Rep appointments. KIKK-AM-FM Houston and WEMP(AM)-WNUW(FM) Milwaukee: Buckley Radio Sales, New York ■ WONG(AM) Pawtucket, Providence, R.I.: Eastman Radio, New York.

Billings up \$17 million. Needham, Harper & Steers, New York, reports that on basis of billings and profits, 1973 was "the most successful year" in its history. Board Chairman Paul C. Harper Jr. said agency estimates that 1973 total billings will be about \$215 million, 17% increase over 1972. He added that audited figures are not yet available but agency estimates "satisfactory increases" in profits for 1973.

Frankenheimer on commercials. Noted film and TV director John Frankenheimer is going to work in TV commercials. He has signed exclusive contract with McGraw-Hill Pacific Productions, subsidiary of McGraw-Hill Broadcasting Co., for directional assignments on spot TV film and tape commercials. McGraw-Hill Pacific Productions is commercial production house, headquartered in San Diego but with office in Los Angeles. William Stevens is manager.

Buyer. CBS-TV's three-year bicentennial series, *The American Parade*, will be sponsored by Eaton Corp., Cleveland diversified global manufacturer, through J. Walter Thompson Co., New York. Series begins next spring, will consist of 13 one-hour prime-time family specials on major American historical themes. It will be produced by CBS News, with Columbia University history professor Henry Graff as adviser.

Eighth year. Kal Kan Stores Inc., Los Angeles, (pet foods) has renewed for eighth consecutive season sponsorship of *Animal World*, produced by Bill Burrud Productions, Hollywood. Renewal is for 1974-75 season. Program, according to Burrud firm, will be seen in access time in nine of 10 top markets.

Buys both Brewers. Milwaukee Advertising Association, through Hoffman York Baker & Johnson Advertising, that city, has purchased major portion of Milwaukee Brewers radio and television broadcasts for 1974 baseball season and remaining radio broadcasts of Milwaukee Brewers pro basketball team this season. Schlitz Broadcasting Division is exclusive rights holder for both properties.

Landmark copyright ruling reassessed in Supreme Court

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

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

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

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

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

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

The appeals court had overruled the U.S. District Court in New York, which held that, regardless of the difference in equipment and service, the Fortnightly opinion applied and that the cable systems are more akin to viewers than to broadcasting stations.

CBS was not entirely pleased with the

appeals court's decision since it rejected CBS's argument that other aspects of the Teleprompter systems' operations, besides the importation of distant signals, also make those systems more "like" broadcasters than passive viewers. These include the use of microwave (other than for the importation of distant signals), the interconnection of systems, their sale of commercials and origination of programing. And Mr. Sokolow last week continued to press the similarities between these services and those provided by broadcasters.

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

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

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

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

Storer Cable offers to buy Gray's CATV holdings

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

ties. Gray is also the licensee of WALB-TV Albany.

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

the solicitation would be made subject to the satisfaction of Securities and Exchange Commission requirements.

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

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

California utility doubles pole fees

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

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

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

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

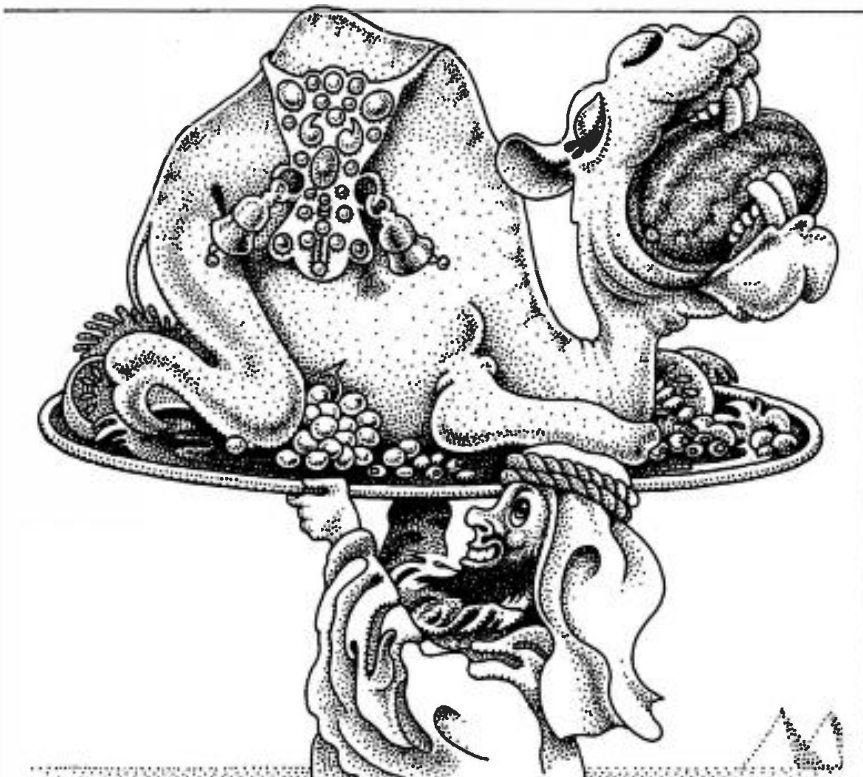
CCTA has also complained of the PG&E action to FCC Chairman Dean Burch who replied Jan. 3 expressing concern "that an increase in rates at this time, without some showing of compelling and unavoidable circumstances, does not serve the commission's call for maintenance of the status quo."

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

Study to evaluate use of satellites for cable

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

The Cable Satellite Access Entity, a consortium of CATV firms formed last summer to explore the possibility of using space technology to distribute cable-network programming (BROADCASTING, Sept. 3, 1973), has chosen Booz, Allen and



You may never see the world's largest stuffed meat course.*

But... you can carve up big food sales in Western Michigan with WKZO.

With WKZO you get a big order. You get 248% more adults than you would with the next station in the market. In fact, WKZO delivers 27% more homes than all the other Kalamazoo stations put together.

And there are more than

twice as many A&P and Kroger stores in our area.

To fatten up your schedule, add the heavyweight, WKZO. Ask your Avery-Knodel representative about Western Michigan's leading personality/MOR station.

*The largest stuffed roast in

the world is camel, prepared by Bedouins for wedding feasts. Cooked eggs are stuffed into fish, the fish stuffed into cooked chickens, the chickens stuffed into a roasted sheep carcass and the stuffed sheep stuffed into a whole camel. Which should make for a very stuffy wedding party.

The Folyer Nations

AM-TV - 14

BASED: WKZO, KALAMAZOO, MICHIGAN

MEMBER: GRAND RAPIDS, KALAMAZOO, MICHIGAN, WESTVILLE, OHIO

TELEVISION: WKZO-TV, GRAND RAPIDS, KALAMAZOO, WESTVILLE, OHIO, MICHIGAN

MEMBER: WKZO-TV, GRAND RAPIDS, KALAMAZOO, WESTVILLE, OHIO, MICHIGAN

MEMBER: WKZO-TV, GRAND RAPIDS, KALAMAZOO, WESTVILLE, OHIO, MICHIGAN

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Hamilton, New York, to conduct its feasibility study.

The study, commissioned after several meetings of representatives of the 44 participating cable firms, will evaluate various considerations involving cooperative use of domestic communications satellites. Satellites have been cited by many cable officials as a potential means for cable networking. CSAE, which is headed by Rex Bradley (Telecable, Norfolk, Va.), said last week that the Booz, Allen and Hamilton study will concentrate on operational features, market potential and other aspects of program distribution via satellite. A separate study of technical considerations is being done internally under the direction of CSAE Secretary Ed Taylor (United Video Corp., Tulsa, Okla.). Both studies are to be completed around July 31.

FCC is asked to take Warner out of pay cable

Theaters see antitrust violation in production-exhibition pairing

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

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

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

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

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

monthly admission means that Warner is engaged in the exhibition business in violation of the judgment."

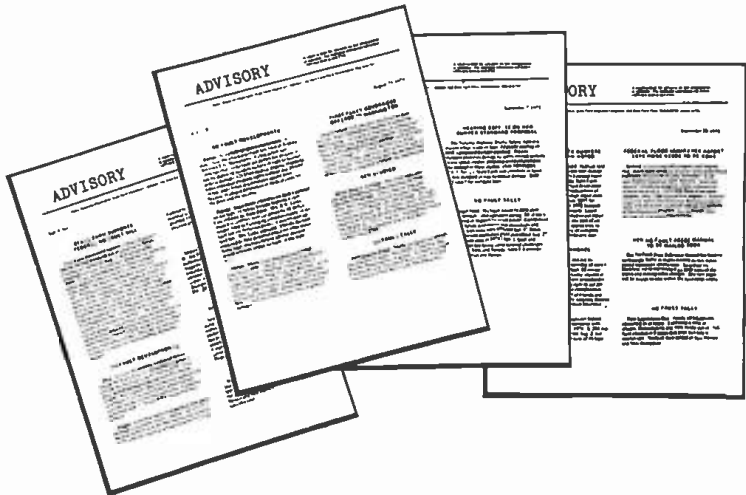
NATO also charged Warner with violating the antitrust laws "by obtaining unreasonable leverage against theater owners which it now both licenses films to as a distributor and competes with an exhibitor; by entering into reciprocal arrangements with other distributors which it now both competes with as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

Cable Briefs

Expanding. Cox Cable Communications acquired control of Greater Hartford CATV Inc., holder of franchises for unconstructed cable systems in five Connecticut towns. Areas affected—Manchester, Glastonbury, Rocky Hill, Wethersfield and Newington—have total subscriber potential of 40,000. Cox expects construction to begin early in 1974.

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

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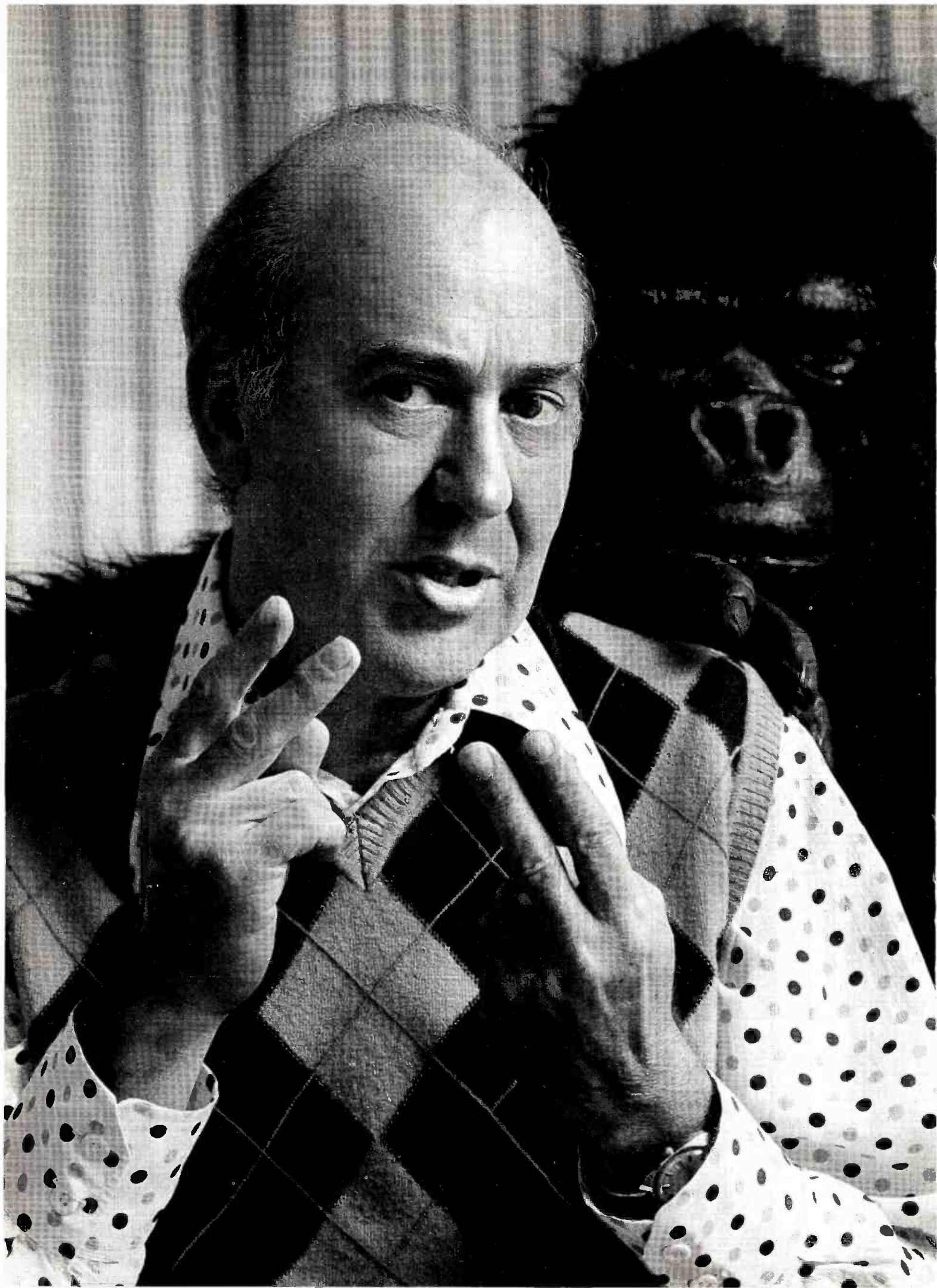
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“People laughed.

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

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

“So I have to assume that it’s because Kodak makes funny film.

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

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

“I’m negotiating for the film rights to ‘Dante’s Inferno’, and if I do secure them, I’ll order Kodak’s serious film.”

Carl Reiner. Writer, director, actor, interviewer of a 2013-year-old man and a personal friend of Mel Brooks. Currently producing “The New Dick Van Dyke Show.”



EASTMAN KODAK COMPANY

Atlanta: 404/351-6510/Chicago: 312/654-5300/Dallas: 214/351-3221/
Hollywood: 213/464-6131/New York: 212/262-7100/San Francisco:
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The Broadcasting Playlist™ Jan 14

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1	1	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	1	1	1	2
1	2	2	The Most Beautiful Girl (2:42) Charlie Rich—Epic	2	2	3	1
5	3	3	The Joker (3:36) Steve Miller Band—Capitol	3	3	2	3
8	4	4	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	4	7	6	4
6	5	5	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	6	6	4	10
3	6	6	Goodbye Yellow Brick Road (3:13) Elton John—MCA	7	4	7	6
10	7	7	You're Sixteen (2:50) Ringo Starr—Apple	5	8	8	9
11	8	8	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	9	9	5	8
22	9	9	The Way We Were (3:29) Barbra Streisand—Columbia	8	10	9	11
12	10	10	Living for the City (3:12) Stevie Wonder—Tamla	12	5	12	5
4	11	11	Top of the World (2:56) Carpenters—A & M	10	11	10	14
9	12	12	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	13	12	11	7
15	13	13	Show and Tell (3:28) Al Wilson—Rocky Road	11	13	14	13
7	14	14	Hello It's Me (3:27) Todd Rundgren—Bearsville	14	15	13	15
18	15	15	Never Never Gonna Give You Up (3:58) Barry White—20th Century	16	14	16	12
16	16	16	Helen Wheels (3:45) Paul McCartney & Wings—Apple	15	17	15	17
17	17	17	Let Me Be There (3:00) Olivia Newton-John—MCA	17	16	17	16
14	18	18	If You're Ready (Come Go with Me) (3:19) Staple Singers—Stax	19	18	18	18
13	19	19	Just You 'n' Me (3:44) Chicago—Columbia	18	19	19	23
24	20	20	Rockin' Roll Baby (3:15) Stylistics—Avco	20	24	21	19
29	21	21	I Shall Sing (3:26) Art Garfunkel—Columbia	21	22	20	21
25	22	22	Spiders & Snakes (3:03) Jim Stafford—MGM	22	21	22	20
20	23	23	Mind Games (3:59) John Lennon—Apple	23	25	27	22
35	24	24	Americans (3:48) Byron MacGregor—Westbound	26	20	26	26
—	25	25	Seasons in the Sun (3:24) Terry Jacks—Bell	27	26	28	27
19	26	26	The Love I Lost (3:39) Harold Melvin & the Blue Notes—Phila. Int'l.	25	27	29	35
31	27	27	Me and Baby Brother (3:30) War—United Artists	29	31	23	25
30	28	28	Tell Her She's Lovely (3:50) El Chicano—MCA	28	23	30	33
37	29	29	Walk Like a Man (3:21) Grand Funk—Capitol	30	29	24	30
—	30	30	Doo Doo Doo Doo Doo (Heartbreaker) (3:25) Rolling Stones—Rolling Stones	50	32	25	24
33	31	31	D'yer Mak'er (3:15) Led Zeppelin—Atlantic	24	36	33	38
34	32	32	One Tin Soldier (3:14) Coven—MGM	34	28	37	28
26	33	33	I Got a Name (3:09) Jim Croce—ABC/Dunhill	31	44	31	37
45	34	34	Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	32	40	36	29
28	35	35	Painted Ladies (3:30) Ian Thomas—Janus	36	33	35	36
46	36	36	Jim Dandy (2:38) Black Oak Arkansas—Atco	49	48	32	31
21	37	37	Photograph (3:59) Ringo Starr—Apple	33	38	34	49
57	38	38	Midnight Rider (3:22) Gregg Allman—Capricorn	39	30	41	40
27	39	39	My Music (3:04) Loggins & Messina—Columbia	37	39	38	42
43	40	40	Space Race (3:21) Billy Preston—A & M	40	42	40	39
61	41	41	Livin' for You (3:09) Al Green—Hi	38	37	43	43

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
39	42	42	My Sweet Lady (2:40) Cliff De Young—MCA	35	34	51	47
59	43	43	Love Song (2:50) Anne Murray—Capitol	43	35	47	44
56	44	44	Teenage Lament '74 (3:20) Alice Cooper—Warner Brothers	46	53	46	32
41	45	45	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	47	41	44	41
48	46	46	Rock On (3:13) David Essex—Columbia	44	49	42	46
38	47	47	Trying to Hold on to My Woman (4:24) Lamont Dozier—ABC/Dunhill	48	43	50	45
53	48	48	Are You Lonesome Tonight (3:12) Donny Osmond—MGM	42	47	48	54
74	49	49	Last Time I Saw Him (2:45) Diana Ross—Motown	51	45	49	48
55	50	50	American Tune (3:44) Paul Simon—Columbia	41	46	56	52
42	51	51	Keep on Truckin' (3:21) Eddie Kendricks—Tamla	58	50	39	56
32	52	52	Who's in the Strawberry Patch With Sally? (2:23) Dawn—Bell	45	54	55	60
52	53	53	Can This Be Real (3:17) Natural Four—Curtom	56	51	58	50
—	53	53	Sexy Mamma (3:05) Moments—Stang	56	51	58	50
44	55	55	Midnight Train to Georgia (3:55) Gladys Knight & the Pips—Buddah	55	57	52	61
23	56	56	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	60	55	53	59
47	57	57	I Can't Stand the Rain (2:50) Ann Peebles—Hi	52	59	61	57
54	58	58	Sister Mary Elephant (3:36) Cheech & Chong—Ode	*	*	45	34
51	59	59	Paper Roses (2:39) Marie Osmond—MGM	53	60	66	64
70	60	60	If We Can Make It Through December (2:41) Merle Haggard—Capitol	54	56	60	73
40	61	61	Come and Get Your Love (3:30) Redbone—Epic	61	62	57	63
50	62	62	Raised on Robbery (2:20) Jon Mitchell—Asylum	67	61	63	55
66	64	64	I Love (2:06) Tom T. Hall—Mercury	62	58	62	69
64	64	64	It Doesn't Have to Be That Way (2:31) Jim Croce—ABC/Dunhill	59	65	67	68
73	65	65	Love Has No Pride (4:05) Linda Ronstadt—Asylum	65	68	64	62
—	66	66	Dark Lady (3:26) Cher—MCA	*	63	72	58
—	67	67	Hangin' Around (2:53) Edgar Winter Group—Epic	75	64	65	66
—	68	68	You're So Unique (3:18) Billy Preston—A & M	72	73	71	65
—	69	69	Last Kiss (2:31) Wednesday—Sussex	68	74	70	71
36	70	70	Let Me Serenade You (3:13) Three Dog Night—ABC/Dunhill	*	*	54	*
62	71	71	Let Me Get to Know You (2:52) Paul Anka—Fame	73	69	74	75
—	72	72	Star (2:58) Stearlers Wheel—A & M	63	*	73	*
71	73	73	This Is Your Song (3:12) Don Goodwin—Silver Blue	68	*	69	*
—	74	74	Americans (4:40) Gordon Sinclair—Avco	*	66	*	67
—	75	75	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	74	72	*	70

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (34), American Tune (50), Americans (24), Are You Lonesome Tonight (48), Can This Be Real (53), Come and Get Your Love (61), Dark Lady (66), Doo Doo Doo Doo Doo (Heartbreaker) (30), D'yer Mak'er (31), Goodbye Yellow Brick Road (6), Hangin' Around (67), Heartbeat, It's a Love Beat (56), Helen Wheels (16), Hello It's Me (14), I Can't Stand the Rain (57), I Got a Name (33), I Love (63), I Shall Sing (21), I've Got to Use My Imagination (8), If We Can Make It Through December (60), If You're Ready (Come Go with Me) (18), It Doesn't Have to Be That Way (64), Jim Dandy (36), The Joker (3), Just You 'n' Me (19), Keep on Truckin' (51), Last Kiss (69), Last Time I Saw Him (49), Leave Me Alone (Ruby Red Dress) (5), Let Me Be There (17), Let Me Get to Know You (71), Let Me Serenade You (70), Living for the City (10), Livin' for You (41), Love Has No Pride (65), The Love I Lost (26), Love Song (43), Love's Theme (4), Me and Baby Brother (27), Midnight Rider (38), Midnight Train to Georgia (55), Mind Games (23), The Most Beautiful Girl (2), My Music (39), My Sweet Lady (42), Never Never Gonna Give You Up (15), One Tin Soldier (32), Painted Ladies (35), Paper Roses (59), Photograph (37), Raised on Robbery (62), Rock On (46), Rock & Roll Hootchie Koo (75), Rockin' Roll Baby (20), Seasons in the Sun (25), Sexy Mamma (53), Show and Tell (13), Sister Mary Elephant (58), Smokin' in the Boys Room (12), Space Race (40), Spiders & Snakes (22), Star (72), Teenage Lament '74 (44), Tell Her She's Lovely (28), This Is Your Song (73), Time in a Bottle (1), Top of the World (11), Trying to Hold on to My Woman (47), Until You Come Back to Me (45), Walk Like a Man (29), The Way We Were (9), Who's in the Strawberry Patch with Sally? (52), You're Sixteen (7), You're So Unique (68).

Bette Midler and Alice Cooper: losing nothing in the translation

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

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

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

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

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

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

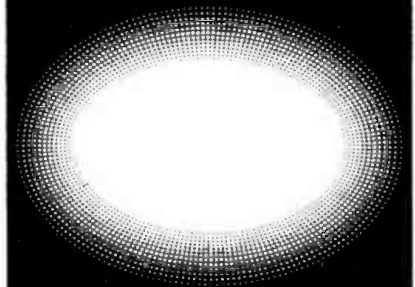
It was in 1973 that singles pulled from her first LP recorded in late 1972 made Bette Midler a top-40 star. *Do You Wanna Dance*, a 1958 soul oldie, and the Andrews Sisters' *Boogie Woogie Bugle Boy* proved that her "trash with flash"—a blend of diverse nostalgia—worked on wax as well as on the stage.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

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



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good, don't stop to change it." But to record Bette Midler without attempting to capture some of the pacing of her live act is not the answer either. While Mr. Manilow feels it is impossible to reproduce "all the different colors that happen on stage," tackling a recording session with that in mind can lead to a workable compromise.

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

Barry Manilow refers to his production skills as a "stamp," and surely it has proved itself successful in keeping Bette Midler's growing audience satisfied; but he modestly claims he probably cannot come up with another, different enough to warrant him working with another solo female artist. While he'll take credit for the tightness in her performances, the campy approach to her comedy and the drama she brings to the more serious ballads, Mr. Manilow credits to Miss Midler herself. For it was Bette Midler who first extended the boundaries of her art to include songs as dated as *Boogie Woogie Bugle Boy* and as fresh as tomorrow's hits. And despite the appeal of her wildly costumed and choreographed act, it is her music that continues to be her best salesman.

If Bette Midler's act can be boiled down to her music, then Alice Cooper's music boils down to his act. The man so prone to on-stage violence fronting a rock quintet that bears his own sexually confused stage name—Alice Cooper—has been carefully groomed up from just another loud post-psychedelic singer by manager Shep Gordon. But now that people have begun thinking they know what Alice Cooper is all about, Mr. Gordon is convinced they don't. With its latest single, *Teenage Lament '74*, pulled from their new *Muscle of Love* album, the group is trying once again to make a statement it made with its first hit, *Eighteen!* Violence is only part of the total show business flair that is Alice Cooper.

Over the years (especially during 1973 when singles pulled from the group's LP, *Billion Dollar Babies*, failed to become national hits), Shep Gordon has sensed a programmer resistance to Alice Cooper, based on a top-40 preconceived notion of what the act is designed to do. But he has found a way to cope with these fears that Alice is a nonnegotiable anarchy incarnate—bringing Alice Cooper to the programmers in the flesh.

Shep Gordon characterizes any programmer's first meeting with Alice Cooper as "a confrontation." But most eventually have the desired effect: to demonstrate that Alice is "an entertainer, not a killer."

What Alice Cooper does is cater his stage act to the public's penchant for violence. Pulling heads off baby dolls and even guillotining himself in the course of a concert is merely proving that the darker side still is what sells, according to Alice's manager. The act does not preach, it merely entertains. Jack Benny spends more than a nickel at a time in real life. Alice Cooper drinks beer and watches television game shows every chance he gets—but not on the stage.

The confrontation policy, coupled with a new single that addresses the domestic dilemma of any 15-year old in basic, rhetorical "what are you gonna do?" terms, seems to be working: *Teenage Lament '74* appears this week on the "Playlist" in the 44th position after only a short time in release.

Alice Cooper is not content to rack up gold albums and huge tour grosses. (The *Billion Dollar Babies* tour went over the \$5-million mark.) Hit singles are an essential part of the picture for a group which tries to understand the limits of top-40 programming policy. To Shep Gordon and to the group, a single "says something simple, yet unique." And while the group normally revels in depicting bloody and perverse goings-on in an effort to convince the world that "chopping off a baby's head puts the fun back into music," their well-chosen singles have been careful to fall on the right side of the good-taste fence.

An entourage of 30 accompanies Alice Cooper on the road to make certain everything goes as planned. In an effort to plan positive programmer response to the latest Alice Cooper record, Shep Gordon's chief concern is that radio professionals are given an opportunity to

make a decision based on the merits of the record, and not on any other criteria. In short, Alice The Terrible on stage becomes Alice The Personable in promotional visits as in all professional matters.

SRP makes up

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

Breaking In

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

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

Rock and Roll Hootchie Koo—Rick Derringer (*Blue Sky*) ■ Mr. Derringer is one of those brains-behind-the-star performers who has never had much recognition on his own. For several years, he has been producing, songwriting and playing with the Winter brothers, Johnny and Edgar. Before that, he was the leader of the McCoys (*Hang on Sloopy*). WRKO(AM) Boston program director Jerry Peterson culled this cut from Mr. Derringer's first solo album, on the new label 'Blue Sky,' owned by pop impresario Steve Paul. It's beginning to pick up air play; those playing the record last week included (in addition to WRKO) WSHE(FM) Ft. Lauderdale, Fla.; WIBG(AM) Philadelphia; KLIV(AM) San Jose, Calif.; WKY(AM) Oklahoma City, and WGTR(AM) Natick, Mass.

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

■ BLUE COLLAR, Bachman-Turner Overdrive (Mercury).

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- COULD YOU EVER LOVE ME AGAIN, Gary and Dave (London).
- A FOOL SUCH AS I, Bob Dylan—(Columbia).
- GOOD OLD SONG, Dobie Gray (MCA).
- JOY, Isaac Hayes (Enterprise).
- LOVE FOR YOU, Sonoma (ABC/Dunhill).
- MEADOWS, Joe Walsh (ABC/Dunhill).
- PRETTY LADY, Lighthouse (Polydor).
- RIVER OF LOVE, B. W. Stevenson (RCA).
- SHOW DOWN, Electric Light Orchestra (United Artists).
- A SONG I'D LIKE TO SING, Kris Kristofferson & Rita Coolidge (A&M).
- TOUCH THE WIND, Mecedades (Tara).
- WHEN I FALL IN LOVE, Donny Osmond (MGM).
- WILD IN THE STREETS, Garland Jeffries (Atlantic).
- WOLD, Harry Chapin (Elektra).



MacGregor

Tracking the 'Playlist.' Toronto radio commentator Gordon Sinclair doesn't seem to mind being trounced in one of the more important cover battles at this time. Byron MacGregor's version of Mr. Sinclair's *Americans* is bulletted at number 24 in its second week and Mr. Sinclair's is number 74 in its first, ample reason for *Americans* being called the fastest hit by an unknown artist ever. And Mr. MacGregor, a newsman at CKLW(AM) Windsor, Ont., announced last week that the profits from *Americans* will be donated to the American Red Cross. The sales of the record, in both versions, reportedly have topped two million copies and the royalties are over \$100,000 so far, he says. In other activity on this week's "Playlist," Terry Jacks's *Seasons in the Sun* achieves the highest first-week position ever at number 25. The Rolling Stones' *Doo Doo Doo Doo Doo (Heartbreaker)* ("Breaking In," Jan. 7) is new at number 30. Also breaking into the top 40 this week are the DeFranco's *Abra-Ca-Dabra* (34), Black Oak Arkansas' *Jlm Dandy* (36) ("Breaking In," Dec. 17) and Gregg Allman's *Midnight Rider* (38) ("Breaking In," Dec. 10). Barbra Streisand's *The Way We Were* (9) makes the top 10 for the first time. Also new to the chart is the Moments' *Sexy Mama* (53), Cher's *Dark Lady* (66), Edgar Winters's *Hangin' Around* (67), Billy Preston's *You're So Unique* (68), *Star by Stealers Wheel* (72) and *Rock and Roll Hootchie Koo* by Rick Derringer (75) (see "Breaking In," p. 36).

Broadcast Journalism

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

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

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

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

Backing his bets are both a new ap-

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

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

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

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

show, with serialized mini-documentaries produced each week.

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

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

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

I'm not a professional actor. I'm a regular person . . ." and names his favorite channel 4 newspeople. "At first I worried about what the actors' guilds would say about that line, but I wanted to let the spot run the way it was because we want to get people to say what they really think. It's all quite genuine and very funny." For the last four spots, WNBC-TV staffers looked in their own buildings and backyards for 6th Hour admirers.

The promotion campaign spotlights the best features of the five-month-old new format: regular, specialized, human features. Eight 30-second TV spots (four have been aired, "whenever there is an avail") show ordinary individuals, who insist they are not actors, telling which of the 6th Hour's 15 on-air reporters are their favorites. An announcer adds, "There have been a lot of changes in our news shows—that's why people like [Jim] are watching us again. How about you?" The promotional staff is reluctant to hail last month's rating increases until the on-air campaign gets a little older. But, Ms. Berk says, "people are really relating to the spots. The responses have been very positive, very keen and very strong.

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

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

Mr. Ubell, who was science news editor at WCBS-TV before joining WNBC-TV, says he doesn't know what happy talk news is. "My goal in taking over as news director was to get our audiences back for what I would consider a show that I liked. I was not anxious to promote the show when I joined it because I didn't think it was very good." The news director asserted the broadcast could boost its ratings without a promotional campaign but acknowledged "it would take a lot longer to bring the audiences back just by accidental sampling. The purpose of a promotional campaign is to speed things up. If I had my way we'd have year-round promotional campaigns. The more, the better."

Mr. Ubell interviewed over 100 people in his search for new 6th Hour newspeople (he hates the word 'personality'). "I wanted people who were extremely knowledgeable, and who cared deeply about what they were reporting on, and who could communicate both. That's very hard to find; it's a very specialized thing." The news director also changed assignments of existing news personnel, giving former Cleveland Mayor Carl Stokes, for example, the opportunity "to discuss what

he is an expert in, urban problems," rather than to merely report the news.

"We have more on-camera reporting, minus that faceless, nameless voice-over now," Mr. Ubell noted. "Our news-of-the-day coverage was substantially improved, and we started giving the meaning of the news to help people understand what we were talking about."

FCC in quandary after court rules lottery winners can be broadcast

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

A U.S. Court of Appeals decision that winning numbers in a state lottery are news that the FCC cannot prevent broadcast stations from airing has generated as many questions from broadcasters as commission attorneys can remember taking in a long time. It has also generated a number of questions in the minds of commission attorneys—so many, in fact, they hope to have the U.S. Supreme Court take the case and provide some clarification.

The commission decided last week to ask the solicitor general's office to seek Supreme Court review of the decision handed down by the appeals court for the third circuit, in Philadelphia, in a case involving the New Jersey Lottery Commission (BROADCASTING, Jan. 7).

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

The commission had based its ruling on the federal statute prohibiting the broadcast of lotteries or information concerning them. And its attorneys now say the third circuit court's opinion conflicts with a 1969 opinion of the appeals court for the second circuit, in New York, which held that broadcasting lists of names of winners is "so-called news that directly promotes the lottery" and is illegal (BROADCASTING, Aug. 18, 1969). That decision was issued in an appeal brought by Metromedia and the New York State Broadcasters Association from a commission ruling on the kind of material that could not be broadcast concerning lotteries.

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

"We'll ask the solicitor general to seek

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

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

'Morning News' becalmed; CBS drops an anchor

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

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

Meanwhile, CBS Atlanta affiliate WAGA-TV announced it will drop the *Morning News* in early February, following the example of Detroit affiliate WJBK-TV which canceled the show in December. The show's new format opened Aug. 6 with 166 CBS stations, but three small markets have added the show, a CBS News spokesman said, leaving it with 167, compared to the *Today* show's 226-station clearance.

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

"We have nothing concrete to say about the future plans for the *CBS Morning News*. Frankly, we're still developing them.

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

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

Football fed live to Alaska TV's opens RCA domsat

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

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

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

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

Some CATV interests, however, said they were seriously considering the satel-

lite service's possibilities and might begin using it regularly later this year within the continental U.S.

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

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

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

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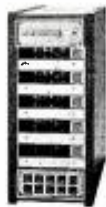


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First. Robert W. Sarnoff (l.), chairman and chief executive of RCA, opens multicity news conference marking RCA's official launching of the first U.S. domestic satellite service. Participants with him in New York included (l to r) Howard R. Hawkins, executive vice president of RCA and chairman of RCA Global Communications Inc. and RCA Alaska Communications Inc., which operate the system, known as RCA Satcom; Senator Jacob Javits (R-N.Y.) and Senator Mike Gravel (D-Alaska). This is Phase I of RCA Satcom, using circuits leased from Telesat Canada's Anik II satellite; in Phase II, RCA Satcom will have its own satellites, first of which is scheduled for launch in late 1975.

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

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

The new system's inaugural linked New York, San Francisco, Washington, Juneau, Nome and Anchorage.

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

Rein on FM translators

Steps to confine the area served by commercial FM translators, whether licensee-owned or community-type, to the area within the primary stations' predicted 1 mv/m contours, under certain conditions, have been proposed by the FCC.

The suggested rules would extend to non-licensee-owned translators the same restrictions that now apply to licensee-owned translators. The present rules prohibits operation of a commercial translator by an FM licensee whose programs would be rebroadcast, if the translator places a signal beyond the station's predicted 1 mv/m contour and within the 1 mv/m contour of another station assigned to a different community. The proposal was in response to a National Association of Broadcasters' petition expressing concern over the impact of community-type or non-licensee-owned translators on existing FM stations within the contours of such translators. Comments are due at the commission by Feb. 19.

FCC satisfied about autonomous status of new Comsat General

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

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

Senate study sees big bank presence in broadcast firms

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

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

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

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

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

sion because "the risks and obligations incurred by Comsat General would be entirely assumed by Comsat." Comsat, however, was allowed to proceed with the satellite project provided it submitted a revised financing plan for Comsat General within 60 days.

The commission found Comsat's new plan acceptable on the condition that certain modifications be made to satisfy FCC policy of competitive entry into the domestic-satellite field.

The commission said that Comsat General is to conduct itself as a separate corporate entity and that it must have officers and employees separate from Comsat. The commission also emphasized that intercorporate dealings must be at "arms-length" and that Comsat must not conduct itself in any way "which could be construed as giving a subsidy from its monopoly services in favor of the competitive services of Comsat General."

Technical Briefs

IATSE pact. Agreement has been reached by three commercial television networks and cameramen locals in New York, Chicago and Los Angeles of International Alliance of Theatrical Stage Employees on three-year contract calling for average 5.5% increase in salaries each year, plus improvements in fringe benefits. Agreement is subject to ratification by members. New contract replaces pact that expired on Dec. 31, 1972, and provides increases in weekly wages to staff cameramen from current \$370 to \$390 in first year, \$410 in second year and \$432 in third year. Pact also covers newsreel cameramen and assistant staff cameramen.

Big buy. RCA announced that WTCN-TV Minneapolis-St. Paul has bought five TK-45A live color cameras and four TK-28 Telecine Systems at total value of about \$750,000.

Video-tape unit. Akai America, Compton, Calif., has introduced 11-pound black-and-white quarter-inch video-tape deck that will retail for approximately \$2,500, though no final price has been determined. Unit, designated VT-115 portable video tape recorder, features automatic editing and can be used with C-mount video cameras.

Attenuator. Wavetek Indiana Inc. has introduced model 5080 dual concentric turret-type attenuator. Unit has total of 80 db attenuation, variable in steps of 1 db. BNC connectors are standard; others available on request. Price is \$185 in single-unit quantities. 66 North First Avenue, Beech Grove, Ind. 46107 (317) 783-3221.

No clipping. New UREI (United Recording Electronics Industries) Teletronix BL-40 Modulimiter provides AM broadcasters with independent adjustment of RMS compression and peak limiting to prevent overmodulation without clipping or distortion. Unit uses patented electro-optical attenuator for compression and new F.E.T. peak limiting section with instantaneous attack and triggered release. 11922 Valerio Street, North Hollywood, Calif. 91605.

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New York, held interests in six TV's, nine AM's and five FM's with stock in Ridder Publications, Pueblo International and Starr Broadcasting. And the Bank of New York held substantial positions in ABC, Pacific and Southern, Adams-Russell Co., General Tire and Rubber and Ridder Publications, including 16 TV's, 23 AM's and 16 FM's.

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

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

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

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

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

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

The study suggests that Congress enact legislation that would require identification of proprietary owners of 1% or more of the stock in publicly held companies; would weight blocks of institutional stock so that its voting strength is lessened; would put limitations on stockholding in any one company, and would institute federal chartering of corporations with stringent disclosure requirements. The purpose of such laws, a committee official said, would be to "find out who runs the corporocracy."

The following is a list of the top 25 banks with holdings in broadcast companies as of July 5, 1972, the number of shares they controlled and their percentage of total shares outstanding:

	No. of Shares	%
Morgan Guaranty Trust		
Times Mirror	654,048	4.4
New York Times—other	101,200	1.0
Dun & Bradstreet	900,207	7.0
Downe Communications	150,000	3.0
Westinghouse	3,381,646	3.8
CBS	494,115	1.8
GCC Communications of Phila.	531,400	s
Taft Broadcasting	41,806	1.1
Capital Cities	372,500	6.0
Small Business Investment	10,869	1.4
Travelers Insurance—common	5,026,439	11.1
Travelers Insurance—preferred	5,710	0.3
Washington Post	45,000	1.0
Combined Communications	40,000	1.9
Time	537,632	7.4
Schering-Plough	533,170	2.1
NLT Corp.	174,553	1.0
Evening News-Detroit	7,600	s
Pueblo International Broadcasting	224,800	5.0
Signal	718,200	3.7
RKO General	930,584	4.9
Avco Corp—common	131,402	1.1
Avco Corp—preferred	110,001	2.1
Transamerica	774,138	1.2
Kansas City Southern Industries	24,500	1.6
Providence Journal	160	s
Chase Manhattan Bank		
RCA	3,309,683	4.5
ABC	475,294	6.7
Westinghouse—common	2,276,795	2.6
Westinghouse—preferred	1,716	0.6
CBS	3,897,908	14.1
Taft Broadcasting	124,984	1.1
Travelers Insurance—common	2,912,611	6.5
Travelers Insurance—preferred	9,916	0.6
LIN Broadcasting	32,600	1.4
Kaiser	443,429	1.7
Time	398,073	5.5
Pacific Southwest Airlines	44,800	1.2
GE	6,480,132	3.6
New York Times—other	270,150	2.6
Capital Cities	88,136	1.4
Fuqua Industries	606,638	7.4
RKO General	299,169	1.6
Zenith	245,634	1.3
Kansas City Southern Industries—c.	61,750	4.0

	No. of Shares	%
Kansas City Southern Industries—p.	2,800	0.8
Founders Corp.	4,500	s
NLT Corp.	760,973	4.5
Wometco	51,405	1.3
Twentieth Century Fox	203,470	2.4
Providence Journal	84	s
Multimedia	54,050	2.2
Media Horizons	55,500	4.7
Rahall	150,000	14.5

Bankers Trust Company		
Meredith Corp.	1	
Times Mirror Co.	719,564	4.8
RCA	761,992	1.0
ABC	761,992	10.4
Dun & Bradstreet	757,881	5.9
Westinghouse	1,791,797	2.1
CBS	1,587,824	5.7
GCC Communications of Phila.	374,850	s
Transamerica	850,886	1.3
Taft Broadcasting	76,720	2.1
NLT Corp.	499,873	2.9
Capital Cities	242,400	3.9
Travelers Insurance—common	512,982	1.1
Travelers Insurance—preferred	37,010	2.1
Rollins	331,725	2.7
Schering-Plough	504,879	2.0
Starr Broadcasting	8,000	1.6
Columbia Pictures	66,873	1.1
Metromedia	566,141	9.8
Wometco	60,000	1.6
LIN Broadcasting	109,100	4.8
Cox Broadcasting	114,000	2.0
Storer	172,300	4.1
ISC Industries	21,139	1.3
Boston Herald Traveler	17,133	3.0
Knight Newspapers	81,700	0.8
Citizens Financial Corp.	22,120	0.9
Chris-Craft	1,250	0.03
Refac Inc.	43,700	3.2

United States Trust Company		
Times Mirror Co.	621,165	4.2
Dun & Bradstreet	1,168,044	9.1
Capital Cities Broadcasting	328,588	5.3
Williams County Broadcasting	19	s
GE	2,309,912	1.3
Signal	212,227	1.1
Schering-Plough	411,130	1.6
CBS	315,324	1.1
Media Horizons	40,000	3.4
Gannett Broadcasting	104,802	5.3
Rahall	12,500	1.2
NLT Corp.	183,004	1.1
Rust Craft	24,300	1.0

First National City Bank		
Capital Cities Broadcasting	443,268	7.1
Westinghouse	1,495,797	1.7
ABC	107,786	1.5
Travelers Insurance—common	768,016	1.7
Travelers Insurance—preferred	28,603	1.6
Devon Corp.	21,740	s
RKO General	183,422	1.0
Kansas City Southern Industries	32,728	2.1
Pacific Southwest Airlines	40,150	1.1
Downe Communications	142,212	2.9
Avco	63,547	0.6
Time	167,932	2.3
CBS	578,151	2.1
Ridder Publications	120,000	1.5
New York Times—other	460	s
Schering-Plough	254,800	1.0
NLT Corp.	524,801	3.1
Zenith	229,210	1.2
BNA Corp.	160,000	s

Mellon Bank and Trust		
Westinghouse—common	1,349,874	1.6
Westinghouse—preferred	5,140	1.7
ABC	98,542	1.4
Capital Cities	99,600	1.6
Times Mirror Co.	775,800	5.2
Stauffer Publications	3,878	1.1
Pacific Southwest Airlines	78,700	2.1
Media General Corp.	40,000	1.2
Time	208,000	2.9
CBS	264,589	1.0
Multimedia	50,000	2.1
Metromedia	473,000	8.2
Rust Craft	83,816	3.6
Transamerica	709,610	1.1

Manufacturers Hanover Trust Co.		
Times Mirror Co.	15,180	0.1
Pulitzer Co.	43	s
Metromedia	65,988	1.1
New York Times	(1)	
ABC	76,700	1.1
GE	2,101,643	1.2

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	No. of Shares	%
Cowles Communications	45,300	1.1
Capital Cities	36,700	0.6
Dun & Bradstreet	75,746	0.6
Westinghouse	423,734	0.5
Travelers Insurance—common	612,707	1.4
Travelers Insurance—preferred	5,177	0.3
Schering-Plough	999,794	4.0
Starr Broadcasting	36,500	7.3
Time	229,395	3.2
Outlet Co.	11,951	0.9
Vermont Broadcasting	(4)	
H & B American	254,600	5
Pacific Southwest Airlines	80,100	2.1
Knight Newspapers	61,800	0.6
Ridder Publications—preferred	4,700	5.9
Media General Corp.	42,435	1.3
Pueblo International Broadcasting	476,300	10.5
GCC Communications of Phila.	243,900	5
Bank of New York		
ABC	513,400	7.2
Westinghouse	495,555	0.6
CBS	914,013	3.3
Taft Broadcasting	76,300	2.1
Wometco	50,000	1.3
Travelers Insurance	22,224	1.3
Fairchild	71,309	1.6
New York Times—common	4,000	2.4
New York Times—other	245,700	0.5
Time	79,200	1.1
Columbia Pictures	418,203	6.6
Pacific & Southern	245,800	12.7
NLT Corp.	633,105	3.7
Storer	119,700	2.8
Metromedia	263,911	4.6
Capital Cities	75,000	1.2
Publishers Broadcasting	14,129	1.5
Adams-Russell	74,800	6.0
Bankers Securities Corp.	2,076	0.5
Times Mirror Co.	7,500	6
RKO General—common	1,005,923	5.3
RKO General—preferred	2,376	4.2
Sonderling Broadcasting	36,400	3.6
Lee Enterprises	47,800	1.5
LIN Broadcasting	35,000	1.5
Devon Corp.	24,754	5
Combined Communications	105,821	4.9
Ridder Publications	596,265	7.2
Twentieth Century Fox	361,109	4.2
Gable Industries	25,000	1.5
Chris-Craft	152,901	3.9
Du Art Film Labs	2,000	1.2
Knight Newspapers	70,000	0.7
Rollins	290,900	2.4
Zenith	479,510	2.5
Cox	214,000	3.7
Wilmington Trust Co.		
Pacific Southwest Airlines	49,000	1.3
Warner Bros.—Seven Arts	52,100	0.9
Rollins	109,327	0.9
AVC Corp.	12,000	5
Central Broadcasting Co.	105	5
First National Bank of Chicago		
CBS	700,507	2.5
Copley Press	26,136	5
Capital Cities	82,630	1.3
Zenith	1,495,588	7.9
RKO General	679,349	3.8
Harrscope	16,665	5
Pacific Southwest Airlines	60,400	1.6
Continental Illinois National Bank		
Westinghouse	493,967	0.5
Dun & Bradstreet	403,365	3.1
Field Communications	(1)	
Chicago Tribune	240	5
Globetrotter Communications	70,171	2.6
CBS	1,140,735	4.1
Taft Broadcasting	56,700	1.5
Capital Cities Broadcasting	251,814	4.0
RKO General—common	181,510	0.9
RKO General—preferred	13,000	22.7
RCA	867,120	1.2
Zenith	647,200	3.4
Chemical Bank		
ABC	206,867	2.9
Westinghouse	622,795	0.7
Taft Broadcasting	60,000	1.6
Travelers Insurance—common	638,200	1.4
Travelers Insurance—preferred	8,237	0.5
Columbia Pictures	92,900	1.5
Zenith	204,400	1.1
Northern Trust—Chicago		
Galesburg Printing	(1)	
H & E Balaban Corp.	2,360	5
Dun & Bradstreet	799,530	6.2

	No. of Shares	%
Travelers Insurance—common	555,702	1.2
Travelers Insurance—preferred	5,868	0.3
Rollins	225,950	1.9
Lee Enterprises	37,200	1.1
Old Colony Trust—Boston		
Avco Corp.—common	412,500	3.6
Avco Corp.—preferred	59,400	1.1
Guy Gannett Corp.	(1)	
Travelers Insurance—common	602,624	1.3
Travelers Insurance—preferred	18,984	1.1
Boston Herald Traveler	9,384	1.6
Twentieth Century Fox	163,800	1.9
CBS	171,800	0.6
Columbia Pictures	134,035	2.1
Wometco	64,832	1.7
Harris Trust & Savings Bank		
Combined Communications	193,348	9.0
Dun & Bradstreet	193,850	1.5
Zenith	191,525	1.0
Schering-Plough	260,900	1.0
Time	83,000	1.1
Multimedia	30,000	1.2
Wirtz Corp.	20,492	5
Bank of America		
Sierra Pacific Radio	(1)	
Capital Cities Broadcasting	74,400	1.2
Taft Broadcasting	70,814	1.9
Times-Mirror Co.	157,194	1.1
LIN Broadcasting	41,770	1.8
Publishers Broadcasting Co.	1,000	0.1
Cedar Rapids TV Co.	167	5
Kaiser	2,200,020	0.8
Geo. Cameron Co.	(3)	
National Bank of Detroit		
Lamar Life Insurance	23,628	5
Girard Trust Bank		
ABE Broadcasting	(4)	
Westinghouse	109,991	0.1
Times-News Publishing	1,232	5
Travelers Insurance—preferred	74,061	4.2
First Pennsylvania Bank & Trust		
Superior Tube Co.	123,640	5
Travelers Insurance—preferred	18,515	1.1

Merchantile Safe Deposit & Trust—Baltimore		
A. S. Abell Co.	2,8465	
Dun & Bradstreet	352,339	2.7
Rollins	83,740	0.7
Security Pacific National Bank		
ABC	225,150	3.2
WABY Inc.	(3)	
Earl C. Anthony Inc.	(3)	
Vindicator Printing Co.	500	5
Boston Herald Traveler	6,653	1.2
Crocker National Bank		
KEYT Inc.	(1)	
KTRB Broadcasting Inc.	2,720	5
Hubbard Broadcasting	2,129,000	
Signal	301,434	1.6
Mid-Continent TV	4,540	5
Fidelity Bank—Philadelphia		
CBS	467,037	1.7
Wells Fargo Bank		
Fishers Blend Stations	(1)	
Taft Broadcasting	41,860	1.1
Copley Press	26,136	5
Vindicator Printing Co.	78	5
1 Trusts, 2 And trusts, 3 Estate, 4 Co-trustee.		
5 Private company; data not reported.		
6 Less than 0.1%.		

It's all in the family for Rahall stock

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

Disagreement between two brothers over the management of Rahall Communications Corp. has led to an option agreement under which N. Joe Rahall, chairman and chief executive officer of that firm, will buy the 23.5% interest held



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by Sam G. Rahall, senior vice president, for \$2.6 million.

According to the agreement, Sam Rahall and his wife will sell their 307,606 common shares for \$8.50 per share to N. Joe Rahall and his immediate family (Rahall stock closed at 4 1/4 bid in over-the-counter trading last Wednesday [Jan. 9].) N. Joe Rahall said he has already made an initial payment of \$50,000 and will pay the balance on or before Feb. 11, after which the option expires.

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

According to N. Joe Rahall, the sale stems from a proxy battle last year between Sam Rahall and then Rahall President Harold Holder on one hand, and Farris Rahall and himself on the other. He said the dispute ended in the ouster of Mr. Holder and a compromise agreement under which Sam Rahall was granted the option to buy out every shareholder for \$20.50 per share. That option expired Dec. 31, N. Joe Rahall

said, and "when he did not exercise the option I made the offer for his stock."

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

The Rahall stations are WLCY-AM-FM-TV St. Petersburg, Fla.; WFBM(AM)-WFBQ(FM) Indianapolis; WKAP(AM) Whitehall, Pa., and WWRN(AM) Beckley, W. Va.

Financial Briefs

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

mon, and would have 666,420 shares outstanding if full amount is purchased.

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

Note sale. UA-Columbia Cablevision Inc., Westport, Conn.-based group CATV owner, has announced sale of \$12 million of 15-year 9% senior promissory notes to three insurance companies. Company said proceeds will be used to prepay about \$9.8-million in bank loans and help finance its operations. UA-Columbia has also arranged \$6-million credit line with five banks led by Chase Manhattan and Pittsburgh National.

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

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Jan. 9	Closing Wed. Jan. 2	Net change in week	% change in week	High 1973	Low 1973	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	22	22 1/2	- 1/2	- 2.22	34 1/4	20	16,584	364,848	
CAPITAL CITIES COMM.	CCB	N	33	32 1/2	+ 1/2	+ 1.53	62 1/2	30 1/2	7,074	233,442	
CBS	CBS	N	28	25 3/8	+ 2 5/8	+ 10.34	52	24 7/8	28,315	792,820	
CONCERT NETWORK**	D				.00	5/8	1/4		2,200	825	
CDX	CDX	N	17 1/4	17 1/2	- 1/4	- 1.42	40 1/4	13 3/8	5,828	100,533	
FEDERATED MEDIA*	D		5 1/4	5	+ 1/4	+ 5.00	5 1/2	2	820	4,305	
GROSS TELECASTING	GGG	A	10 5/8	10 7/8	- 1/4	- 2.29	18 3/8	10	800	8,500	
LIN	LINB	D	4 3/8	4 3/4	- 3/8	- 7.89	14 3/4	3 1/4	2,296	10,045	
MOONEY	MOON	O	2 5/8	2 1/4	+ 3/8	+ 16.66	10 1/4	2 1/4	385	1,010	
PACIFIC & SOUTHERN	PSOU	O	5 1/4	5 1/2	- 1/4	- 4.54	13 3/4	5 1/4	1,751	9,192	
RAHALL	RAHL	D	4 1/4	4	+ 1/4	+ 6.25	12 1/4	2 3/4	1,297	5,512	
SCRIPPS-HOWARD	SCRP	O	16 1/4	15 1/4	+ 1	+ 6.55	21 1/4	14 3/8	2,589	42,071	
STARR	SBG	M	7	7		.00	24 1/2	7	1,069	7,483	
STORER	SBK	N	14 3/4	14 3/4		.00	44	12	4,751	70,077	
TAFT	TFB	N	17 3/8	17 3/8		.00	58 5/8	15 1/2	4,219	73,305	
WHDH CORP.**	D		31 1/2	30	+ 1 1/2	+ 5.00	31 1/2	14	589	18,553	
WODS COMM.	O		1/4	1/4		.00	1 5/8	1/4	292	73	
Broadcasting with other major interests									TOTAL	80,859	1,742,594
ADAMS-RUSSELL	AAR	A	2 1/4	2	+ 1/4	+ 12.50	5 3/8	2	1,259	2,832	
AVCO	AV	N	6 7/8	6 3/8	+ 1/2	+ 7.84	16	6 3/8	11,482	78,938	
BARTELL MEDIA	BMC	A	1 1/8	1 1/8		.00	3 1/2	1	2,257	2,539	
CAMPTOWN INDUSTRIES	O		3/8	3/8		.00	2	1 1/4	1,138	426	
CHRIS-CRAFT	CCN	N	2 3/8	2 1/4	+ 1/8	+ 5.55	6 5/8	2	4,162	9,884	
COMBINED COMM.	CCA	A	10 5/8	11 1/2	- 7/8	- 7.60	44	10 5/8	3,274	34,786	
COWLES	CWL	N	6 5/8	6 1/2	+ 1/8	+ 1.92	9 5/8	4 3/4	3,969	26,294	
DUN & BRADSTREET	DNB	N	32 1/4	33	- 3/4	- 2.27	42	32 1/4	26,305	848,336	
FAIRCHILD INDUSTRIES	FEN	N	5 1/2	4 1/4	+ 1 1/4	+ 29.41	13 3/8	4	4,550	25,025	
FUQUA	FQA	N	8 1/8	6 3/4	+ 1 3/8	+ 20.37	20 3/8	6 3/4	8,560	69,550	
GENERAL TIRE	GY	N	14 1/8	13 1/2	+ 5/8	+ 4.62	28 3/4	12	20,668	291,935	
GLOBETROTTER	GLBTA	O	3 3/8	3 5/8	- 1/4	- 6.89	8 1/8	1 7/8	4,759	9,311	
GRAY COMMUNICATIONS	D				.00	12 7/8	9	7	4,751	4,512	
HARTE-HANKS	HHN	N	7 1/2	7 7/8	- 3/8	- 4.76	29 1/4	7	4,337	32,527	
JEFFERSON-PILOT	JP	N	35	36	- 1	- 2.77	40 7/8	27	24,082	842,870	
KAISER INDUSTRIES	KI	A	7	7 1/8	- 1/8	- 1.75	9 3/8	4	27,487	192,409	
KANSAS STATE NETWORK	KSN	D	3 3/8	3 3/8		.00	6 1/8	3 3/8	1,741	5,875	
KINGSTIP	KTP	A	5	4 5/8	+ 3/8	+ 8.10	14 1/4	4 1/4	1,154	5,770	
LAMB COMMUNICATIONS	P				.00	2 5/8	1 1/2	35	475	831	
LEE ENTERPRISES	LNT	A	12 1/4	10 7/8	+ 1 3/8	+ 12.64	25	9 7/8	3,366	41,233	
LIBERTY	LC	N	14 1/2	14 3/4	- 1/4	- 1.69	23 7/8	13 3/8	6,631	96,149	
MCGRAW-HILL	MHP	N	7 3/8	7 3/8		.00	16 7/8	6 3/8	7,235	173,496	
MEDIA GENERAL	MEG	A	20 3/4	21	- 1/4	- 1.19	43 1/2	20 3/4	3,546	73,579	
MEREDITH	MDP	N	8 1/2	8 3/8	+ 1/8	+ 1.49	20 1/2	8 3/8	2,887	24,539	
METROMEDIA	MET	N	8 5/8	8 1/4	+ 3/8	+ 4.54	32 1/4	7	6,493	56,002	
MULTIMEDIA	O		13 3/4	13 1/4	+ 1/2	+ 3.77	30 1/4	11 1/2	4,388	60,335	
OUTLET CO.	OTU	N	8 3/4	8 3/4		.00	17 5/8	8	1,379	12,066	
POST CORP.	POST	D	9 1/2	9 1/2		.00	17	8	893	8,483	
PSA	PSA	N	7 1/4	7	+ 1/4	+ 3.57	21 7/8	6 1/8	3,768	27,318	
REEVES TELECOM	R8T	A	1 3/8	1 3/8		.00	3 1/4	1 1/4	2,376	3,267	

	Stock symbol	Exch.	Closing Wed. Jan. 9	Closing Wed. Jan. 2	Net change in week	% change in week	High 1973	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
RIDDER PUBLICATIONS	RP1	N	11 3/4	13 5/8	- 1 7/8	- 13.76	29 7/8	11 3/8	8	8,312	97,666	
ROLLINS	ROL	N	18	17 1/2	+ 1/2	+ 2.85	36 1/2	14 1/4	16	13,305	239,490	
RUST CRAFT	RUS	A	9 1/8	8 3/4	+ 3/8	+ 4.28	33 3/4	7 1/2	5	2,366	21,589	
SAN JUAN RACING	SJR	N	12 5/8	12 1/8	+ 1/2	+ 4.12	23 3/4	12 1/8	11	2,152	27,169	
SCHERING-PLOUGH	SGP	N	62 1/2	70	- 7 1/2	- 10.71	87 5/8	62 1/2	33	52,590	3,286,875	
SONDERLING	SDB	A	8 1/2	8 1/4	+ 1/4	+ 3.03	16 3/8	6 3/8	5	816	6,936	
TECHNICAL OPERATIONS	TO	A	4 3/4	5 1/8	- 3/8	- 7.31	13 1/2	4	5	1,376	6,536	
TIMES MIRROR CO.	TMC	N	15 3/4	16	- 1/4	- 1.56	25 7/8	15 3/4	10	31,145	490,533	
TURNER COMM.	O		3	3		.00	6	3	7	1,486	4,458	
WASHINGTON POST CO.	WPO	A	16	17 3/8	- 1 3/8	- 7.91	37	15 3/4	6	4,749	75,984	
WOMETCO	WOM	N	9	8 3/8	+ 5/8	+ 7.46	19 3/8	7 7/8	7	6,295	56,655	
Cablecasting										TOTAL	333,978	7,375,008
AMECO**	ACO	O	1/4	1/4		.00	3	1/8		1,200	300	
AMER. ELECT. LABS**	AELBA	O	1 5/8	1	+ 5/8	+ 62.50	3 5/8	1		1,672	2,717	
AMERICAN TV & COMM.	AMTV	O	14 3/4	13	+ 1 3/4	+ 13.46	39	7 1/4	51	3,056	45,076	
ATHENA COMM.**	O		3/8	1/2	- 1/8	- 25.00	5 1/2	3/8		2,126	797	
BURNUP & SIMS	BSIM	O	19 7/8	24 1/8	- 4 1/4	- 17.61	31 3/4	19	25	7,692	152,878	
CABLECOM-GENERAL**	CCG	A	2 1/4	1 3/4	+ 1/2	+ 28.57	8 7/8	1 3/4		2,536	5,706	
CABLE FUNDING CORP.+	CFUN	O	7 3/8	7 1/8	+ 1/4	+ 3.50	9 3/4	4 1/2		1,233	9,093	
CABLE INFORMATION**	O		3/4			.00	2 1/2	3/4		663	497	
CITIZENS FINANCIAL	CPN	A	3 5/8	2 7/8	+ 3/4	+ 26.08	9 1/2	2 3/8	11	2,685	9,733	
COMCAST	O		1 3/4	1 3/4		.00	5 3/8	1 1/2	7	1,705	2,983	
COMMUNICATIONS PROP.	COMU	O	2 3/4	2 1/8	+ 5/8	+ 29.41	9 3/4	2 1/8	14	4,435	12,196	
COX CABLE	CXC	A	10 7/8	9 7/8	+ 1	+ 10.12	31 3/4	7 3/4	21	3,560	38,715	
ENTRON	ENT	O	5/8	1/2	+ 1/8	+ 25.00	9 1/4	1/4	4	1,358	848	
GENERAL INSTRUMENT	GRL	N	13 1/2	13 1/2		.00	29 1/2	12 1/4	9	6,790	91,665	
GENERAL TELEVISION*	O		1 1/2	1 1/4	+ 1/4	+ 20.00	4 1/2	1 1/4	75	1,000	1,500	
HERITAGE COMM.**	O		5	5		.00	17 1/2	4 3/4		345	1,725	
LVO CABLE	LVOC	O	3 3/8	2 3/4	+ 5/8	+ 22.72	11 1/4	2 3/4	15	1,879	6,341	
SCIENTIFIC-ATLANTA	SFA	A	7 7/8	7	+ 7/8	+ 12.50	15 3/8	6 1/4	10	917	7,221	
TELE-COMMUNICATIONS	TCOM	O	3 1/4	3	+ 1/4	+ 8.33	21	2 5/8	13	4,743	15,414	
TELEPROMPTER	TP	N	4 3/8	4 1/8	+ 1/4	+ 6.06	34 1/2	3 3/4	23	16,482	72,108	
TIME INC.	TL	N	33 1/4	30 7/8	+ 2 3/8	+ 7.69	63 1/4	25 3/4	7	10,380	345,135	
TOCOM	TOCM	O	3 1/2	2 3/4	+ 3/4	+ 27.27	12 1/8	2 3/4	8	634	2,219	
UA-COLUMBIA CABLE	UACC	O	4 3/4	3 3/4	+ 1	+ 26.66	15	3 3/4	10	1,607	7,633	
VIACOM	VIA	N	5 1/4	5 1/4		.00	20	4 5/8	9	3,851	20,217	
VIKOA	VIK	A	2 1/2	2 1/4	+ 1/4	+ 11.11	9 1/8	1 3/4	83	2,591	6,477	
Programing										TOTAL	85,140	859,194
COLUMBIA PICTURES**	CPS	N	2 3/4	2 7/8	- 1/8	- 4.34	9 7/8	2 1/4		6,335	17,421	
DISNEY	DIS	N	37	45 5/8	- 8 5/8	- 18.90	123 7/8	37	23	29,174	1,079,438	
FILMWAYS	FWY	A	4 1/4	3 5/8	+ 5/8	+ 17.24	5 1/2	2 1/8	9	1,837	7,807	
GULF + WESTERN	GW	N	24	23 7/8	+ 1/8	+ .52	35 3/4	21 3/8	5	13,947	334,728	
MCA	MCA	N	21 1/8	19 1/2	+ 1 5/8	+ 8.33	34 1/4	18 1/2	8	8,380	177,027	
MGM	MGM	N	12 3/8	9 3/8	+ 3	+ 32.00	24	7 5/8	13	5,958	73,730	
TELE-TAPE**	O		3/8	3/8		.00	1 3/4	3/8		2,190	821	
TELETRONICS INTL.	O					.00	10 1/2	2 1/2	6	943	2,829	
TRANSAMERICA	TA	N	9 1/4	9	+ 1/4	+ 2.77	17 5/8	8	7	66,561	615,689	
20TH CENTURY-FOX	TF	N	5 3/8	5 1/2	- 1/8	- 2.27	12 3/8	5	6	8,557	45,993	
WALTER READE**	WALT	O	1/4	1/8	+ 1/8	+ 100.00	1 3/8	1/8		2,203	550	
WARNER	WCI	N	13	9 3/4	+ 3 1/4	+ 33.33	39 1/8	9	6	17,064	221,832	
WRATHER	WCO	A	5 1/2	4 1/2	+ 1	+ 22.22	16 5/8	3 7/8	42	2,229	12,259	
Service										TOTAL	165,378	2,590,124
BBDO INC.	O		10	12 1/4	- 2 1/4	- 18.36	17 7/8	10	4	2,513	25,130	
JOHN BLAIR	BJ	N	6	6 1/8	- 1/8	- 2.04	13	4 7/8	5	2,403	14,418	
COMSAT	CO	N	37	39 3/8	- 2 3/8	- 6.03	64 1/2	37	12	10,000	370,000	
CREATIVE MANAGEMENT	CMA	A	3 3/8	3 1/2	- 1/8	- 3.57	9 1/2	3	4	1,016	3,429	
DOYLE DANE BERNBACH	DOYL	O	9	8 3/4	+ 1/4	+ 2.85	23 1/2	8 1/2	4	1,834	16,506	
ELKINS INSTITUTE**	ELKN	O				.00	1 1/4	1/2		1,897	1,185	
FOOTE CONE & BELDING	FCB	N	9 3/8	9 3/8		.00	13 3/8	8 1/8	7	2,129	19,959	
GREY ADVERTISING	GREY	O	7 5/8	7 1/2	+ 1/8	+ 1.66	17 1/4	7 1/2	4	1,263	9,630	
INTERPUBLIC GROUP	IPG	N	11 1/8	10 3/4	+ 3/8	+ 3.48	25 3/8	9 3/4	4	2,464	27,412	
MARVIN JOSEPHSON	MRVN	O	8	6 3/4	+ 1 1/4	+ 18.51	18 1/2	6 3/4	6	1,085	8,680	
MCCAFFREY & MCCALL	O			6 1/4		.00	10 3/4	6 1/4	3	585	3,656	
MCI COMMUNICATIONS+	MCIC	O	5 1/8	4	+ 1 1/8	+ 28.12	8 7/8	3 3/4		12,825	65,728	
MOVIELAB**	MOV	A	3/4	1/2	+ 1/4	+ 50.00	1 7/8	1/2		1,407	1,055	
MPO VIDEOTRONICS**	MPO	A	2 1/2	2	+ 1/2	+ 25.00	4 7/8	2		540	1,350	
NEEDHAM, HARPER	NDHMA	O	5	5 1/2	- 1/2	- 9.09	26 1/4	5	3	917	4,585	
A. C. NIELSEN	NIEL8	O	20 1/8	28	- 7 7/8	- 28.12	40 1/2	20 1/8	18	10,598	213,284	
OGILVY & MATHER	OGIL	O	13 1/2	15 1/4	- 1 3/4	- 11.47	32 1/2	13	5	1,777	23,989	
PKL CO.	PKL	O	5/8	1/4	+ 3/8	+ 150.00	3	1/4	1	818	511	
J. WALTER THOMPSON	JWT	N	9 7/8	9 7/8		.00	24 3/4	8 1/4	5	2,635	26,020	
UNIVERSAL COMM.*	O			1/2		.00	12 1/2	1/2	1	715	357	
WELLS, RICH, GREENE	WRG	N	8 1/4	7 5/8	+ 5/8	+ 8.19	21 1/8	7 1/2	4	1,623	13,389	
Electronics										TOTAL	61,044	850,273
ADMIRAL	ADL	N	11 1/8	10 1/4	+ 7/8	+ 8.53	18	7 1/4	5	5,863	65,225	
AMPEX	APX	N	3 1/2	3 3/4	- 1/4	- 6.66	6 7/8	3 1/8	8	10,878	38,073	
CCA ELECTRONICS	CCAE	O				.00	3	7/8	1	881	770	
COMU, INC.	COH	A	3 1/8			.00	7 7/8	2 5/8	6	1,542	4,818	
COLLINS RADIO	CRI	N	24 3/4	24 3/4		.00	25 7/8	15 1/4	17	2,968	73,458	
COMPUTER EQUIPMENT	CEC	A	2	1 5/8	+ 3/8	+ 23.07	2 7/8	1 3/8	13	2,366	4,732	
CONRAC	CAX	N	14 1/4	14 3/8	- 1/8	- .86	31 7/8	13 1/4	7	1,261	17,969	
GENERAL ELECTRIC	GE	N	61 1/8	62 5/8	- 1 1/2	- 2.39	75 7/8	55	20	182,348	11,146,021	
HARRIS-INTERTYPE	HI	N	28 3/4	27 7/8	+ 7/8	+ 3.13	49 1/4	24 1/2	10	6,223	178,911	
INTERNATIONAL VIDEO	IVCP	O	3 3/4	3 3/4		.00	14 3/4	3 3/4	7	2,745	10,293	
MAGNAVOX	MAG	N	7 3/4	6 3/4	+ 1	+ 14.81	29 5/8	6 1/4	16	17,806	137,996	
3M	MMM	N	73 1/2	78 3/4	- 5 1/4	- 6.66	91 5/8	71 3/4	29	113,054	8,309,469	
MOTOROLA	MOT	N	45 1/2	48 1/4	- 2 3/4	- 5.69	68 3/4	41 1/4	16	27,740	1,262,170	
OAK INDUSTRIES	OEN	N	9 7/8	9 3/4	+ 1/8	+ 1.28	20 1/2	9 1/2	4	1,639	16,185	

Stock symbol		Closing Wed. Jan. 2	Closing Wed. Jan. 2	Net change in week	% change in week	High	1973 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
RCA	RCA	N	18 5/8	18 7/8	- 1/4	- 1.32	39 1/8	16 1/2	8	74,515	1,387,841
RSC INDUSTRIES	RSC	A	1 1/4	1 1/4		.00	2 1/2	1 1/8	9	3,458	4,322
SONY CORP	SNE	N	21 1/4	27 1/2	+ 6 1/4	+ 22.72	57 1/4	21 1/4	18	66,250	1,407,812
TEKTRONIX	TEK	N	36 1/4	42 7/8	+ 6 5/8	+ 15.45	56 5/8	29 7/8	17	8,185	296,706
TELEVISION**	TINT	O	1 3/4	1 7/8	- 1/8	- 6.66	4 3/4	1 1/2		1,050	1,837
TELEPRO INDUSTRIES	O			2 1/2		.00	2 1/2	1/4	16	475	1,187
WESTINGHOUSE	WX	N	24 3/4	25	- 1/4	- 1.00	47 3/8	24 3/4	11	88,595	2,192,726
ZENITH	ZE	N	25 1/2	26 1/4	- 3/4	- 2.85	56	25	8	18,888	481,644
									TOTAL	638,730	27,040,165
									GRAND TOTAL	1,365,129	40,457,358

Standard & Poor's Industrial Average 103.96 109.14 -5.18

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

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
A blank in closing-price columns indicates no trading in stock.

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

* P/E ratio computed with earnings figures of company's last published fiscal year.
† No annual earnings figures are available.
** No P/E ratio is computed; company registered net losses.

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Communications Properties Inc.	year 10/31	13,799,099	+ 19.9%	546,674	- 14.6%	.12	11,504,153	640,373	.15
Walt Disney Productions Inc.	3 mo. 12/31	78,875,000	+ 14.2%	5,889,000	+ 17.3%	.20	69,037,000	5,024,000	.17
Lamb Communications Inc.	6 mo. 11/30	2,517,000	+ 36.2%	133,600	+ 68.0%	.06	1,848,400	79,500	.03
A. C. Nielson Co.	3 mo. 11/30	40,281,478	+ 15.6%	2,616,364	- 10.1%	.25	34,852,288	2,910,403	.27

Fates & Fortunes®

Media



Balson

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

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

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

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

John J. Lynch, financial VP and treasurer, Adams-Russell Co., Waltham, Mass., appointed president of subsidiary Aurovideo-Broadcast (WYTV[TV] Youngstown, Ohio, and WLOB[AM] Portland, Me.).

Robert O. Cooper, VP and general manager, WKOX(AM)-WVFB(FM) Framingham, Mass.-Boston, appointed VP and

general manager KVIL-AM-FM Highland Park, Tex. He is succeeded by **George Corwin**, formerly VP and general manager, WIOU(AM) Kokomo, Ind. **Jay Williams**, sales manager, WVBF, appointed VP and station manager. All are Fairbanks Broadcasting stations.

Roger H. Coleman, general manager, WGIL(AM)-WAAG(FM) Galesburg, Ill., elected president of licensee, Galesburg Broadcasting Co.

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

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

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

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

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

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

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

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

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

Broadcast Advertising

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



Appleton

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

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

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

Sanford S. Ackerman, formerly with Touche Ross & Co., New York, accounting firm, named senior VP in charge of

finance, Needham, Harper & Steers, New York.

Edward Biscardi, sales staff, television Advertising Representatives, New York, named sales manager, New York. **Dan Cosgrove** and **Bob Roganti**, account executives, named group managers, New York.

Harold S. Tower, general manager, WSFL(FM) Bridgeton, N.C., named general sales manager, WKAP(AM) Allentown, Pa.

Donald H. Cady, VP-account executive, Needham, Harper & Steers, Los Angeles, named VP-account supervisor, Erwin Wasey Inc. there.

Craig Roberts, news director, WTIx(AM) New Orleans, named director of broadcast productions, Charles Dolce Advertising there.

Leo Fassler, formerly head of his own new product development firm, joins Warren, Muller, Dolobowsky's creative department as senior writer, New York.

James W. Messner, with sales staff, Norman, Navan, Moore & Baird advertising, Grand Rapids, Mich., appointed VP and member of the executive committee.

Rick Heritage, senior executive producer, General Electric Cablevision, Anderson, Ind., named copy chief and assistant media director, The Mathewson Group, Indianapolis agency.

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

Robert F. Monement, copy supervisor, D'Arcy - McManus - Masius, Bloomfield Hills, Mich., joins Burton Sohigan, Detroit as senior writer. **Roy Jackson**, formerly art supervisor, *Detroit News*, named art supervisor at Burton Sohigan.

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

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

Programing

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



A'Hearn

Richard K. A'Hearn, VP in charge of program properties, Altman Productions, Washington production firm, named program director, WPLG-TV Miami.

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

program director, WFLA-TV.

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

vision Corp., New York.



Halpern

program director, WHFM(FM) Rochester, N.Y.

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

Gene Kirby, program manager, CKEY(AM) Toronto, named VP-programing.

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

Milt Kahn, publisher of *Milt's Mirror*, sports newsletter, named sportscaster at KPIX(TV) San Francisco.

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

Broadcast Journalism

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

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

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

John Edmund, anchorman, WSLS-TV Roanoke, Va., named anchorman, WVIR(TV) Charlottesville, Va.

Chuck Rowe, anchorman, WLS-TV Chicago, joins KTTV(TV) Los Angeles, as weekend anchorman.

Robert Houck, newscaster, WIBG(AM) Philadelphia joins WIOQ(FM) there in similar capacity.

Roz Parry, newscaster-producer, WSNS-

(TV) Chicago, joins KOLO-TV Reno as newscaster.

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

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

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

Steve Wigodsky, reporter-photographer, *Norfolk (Neb.) Daily News*, joins KQTV(TV) St. Joseph, Mo., as reporter-photographer.

Cablecasting

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

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

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

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

Equipment & Engineering

John J. Guarrera, chairman and president, Sacom, Sun Valley, Calif., equipment manufacturer, and **Robert D. Briskman**, director of domestic systems, Communications Satellite Corp., Washington, have been elected president and divisional director, respectively, Institute of Electrical and Electronics Engineers, New York.

William R. Onn, manager of engineering, CKEY(AM) Toronto, named VP, Shoreacres Engineering Services. Shoreacres Broadcasting Co. is CKEY licensee.

Charles B. Cohen and **William J. McCarran**, project engineers, CBS Radio, named associate editors of engineering department.

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Allied Fields

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

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

Deaths



Brandt

Otto Brandt, 57, formerly executive VP of King Broadcasting Co., Northwest broadcast group, died in Seattle Jan. 8 of cancer after year's illness. Mr. Brandt resigned from King Broadcasting in 1968 to take over RCA distributorship Native of New York City, he entered broadcasting as NBC page in 1933 and worked up to that network's station relations department. He served as an air force pilot in World War II, and returned to broadcasting as ABC director of station relations, rising to vice president of that network. In 1951, he joined

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

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



Brauner

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

Brauner; daughter, Mrs. Edward (Andrea) Hein of New Providence, N.J., and son, J. Frederick Brauner IV of Redwood City, Calif.



Cohan

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

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

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

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

For the Record®

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

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CARS—community antenna relay station, CH—critical hours, CP—construction permit, D-day, DA—directional antenna, ERP—effective radiated power, HAAT—height of antenna above average terrain, khz—kilohertz, kw—kilowatts, LS—local sunset, mhz—megahertz, mod.—modifications, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special

temporary authorization, trans.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w—watts, *—educational.

New TV stations

Applications

*Anchorage—Alaska Public Television Inc. Seeks VHF ch. 7 (174-180 mhz); ERP 103.4 kw vis., 22.90 kw aur. HAAT 186 ft.; ant. height above ground 230 ft. P.O. address 308 G Street, Anchorage 99501. Estimated construction cost \$855,125; first year operating cost \$307,000; revenue none. Geographic coordinates 61° 13' 10" north

lat.; 149° 52' 33" west long. Type trans. RCA TT-17FH. Type ant. RCA TF-6AH. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Marvin R. Weatherly, Anchorage. Principals: William T. McCaughan is president of Alaska Public Television Inc. Ann. Dec. 21.

*Monroe, La.—Louisiana Educational Television Authority. Seeks VHF ch. 13 (210-216 mhz); ERP 316 kw vis., 31.6 kw aur. HAAT 1,777 ft.; ant. height above ground 1,986 ft. P.O. address Box 44064, Capitol Station, Baton Rouge 70804. Estimated construction cost \$778,552; first year operating cost \$113,657; revenue none. Geographic coordinates 32° 11' 45" north lat.; 92° 04' 10" west long. Type trans. RCA TT-50FH. Type ant. RCA TF-12BH. Legal counsel Paton, Boggs & Blow, Washington; consulting engineer W. J. Kessler Associates, Gainesville, Fla. Principals: H. Max Petty is executive director of Louisiana Educational Television Authority. Ann. Dec. 21.

*Williamsburg, Va.—Center of Excellence Inc. Seeks UHF ch. 46 (662-668 mhz); ERP 525 kw vis., 105 kw aur. HAAT 420 ft.; ant. height above ground 434 ft. P.O. address 137 York Street, Williamsburg 23185. Estimated construction cost \$457,000; first year operating cost \$162,385; revenue none. Geographic coordinates 37° 18' 57" north lat.; 76° 43' 19" west long. Type trans. RCA TTU-306. Type ant. RCA TFU-24J. Legal counsel Geddy and Harris, Williamsburg; consulting engineer Jules Cohen & Associates, Washington. Principals: Richard B. Brooks is president of Center of Excellence Inc. Ann. Dec. 21.

Action on motion

Administrative Law Judge Forest L. McClenning in Anaheim, Calif., et al. (Orange County Broadcasting Co., et al.), TV proceeding, on presiding officer's own motion, reopened record and scheduled hearing conference for Jan. 7 for purpose of determining progress of merger negotiations and for setting date for filing of proposed findings of fact and conclusions of law (Docs. 18295, 18297-8, 18300). Action Dec. 28.

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Existing TV stations

Final actions

- **WTVY(TV)** Dothan, Ala.—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4652). Action Dec. 18.
- **KIEM-TV** Eureka, Calif.—Broadcast Bureau granted mod. of license covering change in studio location to 5640 South Broadway, Eureka (BMLCT-768). Action Dec. 18.
- **KPUA-TV** Hilo, Hawaii—Broadcast Bureau granted mod. of license covering change in name of licensee to Hefel Television-Hilo Inc. (BMLCT-770). Action Dec. 18.
- **WWL-TV** New Orleans—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4649). Action Dec. 18.
- **WMAR-TV** Baltimore—Broadcast Bureau granted authority to operate trans. by remote control from WMAR-TV studio building, 6400 York Road, Baltimore (BRCTV-173). Action Dec. 18.
- **WSYR-TV** Syracuse, N.Y.—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4654). Action Dec. 18.
- **WXII(TV)** Winston-Salem, N.C.—Broadcast Bureau granted CP to install alt. main trans. (BPCT-4668); granted mod. of CP to change type trans. (BPCT-7493). Action Dec. 18.
- **WXII(TV)** Winston-Salem, N.C.—Broadcast Bureau granted authority to operate trans. by remote control from 700 Coliseum Drive, Winston-Salem (BRCTV-174). Action Dec. 20.

Actions on motions

- Administrative Law Judge Frederick W. Dennison in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted petitions by Southern to amend application to report minor change in ownership report and to report complaint and summons against Reynolds Securities Inc., of which Kenneth H. Mountcastle, 1.94% stockholder of Southern, is director and vice president (Docs. 18906-7). Action Dec. 21.
- Administrative Law Judge Lenore G. Ehrig in Panama City and Key West, Fla. (Panhandle Broadcasting Co. [WDTB-TV] and Brannen and Brannen), TV and FM proceeding, denied request by Panhandle for production and request for inspection of documents (Docs. 19836, 19878). Action Jan. 2.
- Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, continued hearing now scheduled for Jan. 10 to Jan. 31 (Docs. 19519, 19581). Action Dec. 20.
- Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted motion by Forum to amend application to update information affecting broadcast interests of stockholder (Docs. 18711-2). Action Dec. 18.
- Acting Chief, Broadcast Bureau, in New Orleans, granted request by Screen Gem Stations Inc., licensee of WVUE-TV New Orleans, for extension of time to Jan. 28, to file opposition to petition by Ad Hoc Committee on Sugar Bowl regarding broadcast of Sugar Bowl football game. Action Dec. 28.

Other action

- Review board remanded to Administrative Law Judge Herbert Sharfman proceeding involving applications for transfer of five UHF television station permits from D. H. Overmyer to AVC Corp. for additional findings and conclusions concerning misrepresentation issue against Mr. Overmyer (Doc. 18950). Original transfer agreement was approved in order adopted Dec. 8, 1967, and involved KEMO-TV San Francisco; WECO-TV (now WPGH-TV) Pittsburgh; WSCO-TV (now WXIX-TV) Newport, Ky.; WBMO-TV (now WATL-TV) Atlanta and KJKO-TV Rosenberg, Tex. Action Dec. 26.

Rulemaking action

- FCC adopted new rules requiring television stations to make program logs available for public inspection and prescribing circumstances under which they would be made available for inspection and reproduction (Doc. 19667). Action Jan. 3.

Call letter actions

- **KRNT-TV** Des Moines, Iowa—Seeks KCCI-TV.
- **WMCV(TV)** Nashville—Seeks WTLT(TV).

New AM stations

Application

- **Tallapoosa, Ga.**—West Georgia Broadcasting Co. Seeks 1060 khz, 1 kw-D. P.O. address 202 Norwood Drive, Gadsden, Ala. 35901. Estimated construction cost \$12,869; first-year operating cost \$31,000; revenue \$48,000. Principals: James M. Davis and Ronald H. Livengood (each 50%). Mr. Davis owns WEIS-(AM) Centre, Ala. and Mr. Livengood is assistant

manager of WAAX(AM) Gadsden, Ala. Ann. Dec. 13.

Final action

- **Jamesville, Va.**—Parker-Rew Enterprises. Broadcast Bureau granted 1520 khz, 500 w-DA-D (BP-19425). P.O. address c/o James A. Rew Jr., Olney, Va. 23418. Estimated construction cost \$7,400; first-year operating cost \$3,371; revenue \$8,400. Partnership of Parker-Rew Enterprises owns WEXM-FM Exmore, Va. Principals: Creston E. Parker and James A. Rew Jr. (each 50%). Mr. Parker owns and operates Parker Music Co., Exmore, Va. Mr. Rew formerly was general manager of WEXM-FM. Action Dec. 18.

Actions on motions

- Administrative Law Judge Basil P. Cooper in Connellsville, Pa. (Connellsville Broadcasters Inc. [WCVI]), AM proceeding, received reply by Bernard Stern and Burns Drug Co. to proposed findings of fact and conclusions of law of Broadcast Bureau (Doc. 19668). Action Dec. 21.
- Administrative Law Judge Jay A. Kyle in Portsmouth, Va. (Chesapeake-Portsmouth Broadcasting Corp.), AM proceeding, quashed subpoenas directed to Nirvana Walters, Jack Walters and Harry Van Walters, signed on Dec. 11, 1973 (Doc. 19787). Action Dec. 20.
- Administrative Law Judge Herbert Sharfman in Milton, Fla. (Jimmie H. Howell, et al.), AM proceeding, granted petition by Mr. Howell to amend his application relating to his acquittal of bribery charges in Santa Rosa county, Fla. (Docs. 19882-85). Action Dec. 21.

Other actions

- Review board in Tallahassee, Fla. AM proceeding, approved request by Broadcast Bureau to withdraw its petition to add issues against Charles W. Holt, applicant in Tallahassee AM proceeding (Docs. 19445, 19447). Action Dec. 26.
- Review board in Salem and Derry, both New Hampshire, AM proceeding, granted petition by Broadcast Bureau for extension of time through Jan. 14 within which to file comments on joint petition to add issues filed by Salem Broadcasting Co. and New Hampshire Broadcasting Corp. in Salem and Derry AM proceeding (Docs. 19434-6). Proceeding involves applications of Salem and New Hampshire for frequency at Salem and Spacetown Broadcasting Corp. at Derry. Action Jan. 2.

Call letter application

- **J. Lee Dittert and Dinah L. Dittert**, Bellville, Tex.—Seek KACO.

Call letter action

- **Carlos A. Lopez-Lay, Frederiksted, St. Croix, Virgin Islands**—Granted WRR.A.

Existing AM stations

Applications

- **KPOL** Los Angeles—Seeks CP to change nighttime DA. Ann. Dec. 28.
- **WICH** Norwich, Conn.—Seeks CP to make changes in ant. system operating parameters. Ann. Dec. 28.
- **WGTO** Cypress Gardens, Fla.—Seeks CP to operate with 50 kw, DA-D and replace two existing towers. Ann. Dec. 28.
- **WSIR** Winter Haven, Fla.—Seeks CP to increase daytime power to 1 kw. Trans. site redescribed as Lake Toward Drive, .75 miles southwest of Winter Haven. Ann. Dec. 28.
- **WKUN** Monroe, Ga.—Seeks CP to change frequency to 1490 khz, change to unlimited time with 250 w, 1 kw-LS and requests interim operating authority on 1490 khz, 250 w, 1 kw-LS-U. Ann. Jan. 2.
- **WPAG** Ann Arbor, Mich.—Seeks CP to make changes in DA system MEOV's. Ann. Jan. 2.
- **WVCH** Chester, Pa.—Seeks CP to change ant. trans. site to Dutton Mill Road, 4 miles southwest of Middletown Road, Middletown township, Pa. Ann. Jan. 2.
- **WEKO** Cabo Rojo, Puerto Rico—Seeks CP to change hours of operation to U with 500 w-DA. Ann. Jan. 2.

Final actions

- **Yabucoa, Puerto Rico**—Initial decision (FCC 73D-56), released Oct. 24, 1973, proposing grant of application of James Calderon for new daytime AM to operate on 840 khz with 250 w at Yabucoa became effective Dec. 13, 1973, in accordance with rules (Doc. 19057). Ann. Jan. 3.
- **KMCO** Conroe, Tex.—FCC affirmed staff action which granted application of Family Group Enterprises to change call letters of KMCO to KIKR. Application for review by KIKK Inc., licensee of KIKK(AM) Pasadena, Tex. and KIKK-FM Houston, directed against staff action was denied. Action Jan. 3.

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Summary of broadcasting According to the FCC, as of Nov. 30, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,375	4	16	4,395	51	4,446
Commercial FM	2,431	0	80	2,491	135	2,626
Commercial TV-VHF	506	1	6	513	7	520
Commercial TV-UHF	90	0	3	192	39	244
Total commercial TV	696	1	9	705	46	764
Educational FM	603	0	25	628	95	723
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	124	0	16	140	2	143
Total educational TV	212	0	19	231	6	239

* Special temporary authorization.

Initial decision

■ WCVI Connellsville, Pa.—Administrative Law Judge Basil P. Cooper, in initial decision, proposed grant of application of Connellsville Broadcasters Inc., for renewal of license of WCVI for period not to exceed one year (Doc. 19668). Judge Cooper also proposed \$5,000 forfeiture for alleged fraudulent billing practices. Action Dec. 28.

Actions on motions

■ Administrative Law Judge John H. Conlin in Cleveland Heights, Ohio (Friendly Broadcasting Co.), license renewal proceeding for WJMO and WLYT(FM), granted motion by Broadcast Bureau and ordered transcript corrected accordingly (Doc. 19412). Action Dec. 13.

■ Administrative Law Judge Lenore G. Ehrig in Stamford, Conn. (Western Connecticut Broadcasting Co. [WSTC] and Radio Stamford Inc.). AM proceeding, granted request by Western and scheduled prehearing conference for Feb. 5 and ordered hearing, which was scheduled to begin on that date, postponed to date to be determined at conference (Doc. 18972-3). Action Dec. 18.

■ Chief Administrative Law Judge Arthur A. Gladstone in Raleigh, N.C. (WLE Inc. [WLEI]), revocation of license, designated Administrative Law Judge Ernest Nash to serve as presiding judge; scheduled prehearing conference for Jan. 30 in Washington and hearing for March 18 in Raleigh (Doc. 19908). Action Dec. 27.

■ Administrative Law Judge Byron E. Harrison in Miami (United Broadcasting Co. of Florida Inc.), license renewal proceeding for WFAB, granted motion by Broadcast Bureau and ordered that time for filing proposed findings will be Jan. 25 in lieu of Dec. 17 and time for filing replies will be Feb. 8 in lieu of Jan. 14 (Doc. 19664). Action Dec. 14.

■ Administrative Law Judge Reuben Lozner in Moundsville, W. Va. (Miracle Valley Broadcasting Co. [WEIF]), AM proceeding, on petition of Miracle Valley extended through Jan. 11 time in which to file proposed findings of fact and conclusions of law and through Jan. 25 time in which to file replies (Doc. 19794). Action Dec. 27.

■ Administrative Law Judge James F. Tierney in Birmingham, Ala. (Hertz Broadcasting of Birmingham Inc. [WENN-AM-FM] and Johnston Broadcasting Co. [WJLD-AM] and WJLN(FM)), AM and FM proceeding, set certain procedural dates and scheduled hearing for June 18 in Birmingham and by separate action, denied petition by Citizens and Southern National Bank to intervene (Docs. 19874-5). Action Jan. 2.

Fines

■ KITE San Antonio, Tex.—Broadcast Bureau notified Doubleday Broadcasting Co., licensee, that it had incurred apparent liability of \$2,000 for violations of rules by failing to include sponsorship identification for 20 announcements broadcast Sept. 4 through Sept. 7, 1973. Action Dec. 19.

■ WATW Ashland, Wis.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$1,000 for violation of rules by allowing operators who held third-class radiotelephone operator permits not endorsed for broadcast station operation to be in charge of transmitting system; by allowing operators to make entries in operating logs and by failing to have equipment performance measurements available for inspection. Action Dec. 17.

Call letter applications

- KOAD Lemoore, Calif.—Seeks KSVJ.
- KRSD Rapid City, S.D.—Seeks KTOQ.
- KGGH Houston—Seeks KEYX.

Call letter actions

- KACL Santa Barbara, Calif.—Granted KKIO.
- KGGM Albuquerque, N.M.—Granted KRKE.
- KCHY Cheyenne, Wyo.—Granted KNIE.

New FM stations

Applications

■ Sun Valley, Idaho—Sun Valley Radio Inc. Seeks 93.5 mhz, 51 kw. HAAT 2145 ft. P.O. address Box 1340, Hailey, Idaho 83333. Estimated construction cost \$22,950; first-year operating cost \$2,500; revenue \$15,000. Principals: Marvin Kent and Patricia Ann Fransen (together 85%), Alfred C. and LaVonne H. Cordon (together 15%). Mr. Fransen is general manager of KSKII(AM) Hailey, Idaho. Mr. Cordon practices law in Washington. Ann. Dec. 17.

■ *Hammond, La.—Southeastern Louisiana University. Seeks 90.9 mhz, 10 w. HAAT 116 ft. P.O. address University, Hammond 70401. Estimated construction cost \$4,000; first-year operating cost \$12,000; revenue none. Principals: Clea E. Parker is president of Southeastern Louisiana University. Ann. Dec. 19.

■ Quitman, Miss.—Melvin Pulley. Seeks 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address 609 North Jackson, Quitman 39355. Estimated construction cost \$30,090; first-year operating cost \$24,000; revenue \$40,000. Principals: Mr. Pulley (100%) is general manager of KDAN(AM) South St. Paul, Minn. Mr. Pulley also has pending application for new FM at Philadelphia, Miss. Ann. Dec. 17.

■ Bolivar, Tenn.—Bolivar Broadcasting Service. Seeks 96.7 mhz, 3 kw. HAAT 300 ft. P.O. address Box 191, Bolivar 38008. Estimated construction cost \$14,150; first-year operating cost \$4,200; revenue \$18,000. Principals: Ben L. Enochs, H. I. Sorrells (each 25%), Ernest Lofton (20%), et al. Mr. Enochs owns KLPL(AM) Lake Providence, La. He also has interest in WDXL-AM-FM Lexington and WBOL(AM) Bolivar, both Tennessee. Mr. Sorrells has hardware business and Mr. Lofton is pulpwood buyer, both Lexington, Tenn. Ann. Dec. 12.

■ *Amarillo, Tex.—Amarillo Junior College District. Seeks 93.1 mhz, 14.1 kw. HAAT 481 ft. P.O. address Box 447, Amarillo 79178. Estimated construction cost \$37,821; first-year operating cost \$38,725; revenue none. Principals: Dr. A. B. Martin is president of Amarillo College. Ann. Dec. 19.

Final actions

■ Hodgenville, Ky.—Lincoln Broadcasting Co. Broadcast Bureau granted 106.3 mhz, 3 kw. HAAT 235 ft. P.O. address Box 276, Brandenburg, Ky. 40108. Estimated construction cost \$29,700; first-year operating cost \$30,470; revenue \$60,000. Principals: Joseph W. Myers, Joseph R. Jones and James L. Jones (each 33⅓%). Mr. Myers is general manager of WMMG(FM) Brandenburg, Messrs. Jones own grocery stores in Brandenburg and Elizabethtown, both Kentucky (BPH-8359). Action Nov. 16.

■ *Lehman, Pa.—Pennsylvania State University. Broadcast Bureau granted 90.1 mhz, 10 kw. HAAT 78 ft. P.O. address Lehman, 18708. Estimated construction cost \$9,628; first-year operating cost \$3,000; revenue none. Principals: Michael Baker is president of board of trustees, Pennsylvania State University (BPEd-1660). Action Nov. 21.

■ Union City, Tenn.—Perkins Broadcasting Co. FCC granted 104.9 mhz, 3 kw. HAAT 300 ft. (BPH-8462). P.O. address Box 370, McKenzie, Tenn. 38201. Estimated construction cost \$55,610; first-year operating cost \$36,000; revenue \$60,000. Principal: Ed R. Perkins, sole owner. Mr. Perkins is 10% owner of WHDM(AM) McKenzie; 45% owner of WBHT-AM-FM, Brownsville, Tenn. Mr. Perkins also has building supply, retail and contracting interests in McKenzie. Action Jan. 3.

■ Waupun, Wis.—Collins Broadcasting Corp. Broadcast Bureau granted 99.3 mhz, 3 kw. HAAT 141 ft. (BPH-8504). P.O. address: 609 Home Avenue, Waupun 63963. Estimated construction cost: \$42,851; first-year operating cost: \$6,000; revenue: \$25,000. Principals: Jerry J. and Catherine J. Collins (together 97%). Collins Broadcasting owns WLKE(AM) Waupun. Action Dec. 14.

■ Cedar City, Utah—Southern Utah Broadcasting Co. Broadcast Bureau granted 92.5 mhz, 30 kw.

HAAT 12 ft. (BPH-8348). P.O. address Radio Station KSUB, Box 819, Cedar City 84720. Estimated construction cost \$41,830; first-year operating cost \$9,600; revenue \$30,000. Principals: Howard D. Johnson, Donald E. Cartwright, et al. Southern Utah also owns KSUB(AM) Cedar City. Action Dec. 12.

Actions on motions

■ Administrative Law Judge John H. Conlin in Santa Paula and Fillmore, both California, (Jerry Lawrence et al.), FM proceeding, set certain procedural dates and rescheduled hearing for March 5, 1974 (Docs. 19865-68). Action Dec. 20.

■ Administrative Law Judge John H. Conlin in Winchester, Ky. (WKKY Inc. and Clark Communications Co.), FM proceeding, ordered that exhibits relating to issue added by review board will be exchanged by Jan. 15; notification of witnesses desired for cross-examination will take place by Jan. 22 and hearing will resume Jan. 29 (Docs. 19748-9). Action Dec. 18.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (Intercast Inc. and Royce International Broadcasting), FM proceeding, deferred ruling on oppositions to various outstanding discovery matters pending filing by Edward Royce Stolz II of petition requesting change in location of hearing to Sacramento, Calif. and action by chief administrative law judge on that request and similarly deferred ruling on Mr. Stolz' petition for waiver of certain rules (Docs. 19516, 19611). Action Dec. 28.

■ Chief Administrative Law Judge Arthur Gladstone in Arkadelphia, Ark. (Great Southwest Media Corp., Kent Stephen Hatfield and Arkadelphia Broadcasting Co.), FM proceeding, designated Administrative Law Judge Jay A. Kyle to serve as presiding judge and scheduled prehearing conference for Jan. 14 and hearing for Feb. 25 (Docs. 19892-4). Action Dec. 17.

■ Chief Administrative Law Judge Arthur A. Gladstone in Hattiesburg, Miss. (Deep South Radio Inc., Circuit Broadcasting Co. and James A. McCullough Enterprises), FM proceeding, designated Administrative Law Judge John H. Conlin to serve as presiding judge; scheduled prehearing conference for Jan. 15 and hearing for Feb. 26 (Docs. 19889-91). Action Dec. 17.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), educational FM proceeding, granted petition by Pacifica to amend application to reflect acquisition of wholly-owned subsidiary WBAI-FM Inc. (New York) with condition previously applied to petition to amend granted (FCC 73M-1205). Action Dec. 18.

Other action

■ Review Board in Fulton, Miss., FM proceeding, granted motion by Itawamba County Broadcasting Co. for extension of time through Jan. 14 within which to file reply to opposition of Tombigbee Broadcasting Co. (Docs. 19839-9). Proceeding involves mutually exclusive applications of Itawamba County and Tombigbee for new FM on ch. 269 (101.7 mhz) in Fulton. Action Dec. 28.

Rulemaking actions

■ FCC amended FM table of assignments with assignment of class A channels to following communities: Chillicothe, Ill. (232A); Derby, Kan. (240A); Jena (257A) and Tallulah (285A), both Louisiana; Amherst, Mass. (265A); Bowling Green (265A) and Butler (288A), both Missouri; Ship Bottom, N.J. (261A); Pageland, S.C. (272A) and Brattleboro, Vt. (224A and 244A). Action Jan. 3.

■ Sault Ste. Marie, Mich.—FCC adopted amendment of FM table of assignments by substitution of ch. 258 for ch. 224A at Sault Ste. Marie and assignment of ch. 267 to community. Commission also ordered WSMN(FM) Sault Ste. Marie, presently operating on ch. 224A, to operate instead on ch. 258. This gives Sault Ste. Marie two class C assignments in place of its single, occupied class A facility (Doc. 19707). Action Jan. 3.

■ Acting Chief, Broadcast Bureau, on request of Joe Biard, extended through Jan. 18 time in which to file comments and through Feb. 8 time in which to file reply comments in matter of amendment of FM table of assignments for Little Rock, Benton, Batesville and Mountain View, all Arkansas (Docs. 19879, RM-2020, RM-2064, RM-2113, RM-2226). Action Dec. 27.

Call letter applications

- Connor Broadcasting Co., Bethany Beach, Del.—Seeks WTTR-FM.
- *Florida Institute of Technology, Melbourne, Fla.—Seeks *WFIT(FM).
- Pioneer Broadcasting Co., Vevay, Ind.—Seeks WMGH(FM).
- Booneville Broadcasting Co., Booneville, Miss.—Seeks WBIP-FM.
- *Calvary Christian College, Paris, Ohio—Seeks *WMCM(FM).
- *Pennsylvania State University, Lehman, Pa.—Seeks *WPSI(FM).

Professional Cards

<p>JANSKY & BAILEY Atlantic Research Corporation Shirley Hwy. at Edsall Rd. Alexandria, Va. 22314 (703) 354-2400 <i>Member AFCCE</i></p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFOOE</i></p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 <i>Member AFCCE</i></p>	<p>COHEN and DIPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 <i>Member AFCCE</i></p>
<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 <i>Member AFOOE</i></p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 <i>Member AFOOE</i></p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 <i>Member AFCCE</i></p>	<p>ROBERT E. L. KENNEDY 1302 18th St., N.W., 785-2200 WASHINGTON, D.C. 20036 <i>Member AFCCE</i></p>
<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 <i>Member AFCCE</i></p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 <i>Member AFOOE</i></p>	<p>STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS 2029 K Street N.W. Washington, D. C. 20006 (202) 223-4664 (301) 827-8725 <i>Member AFOOE</i></p>	<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 <i>Member AFOOE</i></p>
<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 <i>Member AFOOE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 <i>Member AFOOE</i></p>	<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO <i>Member AFCCE</i></p>
<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>	<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 <i>Member AFCCE</i></p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers— among them, the decision making sta- tion owners and managers, chief engi- neers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>	<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>
			<p>Oscar Leon Cuellar Consulting Engineer 1563 South Hudson (303) 756-8456 DENVER, Colorado 80222 <i>Member AFCCE</i></p>

- *Public Communication Foundation for North Texas, Dallas—Seeks *KERA-FM.
- Southern Utah Broadcasting Co., Cedar City, Utah—Seeks KSUB-FM.

Call letter actions

- Cascade Broadcasting Corp., Yuba City, Calif.—Granted KHEX(FM).
- Electra Broadcasting Corp. of Florida, Crystal River, Fla.—Granted WXTR(FM).
- Happy Acres Broadcasting Co., Jessup, Ga.—Granted WELA(FM).
- *Lincoln University, Lincoln, Ill.—Granted *WLNK(FM).
- Stereo Beam Corp., Cedar Rapids, Iowa—Granted KOWC(FM).
- Communicators Inc., Iowa City—Granted KOLG-FM).
- *Centenary College of Louisiana, Shreveport, La.—Granted *KSLC(FM).
- *Stonehill College, Easton, Mass.—Granted *WSHL-FM.
- *South Eastern Massachusetts University, North Dartmouth, Mass.—Granted *WUSM(FM).
- *Rockland Public Schools, Rockland, Mass.—Granted *WRPS(FM).
- *Operation Opportunities—Clark County, Las Vegas—Granted *KCEP(FM).
- *Mönmouth College, West Long Branch, N.J.—Granted *WMCX(FM).
- Wats Broadcasting Inc., Waverly, N.Y.—Granted WAVR(FM).
- Triplett Broadcasting Co., Upper Sandusky, Ohio—Granted WYAN-FM.
- Carlos Rivera, Luquillo, Puerto Rico—Granted WEEG(FM).
- Trans-Air Broadcast Corp., Centerville, Tenn.—Granted WIKA(FM).
- Bridgerland Broadcasting Co., Logan, Utah—Granted KVVJ(FM).
- *Shepherd College, Shepherdstown, W. Va.—Granted *WSHC(FM).
- LaCrosse Radio Inc., LaCrosse Wis.—Granted WLXR(FM).

Existing FM stations

Final actions

- KIQQ(FM) Los Angeles — Broadcast Bureau granted license covering changes; ERP 58 kw; ant. height 1,130 ft. (BLH-5942). Action Dec. 18.
- WLHN(FM) Anderson, Ind.—Broadcast Bureau granted license covering new FM; ERP 50 kw; ant. height 490 ft. (BLH-5945). Action Dec. 18.
- KCIL(FM) Houma, La.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 300 ft. (BLH-6008). Action Dec. 18.
- *WJW(FM) North Adams, Mass.—Broadcast Bureau granted license covering new station (BLED-1161). Action Dec. 18.
- *WCBN-FM Ann Arbor, Mich.—FCC, in response to request by Eastern Michigan University, licensee of educational WEMU(FM), Ypsilanti, Mich., directed University of Michigan to show cause why its license for educational WCBN-FM Ann Arbor (ch. 208) should not be modified to specify operation on ch. 202. Action Jan. 3.
- WMBN-FM Petoskey, Mich.—Broadcast Bureau granted license covering changes; ERP 1 kw; ant. height 320 ft. (BLH-5948). Action Dec. 18.
- WPMP-FM Pascagoula, Miss.—Broadcast Bureau granted request for waiver of rules to identify as Pascagoula-Moss Point, Miss. Action Dec. 14.
- *WXPN(FM) Philadelphia—Broadcast Bureau granted license covering changes; ERP 1.9 kw; ant. height 280 ft. (BLED-1172). Action Dec. 18.
- *KUHF(FM) Houston — Broadcast Bureau granted CP to replace expired permit (BPED-1708). Action Dec. 19.
- KOYE(FM) Laredo, Tex.—Broadcast Bureau granted CP to change frequency to 94.9 mhz, ch. 235; install new trans. and ant.; ERP 100 kw; ant. height 115 ft. (BPH-8620). Action Dec. 18.
- *WUVT-FM Blacksburg, Va.—Broadcast Bureau granted CP to install new trans.; ERP 650 w; ant. height 145 ft.; condition; remote control permitted (BPED-1649). Action Dec. 19.
- *WYMS(FM) Milwaukee — Broadcast Bureau granted license covering new educational FM; ERP 250 w; ant. height 870 ft. (BLED-1089). Action Dec. 18.
- WTTN-FM Watertown, Wis.—Broadcast Bureau accepted data filed Oct. 2, 1973 showing proposed operation on frequency of 94.1 mhz (ch. 231); change ant.; make changes in ant. system; ERP 20 kw; ant. height 285 ft.; remote control permitted (Doc. 19.161). Action Dec. 20.

Call letter applications

- KMHI(FM) Wailuku, Hawaii—Seeks KAOI(FM).
- WVSL-FM Slidell, La.—Seeks WXEL(FM).
- WABK-FM Gardiner, Me.—Seeks WKME(FM).
- WLRC-FM White Hall, Mich.—Seeks WLRQ-FM.
- WZOW(FM) Utica, N.Y.—Seeks WVMC(FM).
- KTW-FM Seattle—Seeks KZOK(FM).

Call letter actions

- WWAG(FM) Carrollton, Ala.—Granted WAQT-FM).
- WNFN(FM) Naples, Fla.—Granted WCVU-FM).
- WEZK(FM) Tampa, Fla.—Granted WRBQ-FM).
- WWTW-FM Cadillac, Mich.—Granted WKJF-FM).
- WXVJ(FM) Three Rivers, Mich.—Granted WLKM-FM.
- WQLH(FM) West Point, Miss.—Granted WKBB-FM).
- WAKN-FM Aiken, S.C.—Granted WNEZ(FM).
- WYQM(FM) Huntington, W. Va.—Granted WHEZ(FM).

Modification of CP's, all stations

- WSWB-TV Orlando, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to June 18 (BMPCT-7510). Action Dec. 18.
- KASI, Ames, Iowa—Broadcast Bureau granted mod. of CP to increase radiation efficiency; conditions (BMP-13694). Action Dec. 19.
- *WWPB-TV Hagerstown, Md.—Broadcast Bureau granted mod. of CP to extend completion date of educational TV to June 18 (BMPET-809). Action Dec. 18.
- WCTF(TV) Cleveland—Broadcast Bureau granted mod. of CP to extend completion date to June 18. (BMPCT-7354) Action Dec. 18.
- WTCH-FM Shawano, Wis.—Broadcast Bureau granted mod. of CP for extension of time to May 15 (BMPH-13715). Action Dec. 19.

Other actions, all services

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

Ownership changes

Applications

- WQXK(FM) Hialeah, Fla.—Seeks transfer of control of Great Joy Inc. from Joseph S. Field, John T. Rutledge, Rone Hartman, et al. (100% before, none after) to Herbert S. Dolgoff (none before, 100% after). Consideration: \$80,000 subject to adjustments. Principals: Mr. Dolgoff (100%) is majority stockholder of WCMQ(AM) Miami. Ann. Dec. 7.
- KPST(AM) Preston, Idaho—Seeks assignment of license from Voice of the Rockies Inc. to Cache County Inc. for \$70,000. Sellers: Rulon Dunn, president, et al. (100%). Buyers: G. Michael Adams (80%), et al. Mr. Adams is station manager at KPST. Ann. Dec. 19.

- KTIV-TV Sioux City, Iowa—Seeks transfer of control of KTIV Television Co. from Perkins Brothers Co. (100% before, none after) to Black Hawk Broadcasting Co. (none before, 100% after). Consideration: \$2.5 million. Principals: Robert Buckmaster (11.1%), is president of Black Hawk which also owns KWWL-AM-TV and KFMW(FM) Waterloo and KLWW(AM) Cedar Rapids, both Iowa. Ann. Dec. 19.

Actions

- KCBM(FM) Chico, Calif.—Broadcast Bureau granted assignment of license from Butte Broadcasting Co. to Kragwood Broadcasting Inc. for \$100,000 (BAPLH-161). Sellers: Carl Auel, president, et al. Butte Broadcasting is licensee of KEWQ(AM) Paradise, Calif. Mr. Auel is station of KEBR(FM) Sacramento, Calif. Buyers: William E. Frasier and Jeffrey J. Kragel (each 50%). Messrs. Frasier and Kragel are advertising sales representatives with KCBM. Action Dec. 17.
- WFDF(AM) Flint, Mich.—Broadcast Bureau granted assignment of license from WFDF Flint Corp. to F.W.P. Corp. for \$704,376. (BAL-7977). Sellers: Elmer A. Knopf, president, et al. (100%). Buyers: Fanne W. Pelavin (100%). Mr. Pelavin is board chairman of WFDF Flint Co. He also has interest in Beverly Hills, Calif., real estate firm and Houston oil drilling project. Action Dec. 17.
- WKRA(AM) Holly Springs, Miss.—Broadcast Bureau granted transfer of control of Radio Station

WKRA Inc. from Sue A. Matheny (51% before, none after) to Clarence Brooks Wallace and Leola Rose Wallace (together 39% before, 75% after) and Joseph J. Cassatta (10% before, 25% after) (BTC-7187). Consideration: \$48,500. Principals: Mr. Wallace has farm and business interest in Tate county, Miss. Mr. Cassatta is general manager of WKRA. Action Dec. 14.

■ WRLB(FM) Long Branch, N.J.—Broadcast Bureau granted transfer of control of Long Branch Broadcasting Co. from Orlando A. Biamonte, John J. Gesualdi, and Dennis Mastro (together 60% before, none after) to John J. and James J. Mazzocco (together 40% before, 50% after) and Phillip DeSantis (none before, 50% after). Consideration: \$300,000. Principals: Messrs. Mazzocco are directors of Long Branch Broadcasting Co. Mr. DeSantis has 60% interest in Rumson, N.J., real estate firm. (BTC-7240). Action Dec. 18.

■ WDXE-AM-FM Lawrenceburg and WTPR-AM-FM Paris, both Tennessee—Broadcast Bureau granted assignment of licenses from Lawrenceburg Broadcasting Co. (BAL-7996) and Paris Broadcasting Co. (BAL-7998) to H-M-S Broadcasting Co. for \$450,000 and \$425,000 respectively. Sellers: National Bank of Commerce of Jackson Tenn. as trustee of estate of late Aaron B. Robinson (75% and 62.7%), Harold L. Simpson (12.5% and 28%) and Frank M. Davis (6.25% and 9.3%). Sales of WENK(AM) Union City, Tenn. and WCMA(AM) Corinth, Miss. remaining properties in Mr. Robinson's estate, are pending. Buyers: Robin H. and Ralph C. Mathis, John B. Skelton Jr. and Ricky J. Huffman (each 25%). Messrs. Mathis and Skelton have interest in WCPC-AM-FM Houston, WSJC(AM) Magee, WXTN(AM) Lexington and WSAO(AM) Senatobia, all Mississippi. Mr. Huffman also has interest in WCPC-AM-FM Houston. Miss. Action Dec. 17.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Jan. 3 (stations listed are TV signals proposed for carriage):

- General Television of Minnesota Inc., 2021 Hennepin Avenue, Minneapolis, Minn. 55413 proposes for Fridley, Minn. (CAC-1722), to add CBWT Winnipeg, Ma. and delete WVTW Milwaukee, Wis.
- Telecommunications Inc., 27 East Blackwell Street, Dover, N.J. 07801 proposes for Mountain Lakes borough (CAC-2366) and Parsippany-Troy Hills (CAC-2367), both New Jersey, to delete WNJS Camden, N.J.
- Twin County Trans-Video Inc., R.D. 4, Allentown Pa. 18103 proposes for Chapmans (CAC-3378), Coplay (CAC-3379), East Allen township (CAC-3380), Fountain Hill (CAC-3381), Freemansburg (CAC-3382), Hanover township (CAC-3383), Hanover township, (Northampton county) (CAC-3384), Heidelberg township (CAC-3385), Hellertown (CAC-3386), Lehigh township (CAC-3387), Lower Macungie (CAC-3388), Lower Saucon township (CAC-3389), Moore township (CAC-3390), North Catasauqua (CAC-3391), Northampton (CAC-3392), North Whitehall (CAC-3393), Salisbury township (CAC-3394), South Whitehall (CAC-3395), Upper Macungie (CAC-3396), Upper Saucon township (CAC-3397), Whitehall township (CAC-3398), Allen township (CAC-3372), Allentown (CAC-3373), Bath (CAC-3374), Bethlehem township (CAC-3375), Bethlehem (CAC-3376) and Catasauqua (CAC-3377), all Pennsylvania, to add WNET Newark, N.J.

Final actions

- Lake Charles, La.—FCC ordered LVO Cable Inc., operator of 12-channel system at Lake Charles, to show cause why it should not cease and desist from further violation of same-day network program exclusivity requirements. Issuance of order had been requested by Calcasieu Television and Radio Inc., licensee of KPLC-TV Lake Charles. Action Jan. 3.
- Allentown and Bethlehem, Pa.—Initial decision (FCC 73D-57), released Oct. 30, 1973, directing Service Electric Cable TV Inc., operator of 12-channel system in Allentown-Bethlehem, to cease and desist from further violation of rules by failing to carry WBRE-TV Wilkes-Barre, Pa. became effective Dec. 19, 1973 in accordance with rules (Doc. 19321). Ann. Jan. 3.

Action on motion

- Administrative Law Judge Reuben Lözner in Port Charlotte and Punta Gorda, both Florida (Gulf Coast Teleception Inc.), cable TV proceeding, granted motions by Gulf Coast and WBBH-TV Fort Myers, Fla., to extent that agreement between Gulf Coast and WBBH-TV, which provides by its terms that Gulf Coast will accord to WBBH-TV full network exclusivity on its cable TV systems in Port Charlotte and Punta Gorda, is approved; terminated hearing proceeding and certified case to commission for such action as commission may deem appropriate, including issuance of cease and desist order (Docs. 19834-5). Action Dec. 27.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Sales Manager. Top 50 market. Local salespeople with limited regional/national experience considered. \$28,500 and incentive. Opening created by forthcoming internal promotion due to new station acquisition. Box N-126, BROADCASTING.

Assistant Corporate Director of Marketing. Major group. College graduate who desires management. Must have local sales experience. \$30,000 plus profit sharing. Submit resume to Box N-128, BROADCASTING.

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

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

General Sales Manager for top rated Oklahoma station. Excellent salary plus override should total \$30,000 first year. Rush resume to Box N-140, BROADCASTING.

Sales-oriented GM for #1 mid-south AM. Management experience required. Superb salary, fringe benefits. Box A-60, BROADCASTING.

New England's richest city needs top flight general manager. Usual opportunity for an unusual talent. Can you come in, take charge, handle all management details of highly successful operation, set records as a salesperson and inspire sales crew to break your records? If you have the experience, talent and motivation, we have the paycheck that should justify your sitting down and writing us the best letter of your life. Equal opportunity employer. Box A-127, BROADCASTING.

Ownership of an AM/FM is what you'll have if you are now selling \$80,000 or more and can do the same with me. Mild winters . . . no snow. Equal Opportunity Employer. 214-657-3307.

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

Help Wanted Sales

Group owned Detroit radio station has immediate opening for ambitious, young salesperson ready to move up to a large market. Company promotion made position available. Income range 30 to 35K depending on performance. Send resume to Box N-132, BROADCASTING.

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

Radio salesperson. Network owned and operated station. Opportunity to advance into national sales in 1 or 2 years. Thirty-five thousand approximate first year income. Mail resume to Box A-36, BROADCASTING.

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

Solid opportunity if you know sales and are willing to work. You can be a part of a very capable staff in one of New Mexico's best markets. Contact Jack Chapman, KGAK, Gallup. 505-863-4444.

Sunny Phoenix . . . Group-owned, top-rated, "Beautiful Music" FM has immediate opening for aggressive salesperson with proven record. E.O.E. Rush resume and billing history in confidence to: Bob French, Sales Manager, KRFM, P.O. Box 1009B, Phoenix, AZ 85064.

Help Wanted Sales Continued

Salesperson who wants to make radio sales a career. Have had excellent results with women selling and am looking for replacement to one whose husband was transferred to another city. Ideal opening for ambitious and imaginative person. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

Working Sales Manager, established 100 kw beautiful music FM. Account list, salary plus. Great opportunity with only AM-FM-TV group in ideal growth market. Contact Barry Rimpler, WBRD-WDUV, Bradenton, FL 813-746-2183.

You Should Be or are a LSM. X-ROK has the # one signal in U.S. (150 kw) and is on its way to # one ratings. The LSM will bill # one dollars and earn # one income. Resume & references to Ray Gurdella, G.M., X-ROK Radio, 101 Arizona Ave., El Paso, TX 79902.

Help Wanted Announcers

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

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

Wanted: An experienced announcer for a C&W format. Group owner with sales in VA and SC. Must be able to do production and sales if wanted. Reply Box A-38, BROADCASTING.

Christian FM Station—S.F. Bay Area. Announcer/engineer 1st phone. Board shift + Studio/transmitter maintenance. Opportunity with expanding group. Box A-100, BROADCASTING.

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

Morning D.J. music direction experience. Sales experience helpful. Potential of becoming program director. State salary requirements. WGLX Radio, P.O. Box 161, Gallion OH 44833. 419-468-4664.

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

Florida coastal station wants exceptional morning personality, MOR contemporary. Above average pay. Try us. Send tape and resume. Hudson Millar, WIRA, Fort Pierce. Equal opportunity employer.

Knoxville, TN. WIVK AM & FM, 50 KW & 100 KW erp. Immediate opening for solid individual wishing to become member of a stable organization that is No. 1 in the market. Send air check, resume, picture to Bobby Denton, Operations Manager, WIVK, P.O. Box 10207, Knoxville, TN 37919.

Experienced announcer with Third Endorsed minimum. Contact Bob Davis, WMDR, Box 461, Moline, IL 61265, 309-526-3357.

Experienced morning personality wanted for Southern Virginia modern country AM. Good production and news a must. Send tape, resume and recent photo to WRIC, P.O. Box 838, Richland, VA. No phone calls.

Still seeking experienced only, drive-time announcer for top tri-cities MOR CBS affiliate. No rockers. New facilities and many benefits. Rush tape, photo if possible, salary requirements, references and availability to John Carlile, WSGW, P.O. Box 1945, Saginaw, MI.

Help Wanted Technical

Chief Engineer, Directional AM, automated FM. Midwest station with outstanding reputation. EOE. Send salary resume, references to Box N-171, BROADCASTING.

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

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

Help Wanted Technical Continued

Engineer: KOSI AM/FM, the Denver area's good music stations, need a strong maintenance engineer to assist our Chief. We're looking for someone with a first class license, a good ear for audio quality, college engineering education or extensive practical experience in operation, maintenance and repair of all types of broadcast equipment. If you're our person, we can offer a fine opportunity: good pay and working conditions, a chance to work with a great staff at a stable and well-respected station located in one of the great family-living areas of the country. Please send your resume to Chief Engineer, KOSI, P.O. Box 98, Aurora, CO 80010. Equal Opportunity Employer M/F.

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

Chief Engineer for automated FM on Florida's Treasure Coast. Mostly preventative maintenance. WGYL-Stereo 1500 20th Street, Vero Beach, FL 32960. Phone 305-567-8366. Chris Hubbard, Station Manager.

Wanted: Engineer first ticket for New York City station. Call J. Schweighardt 201-694-5201.

Chief Engineer for AM/FM operations in West Palm Beach, FL. Need person capable of taking full responsibility for quality operations of number 1 and 2 stations in market. If interested call Larsen at 305-965-5500.

Broadcast Equipment Sales—CCA Electronics Corporation has an opening for an aggressive young engineer with AM & FM experience preferably at the chief engineer or technical director levels. The successful applicant should be prepared to assume a responsible position in administrative home office sales. Salary commensurate with experience. Send resume to Clarence Beverage, CCA Electronics Corp., 716 Jersey Avenue, Gloucester City, NJ, 08030, 609-456-1716.

Help Wanted News

News Director—Dynamic Wisconsin medium market station. Experienced, responsible, take charge. \$7,200 plus benefits. EOE. Rush resume with references to: Box A-111, BROADCASTING.

Experienced newperson ready to move up to stable position with leading contemporary station. If you're strong on digging, imaginative writing and delivery, and the use of tape. Send resume to Box A-124, BROADCASTING.

A good solid radio person, experienced, dedicated and a self starter. The ideal candidate will be able to cover local news and sports reporting, do some play by play and service a small list of established accounts. The station is located in a fine midwestern community; we pay health and medical insurance, provide GAS and this is the first staff replacement in almost three years. Write FULLY to Box A-129, BROADCASTING.

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

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

Wanted: Experienced, conscientious, alert, enterprising journalist. We're looking for a person with excellent news judgment, integrity and good professional air sound. Send tape and resume to: Gene Hirsch, WLR Radio, Box 1429, St. Louis, MO 63188. An equal opportunity employer.

News Director. WSUS, Franklin, NJ. Long hours, low pay. But if you have real drive and potential, you'll grow and move on to greater glory. Maximum power fulltime in fabulous Sussex County recreational area. Dominant #1 with 23% share. Jay Edwards/Peter Bardach, 201-827-2525.

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

Help Wanted, Programing, Production Others

Copy Writer-Traffic Director—50,000 watt stereo FM. Only 24-hour in market. Excellent lower Michigan community. Experienced person strong on copy and traffic with production ability. We are EOE. Send complete resume and picture including commercials you have written to Box A-12, BROADCASTING.

Film Specialist. To produce and direct film documentaries and production inserts for midwest university station and state ETV network. Requires BA plus five years experience or equivalent and advanced knowledge of all facets of film production. Minority group members and women are invited to apply. Immediate opening. Box A-76, BROADCASTING.

Leading Beautiful Music Syndication Co. seeks young but experienced programming person for 2nd unit beautiful music service. Send detailed resume to Box A-109, BROADCASTING.

Situations Wanted Management

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

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

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

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

Creative announcer, former music director, also strong in copywriting and news, looking to get involved. Character voices a specialty. Will relocate. Box N-179, BROADCASTING.

Currently employed top rocker in sales-management position. Young, vibrant and ready for you. Total radio, 12 years—all TOP 40. Put it all together—it works! Prefer South or West but consider all. \$22,000 plus. Top references and results. Box A-27, BROADCASTING.

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

Experienced Broadcast manager wants V.P. & G.M. position and has 25M to purchase equity. College grad. Currently G.M. Box A-87, BROADCASTING.

20 years, 15 management. Good record, excellent credentials. Want to return to West Coast. Prefer California, medium market. Want livable salary, override. Present station to be sold. You want SALES. I want money and West Coast. Let's get together. Box A-107, BROADCASTING.

If Your Looking for a General Manager with 15 years experience; five in management, who can Sell, Program, Etc. I'm your man, looking for a small market on West Coast. Box A-115, BROADCASTING.

Officer and General Manager of medium market AM-FM and stockholder/officer of small market AM-FM group interested in management position in large market or major group. Came up via programming and sales. Thirteen years experience; ten years with present employer. Early 30's. High IQ, hard worker. BBA; believe in catalytic management approach. Strong in analysis, planning, personnel, finance, accounting, motivation and competitive strategy. Seeking salary, fringe, incentive based on responsibility and eventual equity. Lousy go'fer. Have own briefcase. Box A-120, BROADCASTING.

Selling General Manager—aggressive self-generating. Will lead and motivate. Excellent track record in Management-Sales. Financially strong. Interested in solid growth situation. Box A-130, BROADCASTING.

Sales Manager seeks aggressive, growth oriented station or group. Young sales pro increased station's billings more than 40%—without numbers. 10 year veteran, radio & TV, major and small markets, proven track record. Can we grow together? Call now 617-473-5501.

Are you looking for an aggressive, young GM? 34, family man, 14 years experience, 7 in management including top 100 market. Phone 1-515-279-4081.

General Manager, 14 years experience. Strong on sales and management. Prefer C&W small market. Dependable family man. P.O. Box 10252, Norfolk, VA.

Situations Wanted Sales

Experienced creative ad man. Currently employed, desires a career in sales/management with top 100 radio station. Self starter, strong in sales, marketing, sales promotion and public relations. Solid administrative background. Excellent references and resume available upon request. Reply to Box A-112, BROADCASTING.

Experienced sales manager, successful with adult formats, small to medium markets. Extensive background. Proven results. References. Box A-133, BROADCASTING.

Situations Wanted Announcers

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

Entertainer/communicator for med. or major market. Q or other rock format. 1st phone, pipes, experience, college grad. Box A-61, BROADCASTING.

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

Broadcasting School grad. experienced in D.J., sports, news, sales, at small market station on East Coast, looking for greater opportunity. Will relocate. Box A-83, BROADCASTING.

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

Tired of Perry Como "Greats." Need to lay some rock on the folks. Four years experience, one commercially. College Broadcasting Degree. Third. Box A-96, BROADCASTING.

Currently employed DJ seeking change to stable organization with opportunity. First phone, experienced, creative, good voice, production, and news. Prefer up tempo MOR, contemporary, CW. Will relocate. Resume on request. Box A-102, BROADCASTING.

1 1/2 yrs. exp. network C&W morning man. Now employed 2 stations. Looking for C&W, MOR, Rock. Any shift. Money no hassle, 3rd endorsed. Great refs. Box A-104, BROADCASTING.

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

I'm looking for work in Michigan's lower peninsula as a jock or announcer. Full or part-time, 3rd phone. L9 newcomer, age 27, single. More info on request. Box A-106, BROADCASTING.

Major Market Jock, presently doing Uptempo MOR, good background in Top 40, and in programming, looking for large or medium market, professional Radio-TV operation that will offer some television work. Box A-117, BROADCASTING.

Young, Sexy Voice DJ with one year exp. Some major, currently unemployed, good commercial. Can hold female audience. Prefer near South area. Country or MOR. Notify for immediate availability. Box A-118, BROADCASTING.

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

Talk, Records, Sports, Telephone. All these things in one show, 15 years of making it work. Too much energy and talent to go to waste. Great references. Prefer all-nite. But will take anytime. Make best deal of your life today. Box A-128, BROADCASTING.

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

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

Wanted: Fair-minded GM or PD with the ability to recognize potential. Mature, stable individual with good voice, desires position as air personality. College grad with five years experience with educational and NPR-affiliated station. For resume write Box A-139, BROADCASTING.

P.D.-Morning Jock desires straight Jock job at Top 40. 10 year pro in small-medium mkt. Salary \$18,000 and up. Rated one, smooth, warm personality. Box A-140, BROADCASTING.

Situations Wanted Announcers Continued

Help! 1st phone DJ needs job yesterday. Exp. MOR, Contemporary, day and night shifts, news and sports. Permanent position in market over 35 thousand. Call 612-866-7332 or write Steve, 7120 Garfield So., Minneapolis, MN 55423.

Top 40, MOR, production heavy. Looking for market and money. Call Jerry Wendle, 201-347-7446.

Disc Jockey. Experienced, dependable, versatile, creative. M.C. exp. Wesley Morgan, 408 A Hancock St., Bklyn., NY 11216. 212-443-1367 or 574-9315.

1st Phone looking for start. Good training and lots of talent. Hard worker, money unimportant. Tony Voorhis, 4103 East Lake Street, Minneapolis, MN 55406.

Looking for a good, experienced announcer? Start your year off right and give me a call right now. Bill Smith, 516-731-6168.

1st Phone CIE Grad. 2yrs. exp. major market. Black Soul Jock still looking. J. Wing "Mosquito" 2433 Calverton Hgts Ave., Baltimore 21216. 301-233-6385.

Experienced, low-key pro. Want med. market, any location. Prog MOR prog. rock, or easy contemp. Salary negotiable. Good commercial copywriter. Don Cohen, 17247 Alta Vista, Southfield, MI 48075. 313-557-4912 or 517-351-9287.

23-year-old 3rd phone—live air experience at station in 40,000-plus market. Left in good standing—with letter of recommendation. MOR, top 40 or ?? Contact D-J, 34892 Winslow, Wayne, MI.

Experienced play-by-play man looking for greater opportunity. Experience also board, C&W, MOR and rock. 1st phone, married, will relocate. 612-881-3505.

Available black combo with four years of experience in both my fields. Contact 314-726 0914.

Eight years experience. Prefers Southeast. Small to medium market. Contact Randy Gallihier, 3907 Angol Place, Jacksonville, FL 32210. 904-771-7386.

Experienced Rock Jock with 1st phone. Available immediately. Contact Ray Arthur, 1118 Burmont Road, Draxel Hill, PA 19026. Phone 215-789-4296.

Full or part time. 1st Ticket, no maintenance. Age 48 1/2. 8 years experience, can type. Southern California Area only. Tom Stanton, 19209 Citrus Edge, Glendora, CA 91740. 213-763-7292.

Get back to basics . . . no town clown . . . no jabber . . . Just good time Rock 'n Roll . . . three years experience . . . First phone . . . go anywhere. Available immediately . . . Dan 607-797-1398

Licensed communicator looking. Desires up-tempo MOR or beautiful music. BPP, news and prod. experience. Four years on air. Human, happy, soft sound. Southeast or relocate. 508 South 9th St. Nashville, TN 615-227-1760.

6 years—experienced personality, seeking new top-40 career challenge. Money making sound—creative, imaginative. Telephone talk, news, commercials. Personable, dependable—top ratings. First phone with full knowledge of FCC rules and regulations. Top broadcast, personal and credit references. Will travel. Salary open. For air check, and resume contact: Alan Bianco 312-289-5151. 3094 Lynnwood Ct., S'reamwood, IL 60103.

Black Disc Jockey-Newscaster. Experienced, third endorsed, tight board, aggressive salesman. Clearance Collier, 1444 Shakespeare Ave., Bronx, NY 10452. 212-681-6986

Young announcer-DJ desires work in small market Michigan station. Work hard, learn fast. Harold Maas, WVAK, P.O. 150, Peoli, IN 47454. 812-723-3600 between 4-10 p.m.

Experienced D.J., Florida resident, seeks position in Florida. Conscientious. Third endorsed. Call or write—1-904-255-6950. Mike Hon, 373 Williams Ave., Daytona Beach, FL 32018.

Situations Wanted Technical

Experienced Chief—D.A., FM Stereo, proof, SCA, STL, automation, design, construction, TV, supervision. Businessman. Administrative and technically oriented. Additional qualifications, ideal for chain operation. Seeking corporate chief or chief position. Will consider TV. Box A-84, BROADCASTING.

Production management experience. Copy, still and motion photo, on air. BA, R-TV management, journalism minor. Production or news position wanted. Jerry Stretch, Rt. 5, Box 281, Monroe, LA, 318-373-5312.

1st, Ham, Married, some experience, reliable, relocate, opportunity for chief or asst. at radio station, four years DJ experience so can combo, especially MOR all nights if desired. Call Peter at 313-543-0799 or write 26133 Delton Street, Madison Heights, MI

Situations Wanted Technical Continued

Chief Engineer, experienced all phases, working pro, prefer West or North. P.O. Box 2134, Spokane, WA 99210.

Situations Wanted News

Studio newsman wants broader base of experience in other aspects of news reporting. Responsible, eager to learn. Box A-16, BROADCASTING.

Attention: Rocky Mountain West, Washington and Oregon. Looking to get out of the big city. Family man, 35, professional with 18 years local, regional and national network news experience, seeks position as radio and/or TV news director in community under 75,000 pop. Long term only. Currently free-lancing in Europe, thus will need 30 days to move. Box A-43, BROADCASTING.

I'm on sports trip—station tripped out—forced to satisfy frustrations elsewhere. 19 yrs. radio and TV exp. Management, PD, talk shows, DJ. Heavy play-by-play, interviews, semi-pro, college, high school. Box A-57, BROADCASTING.

Sportscaster with New York air experience in radio, TV, Harness Racing. I can be your sports director to handle straight reporting, commentary, play-by-play basketball. Racing expertise. Will relocate. Box A-81, BROADCASTING.

15 years experience in all phases of news. Seek news director or news announcer position in major market. Box A-88, BROADCASTING.

Recent college grad. First Class license. Nine years experience. Currently doing weekend newscasts, looking for full time position. Excellent references. Write 572 1/2 North Poplar, Fostoria, OH or evenings 419-435-7993.

Need human being not just "voice"? Altruistic though realistic young professional looking for on or off-air position: news editor; producer; reporter; ND, PD. Any market. People oriented public affairs. College. L.A. experience, but money unimportant. I'll make audience listen, and care. Young, Box 1642, Studio City, CA 91604. 1-213-766-7421.

Experienced Sports Director. All play by play news and disc jockey will relocate. Call after 8 p.m., 814-943-6171.

Situations Wanted Programing, Production, Others

If your small or medium market rock, oldies or adult contemporary station can pay a creative, hard working program director a five figure salary contact Box N-23, BROADCASTING.

Sales/Programing for Local Origination. Extensive Sales and Management background in Cable, Television, Radio. Thorough knowledge all phases of Programing. Capable announcer, including play by play. First Class license. Experienced, mature, cost-conscious and budget oriented. Box A-69, BROADCASTING.

Need help in the Rating Race? One of the nations Top "Modern Country" Programmers has a desire to relocate. Mature, family man. Let's get together! Box A-116, BROADCASTING.

Attention small-medium market Midwest rockers: Music director looking for a gig. Experience as top 40 DJ. MD and a gig as record-promoter in major Midwest market. I'm your man. Gary Ledesma, 116 N. Main, Medford, WI 54451.

State of the Art programmer/music director. Six years experience. Research oriented. First phone. Interested in rock, progressive MOR or oldies. Tom Collins, 919-787-2853.

Medium market AM or FM. Are you doing contemporary rock or would you like to? If you are now and not doing so good, or would, and don't know where to start, contact me. For the price of a stamp or phone call your station could be number one. Dean Michael Scott, 3079 Florida Blvd., Lake Park, FL 33403, 305-622-8486.

TELEVISION

Help Wanted Management

Sales Manager. Rare opportunity for bright, young account executive ready for management. Rapid advancement with expanding major market television group. Rush resume to Box N-134, BROADCASTING.

Help Wanted Sales

Account Executive. Large Midwest market. List earned \$42,000 in 1973. Management possibilities with growing company. Submit resume to Box N-136, BROADCASTING.

Help Wanted Announcer

We need a talented TV commercial announcer who is also capable of handling sports segments on two daily newscasts. Send resume, indicating salary requirements, together with photograph to Box A-99, BROADCASTING.

Help Wanted Technical

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

Western VHF on the move, needs studio/VTR Maint. Engineer. Send resume and salary requirements to Box A-80, BROADCASTING.

Help Wanted News

News Director—Assume full command of outstanding news department in Florida medium market. Should be good air personality as well as journalist and leader. Send photo and resume to Box A-33, BROADCASTING.

Weatherperson—Top 50 Midwest market with great potential for innovative talent. Competition is dismal and exciting talent could make it big. We're number two and trying harder. Send resume and salary requirements. An Equal Opportunity Employer M/F. Box A-47, BROADCASTING.

Weekend anchor. Solid reporter with dynamic delivery. Capable of handling field reporting. We're top rated news operation in major Northeast market. E.O.E. Rush resume and writing samples to Box A-51, BROADCASTING.

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

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

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

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

TV News Feature Reporter experience as on-air talent necessary. Must be inventive and know film production techniques. Major midwest market. Send all information first reply to Box A-67, BROADCASTING.

Help Wanted Programing, Production, Others

Traffic director for Florida station on BIAS computerized system. Need take-charge person thoroughly familiar with control and manipulation of inventory, strong leader for department of 4. Salary commensurate with responsibility. Write fully to Box A-34, BROADCASTING.

Producer/Director—Top 50 Midwest market looking for creative abilities with strong background in news, commercials, documentaries and live sports. BA and track record required. An Equal Opportunity Employer M/F. Send resume and salary requirements to Box A-48, BROADCASTING.

Promotion director for NBC affiliate. Top-50 market, Ohio Valley. Applicant should be familiar with all phases of station promotion, however, station is very strong in on-the-air promotion. Send resume with photograph to Box A-79, BROADCASTING.

Art director for PTV Station. Responsible for TV graphics, set design, related print materials. Salary range, \$9,500-\$10,500. Equal opportunity employer. Resume, transcripts, 3 letters of recommendation to Joan Gordon, WBGU-TV, Bowling Green, OH 43403.

Situations Wanted Management

General Manager, 35, three years sales management in major market, two years as general manager in medium market. Ready to move up and make your station "go" Box N-135, BROADCASTING.

Situations Wanted Management Continued

Sales Manager now in small market. 31, four years in sales management. Looking for opportunity with progressive company in larger market. Now earning 25 thousand dollars. Box N-137, BROADCASTING.

Ambitious, young business manager seeks greater opportunity. Accounting degree, 6 years television/radio experience. Present income \$17,500. Box N-139, BROADCASTING.

TV general sales manager dramatically increased major market station's revenue share exceeding total market growth against declining station audience share. With general management as goal, am seeking accomplishment-minded company. Box A-55, BROADCASTING.

Production/personnel manager seeks position as station manager. 17 years VHF in S.E. Handles FCC compliance, surveys, cable, license renewal, local programs, labor, 39, family man, active in church and community. Box A-119, BROADCASTING.

Young dynamic executive major New York representative seeks station/group management or key sales position. I will make things happen. Outstanding qualifications and references. Box A-135, BROADCASTING.

Management small or medium market. Over 12 years all phases, television and radio. Present position 5 years competitive three station market. Homes up 76%, sales up 300%. We're #1. Box A-138, BROADCASTING.

Situations Wanted Technical

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

VTR-Video experienced first phone with over 7 years on Ampex VR1200 and Norelco-GE color cameras. Seeking a creative position involving the production of programs. Prefer to work for VTR facility or big station producing programs. Willing to relocate. Box A-30, BROADCASTING.

First phone three years experienced studio engineer, director switcher of newscasts, commercials, seeking permanence. Box A-98, BROADCASTING.

Situations Wanted News

Young dynamic, experienced, attractive, good tubes. If you want audience and sponsors, you want me as your new anchorman for TV or radio and maybe even news director. Box N-198, BROADCASTING.

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

Young, experienced broadcaster now working in major market, eager to work as weatherman in larger market. Box A-74, BROADCASTING.

Experienced newsman-photographer, 28 years old, wants to move up. Good writer, heavy on news and features, extensive radio and TV on-air background. Box A-78, BROADCASTING.

I left my heart in television. Versatile on-air talent/copywriter, \$200 min. Southwest or warm pfd. Box A-82, BROADCASTING.

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

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

Reporter—Have the experience, background, intelligence. Not run of the mill or limited to a single talent. For VTR write P.O. Box 24093, Columbus, OH 43224.

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

Situations Wanted Programing, Production, Others

Promotion Manager now #2 man ready for #1 spot in top 25 market. B.A. in advertising. My work speaks for itself. Box N-133, BROADCASTING.

Program Manager with 6 years experience. College graduate looking for better company in large market. 35 years old, major market experience. Box N-141, BROADCASTING.

Situations Wanted Production, Programing, Others, Continued

MA desires college radio-TV post with production duties. Young, creative, commercial and non-commercial experience. Box A-2, BROADCASTING.

Associate Director in top 10 with considerable directing experience seeks Director position in top 15 market. Super references. Strong news. Creative too. Box A-31, BROADCASTING.

Producer-Writer—Seeking position as producer/executive producer in major market or production company, major market experience. Solid background in studio production, VTR, 16mm film, Children's Television. Good references. Young, responsible, innovative. Write Box A-89, BROADCASTING.

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

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

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

Eight years in radio/TV media, last three as director/producer and still young enough to keep on truckin. Write me and let me find out if I have grown enough to be a television director at your station. Box A-137, BROADCASTING.

Young CATV station engineer wants position with promise. Color experience, have 3rd endorsed, working on 1st phone. Will relocate. Resume. Box A-142, BROADCASTING.

Attention Chicago—Gal available, part-time, evenings or weekends. Mass communications degree. I enjoy my day job in advertising but miss the broadcasting world. Call evenings 312-642-8246.

Program Manager. Experienced in network and community relations, license renewals, programing in top 50 market. Age 38, 20 years in broadcasting. Top references. Call 317-649-6014.

CABLE

Help Wanted Management

Grads: Major MSO seeks recent college grads with sales experience to be Advertising/Sales Managers in various locations. To \$20,000. Box A-4, BROADCASTING.

General Manager. Small MSO affiliated with a large insurance company is looking for a general manager with marketing background to operate its 60,000 home cable system. Salary in the 20's. All replies will be treated in confidence and promptly answered. Box A-114, BROADCASTING.

WANTED TO BUY EQUIPMENT

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

Plate Transformer for GE 4TF5A1 50kw Transmitter in operating condition or would consider good core and frame. Also, consider any other plate transformer capable of handling 25-50 kw VHF transmitter 208-240P. and 7-8 thousand S. Please send information to Al Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70601 or Phone 318-439-9071.

Wanted: Plate Transformer for RCA TT-25 AL Transmitter, RCA Part Number MI 19072; 32 KVA; 230 to 3250 voltage. Contact: K. Lux, KQTV, P.O. Box 269, St. Joseph, MO 64506.

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

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FOR SALE EQUIPMENT

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For Sale: Pair of 410 CBS Automatic Peak Controllers (FM Volumax and FM Stereo Volumax) for \$950.00. WPCV, Winter Haven, FL

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

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Two top broadcast experts looking for bankroller to buy radio stations already lined up. Will talk specifics. Box A-143, BROADCASTING.

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Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco 94126.

Acquire two important sales letters for January mailings. (1) Directed to current advertisers. (2) Directed to non-advertisers. Both for \$5.00. Payable with order. Prompt service. Robert O. Moran, 2325 East Ridge Road, Beloit, WI 53511.

Catholics comprise 23.5% of the U.S. population (43.6% in Canada). Zero in on your market. The 1974 Catholic Almanac, cloth \$7.95, paper \$3.95. Write OSV, Dept. 003, Noll Plaza, Huntington, IN 46750.

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RADIO

Help Wanted Management

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

Box A-37, BROADCASTING

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

Box A-125, BROADCASTING

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

Box A-126, BROADCASTING

Help Wanted Announcers

WANTED IMMEDIATELY

WAKEUP PERSONALITY
with good sense of humor

by West Coast 50kw

Rush resume, photo and salary
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Box A-39, BROADCASTING

Northeast major looking for a top-flight professional announcer/personality.

Salary commensurate with ability. Top benefits and a great company.

Picture and resume. All will be held in strictest confidence.

Equal Opportunity Employer M/F
Box N-88, BROADCASTING

MORNING PERSONALITY

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

Box A-113, BROADCASTING

(An equal opportunity employer)

Help Wanted Production, Programing, Others

Modern C & W DJ

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Help Wanted Production, Programing, Others—Continued

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Box A-122, BROADCASTING

An equal opportunity employer.

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Box A-63, BROADCASTING

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—FLORIDA ONLY—

Young, successful, sales-oriented station manager or sales manager available in 1974. More than 12 years employment with present group have proven mutually beneficial. Require reasonable autonomy and \$30,000 plus.

Box A-85, BROADCASTING

Situations Wanted Announcers

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If you've lost numbers in the morning, here's one worth looking into—202-783-8492. It leads to a warm, involved, phones & voices oriented, creative pro personality looking for a med./large market, Contemp./MOR with TV and freedom to develop. 10-yr. radio-TV, employed, sold out+latest Nielson shows double in daily TV audience. If you can talk \$15,000, here's your lucky number: 202-783-8492 (between 6 & 7 pm., EDT).

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Box A-93, BROADCASTING

Situations Wanted Production, Programing, Others

A SWITCH TO COUNTRY?

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

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Help Wanted Management

TV GENERAL SALES MANAGER

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

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

An Equal Opportunity Employer

Box A-101, BROADCASTING

Help Wanted Technical

BROADCAST (Television) CHIEF ENGINEER

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

Box A-103, BROADCASTING

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6'5" or Taller TV/Radio Personality wanted for stand-up, straight-delivery TV Spot. Send TV tape if available or Audio tape and head shots. All Material Will Be Returned. PLEASE DO NOT APPLY IF UNDER 6'5". Write to: Forest Advertising, 24 Forest Street, Brockton, Mass. 02402.

Situations Wanted News

TV Sports

Director/Sportscaster

Interested in top 35 market.

All inquiries considered.

Box A-108, BROADCASTING

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For Sale Stations

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

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John Grandy
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For Sale Stations

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

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

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

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

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

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—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

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

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

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

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

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

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

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

Mr. Hales is now in the middle of an efforts to get out to advertisers the message that, for example, Hughes can easily deliver regional hookups to sponsors that are not interested in blanketting the country. Because Liberty Mutual



Robert Dean Hales, chief executive officer, general manager and member of the board, Hughes Television Network (formerly Hughes Sports Network); b. Aug. 24, 1932, New York; BS in business administration, University of Utah, 1950-54; MBA, Harvard Business School, 1958-60; Air Force, discharged as captain, 1955-58; salesman, Gillette Co., 1960-64; regional sales manager, Gillette, 1964-65; group products manager for Gillette blades and razors, 1965-66; marketing director for Gillette in England, 1966-67; marketing director for Gillette in Germany, 1967-68; general manager for Gillette in Spain, 1968-69; president of Papermate division of Gillette, 1969-71; corporate vice president and head of international operations, Max Factor, 1971-73; executive vice president, marketing, Hughes Sports Network, June 1973; present post, October 1973; m. Mary Crandall of Los Angeles, June 10, 1953; two sons—Stephen, 18, and David, 15.

Insurance "does 90% of its business in 70% of the country," according to Mr. Hales, the 14-man-vs.-nature half-hour documentaries the company bankrolls under the title *The Explorers* are sent out by Hughes only to the markets in that selected area.

On the other hand, he says, the Ford Motor Co., which wanted to air a 60-minute patriotic documentary tribute it put together, called *My Father Gave Me America* (narrated by Kirk Douglas), was so dissatisfied with the time slots offered by ABC, CBS and NBC that it went to Mr. Hales. Hughes ended up giving Ford a total of 145 stations (all but six of which are affiliated with one of the three networks). One hundred and twenty-two of the 145 carried the

special on a simultaneous line feed (permitting Hughes to reach 84% of U.S. TV homes). Similarly, Xerox has given rerun rights to the BBC-TV Time-Life Films series *America*, narrated by Alistair Cooke, which originally ran on NBC (Tuesday, 10-11 p.m., NYT), to Hughes because, according to Mr. Hales, Xerox was up in arms over the late scheduling on NBC. Most of the Hughes outlets are now carrying it early Saturday or Sunday evenings, where Xerox hopes it will be watched by the children who couldn't see it at 10.

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

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

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

Mr. Hales's most important extracurricular activity is his post as regional representative for the Philadelphia and Pittsburgh branches of the Mormon church. "If you want to know how I relax, it's not by sitting down and reading a book but by going out and using my time to help people through the church," he says. "Church work is my change of pace, my way to balance things out. It pulls me back from the day-to-day grind and gives me some perspective on life."

Editorials

Enough was enough

The Third Circuit U. S. Court of Appeals has raised more questions than it answered in ruling that broadcasts of winning numbers in state-run lotteries are news and therefore protected against government censorship (*Broadcasting*, Jan. 7). The court's central finding, that broadcast news enjoys the full protection of the First Amendment, would have done much to clear the legal air if it had stood alone. Regrettably, the court elected not to stop there.

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

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

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

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

Each to his own

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

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

There are striking similarities in the rulemaking that the FCC has now revived and the one it conducted in the early 1940's. Both collected massive evidence on the newspaper-

broadcasting side and none to justify the wholesale dismemberment of crossownerships. The first ended with a straightforward dismissal on a unanimous vote. The second should be ended similarly.

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

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

DST forever?

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

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

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

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




Drawn for *Broadcasting* by Jack Schmidt
"This is traffic reporter Ted Steele speaking to you from our helicopter replacement during the fuel shortage."

Anchorwoman? Anchor lady? Anchor person?

Whatever you might call her, Marcia Brandwynne is an important member of the Action News Crew on KTVU. Along with Anchorman George Reading,

Weatherman Bob Wilkins and Sports Director Gary Park, Marcia is another reason more San Francisco Bay Area viewers aren't waiting till 11 O'Clock to get the news.



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Performance	Electro Sound ES-505	Studer A-80
Mechanical		
Timing Accuracy	±0.1%	±0.1%
Wow and Flutter 7 1/2 ips	-0.08 rms	-0.07 rms
Electronic		
Frequency Response 15 ips	30-18K Hz ± 2dB	30-18K Hz ± 2dB
Signal-to-Noise 15 ips— Two Track	63 dB	62 dB
	Unweighted	
Distortion	0.4% 2 HO @ 500 Hz. Peak Record	-1.0% @ 1K Hz. Operating Level
Price	\$3,395	\$6,670

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