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This year's crop of TV pilots for the networks
FCC digs in heels on prime-time access, denies stay

Broadcasting Mar 4

The newsweekly of broadcasting and allied arts

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“Even more terrifying than the stunts we filmed for the Fiat ‘Stunt Driver’ commercial was the fact that we had no more than one chance to get each one on film.

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

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

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

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

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

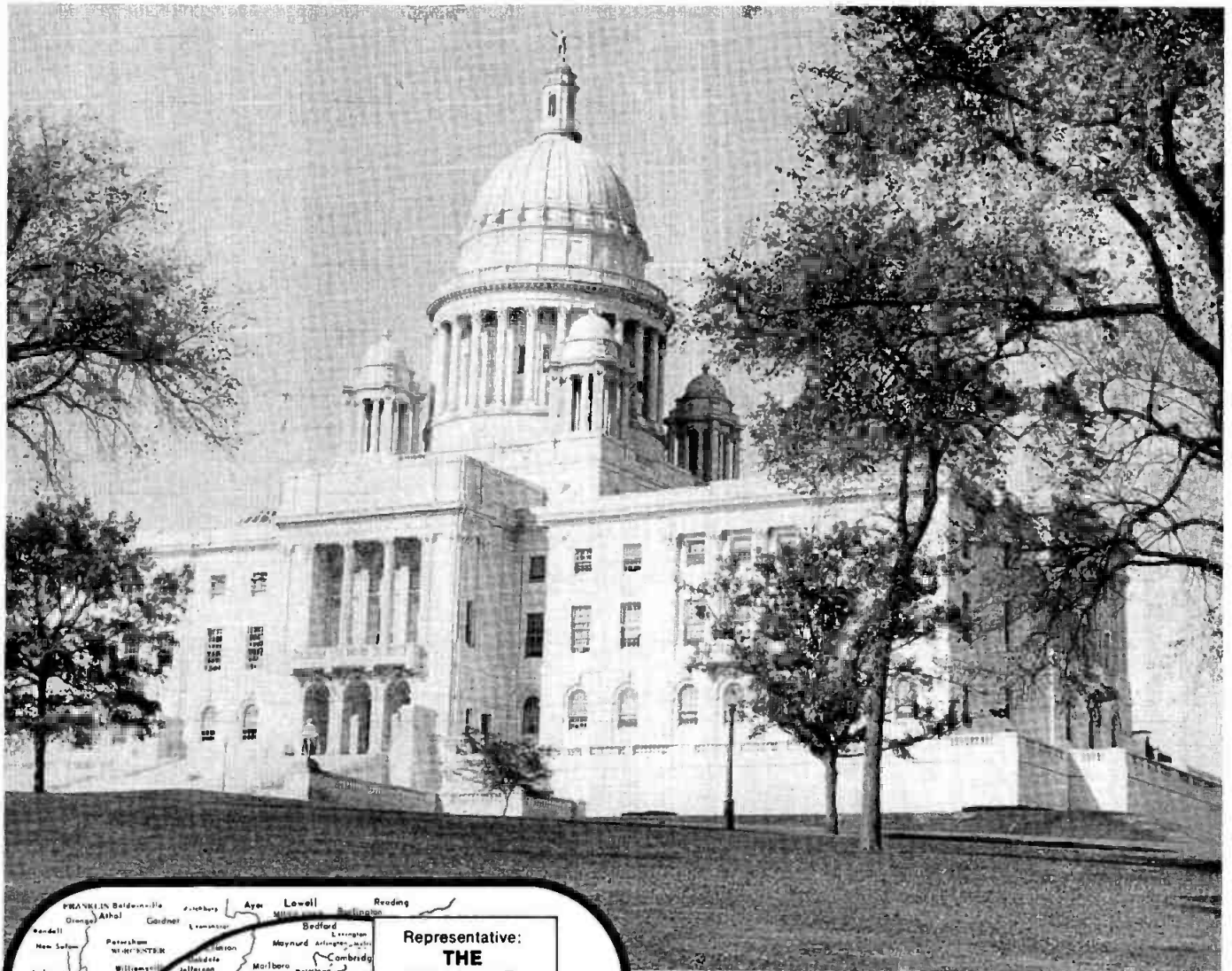
“The Eastman film we used was the kind they use for most feature films. And, at the risk of sounding like a commercial for Kodak, deciding what film to use was the easiest decision we made on the whole project.”

Ralph Ammirati. Partner in Ammirati Puris AvRutick Advertising Agency, New York.



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FCC sweepstakes. Two new names were added to list of aspirants for unexpired commissionership to be vacated by FCC Chairman Dean Burch this month: Abbott M. Washburn, diplomat, former deputy director of United States Information Agency, now in international public relations, and John A. Knebel, general counsel, Department of Agriculture. Presumably these Republicans, along with earlier candidates (*Broadcasting*, Feb. 25), also would be available for seven-year term which would be open if veteran Commissioner Robert E. Lee is not reappointed when his term expires June 30.

Term of Mr. Burch, who assumed office in 1969, expires June 30, 1976. White House staff members and Mr. Burch have opposed reappointment of Commissioner Lee, but spontaneous support of influential members of Congress may swing pendulum. Other candidates for Burch (or possibly Lee) commissionership include: Alvin Snyder, TV-radio specialist at White House; Ward White, minority counsel, Senate Commerce Committee; Robert Button, vice president, Teleprompter, and satellite pioneer; John Lup-ton, Connecticut state politician, and Raymond Spence, FCC chief engineer. With list of candidates on rise, suggestion has been made there be merit promotion from within. This would augur selection of John M. Torbet, FCC executive director hand-picked three years ago by Mr. Burch, or Chief Engineer Spence, and from White House, TV-radio specialist Snyder.

No. 1 goes barter. Procter & Gamble, Cincinnati, TV's largest advertiser, has made its first move into barter programming ("Closed Circuit," Jan. 28) by choosing Four Star Entertainment's *The X-Factor*, half-hour psychic dramatic series, for placement in top 75 to 100 markets. Grey Advertising, New York, is P&G agency on this project. One complicating factor: FCC's decision last week to go ahead with its modified prime-time-access rule (see page 26) hobbles chances for evening clearance of *Factor* in major markets, particularly on network-owned outlets that underwriters of costlier shows want for their line-ups.

How NAB nabbed Nixon. National Association of Broadcasters got more than it bargained for when President Nixon agreed to appear in Houston on March 19 at NAB's 52d annual convention. Appearance will follow new pattern adopted last Nov. 17 at Associated Press Managing Editors convention in Orlando, Fla., with President answering questions (see page 37). NAB had made inquiries about getting either Vice President Gerald Ford or Secretary of State Henry Kissinger to speak. Alvin Snyder, TV-radio specialist at White House, came up with suggestion that President be asked.

Rating the reps. With occasional exceptions, spot radio business has not had much excitement lately, but there's flap going that at least gives practitioners something new to talk about. It's survey commissioned by Alan Torbet Associates in which agency people in seven radio buying centers were asked to rate performance of radio rep firms, with independent accounting firm handling all details. In ensuing to-do controversy centered on agency list, which

was provided by Torbet firm. Critics claimed it had to be biased; Torbet insisted it was composed insofar as possible of all people known to be actively involved in buying national-regional spot radio in those cities.

Five rep firms demanded exclusion from results no matter what their ranking proved to be. Two others agreed to participate with Torbet in underwriting survey cost, also regardless of outcome. Now returns are in: 426 replies out of 932 questionnaires, or 45% return. Though results have not yet been announced, it's understood top five firms are closely bunched — and one of those that demanded exclusion is in top 10.

Price of postponement. Fate of request for stay of FCC's modified prime-time access rule illuminates old saw about striking while iron is hot. National Association of Independent Television Producers and Distributors' petition that was denied last week (see page 26) was initially considered by commission at meeting on Feb. 14. At that time, three commissioners — Robert E. Lee, Charlotte Reid and Benjamin L. Hooks — expressed support for petition. Only other commissioner present was Richard E. Wiley, who opposed it.

Chairman Dean Burch was to have been at Feb. 14 meeting but had been called away to Florida White House, where he was offered and accepted new White House job. However, John Bass, chief of office of network study, suggested that commission delay action pending receipt of comments on it — action whose legal necessity some inside commission and out of it questioned — and that provided time for opponents of stay to marshal forces for intense lobbying campaign. By time Chairman Burch, who also opposed stay, returned and commission was ready to vote, three ayes had turned to nays.

Noncommercial market. Public broadcasting's ambitious campaign to put national program selection directly in hands of individual stations will culminate in unprecedented industry meeting in Washington this June, at which station programmers, promotion directors and development chiefs will gather to work out details. Public Broadcasting Service is talking of implementing program — involving station purchase of national programs aided by PBS-administered fund — in time for fall season.

Stations have been sent bulky catalogue of available PBS programs and are now conveying preferences. Stations will get full explanation of system from PBS on March 15 closed-circuit transmission. They'll meet with PBS representatives to discuss it in round robins later this month.

Advance look. NBC is making exception to long-time policy against pre-reviews of its TV shows. Screenings of *Execution of Private Slovik*, two-and-half-hour drama to be telecast March 13 (8:30-11 p.m. NYT) will be held this week at Universal TV, Hollywood, which produced dramatization about only American soldier executed for desertion in World War II.

Clergy. U.S. Baptists will have heavy representation on FCC if Luther Holcomb wins appointment (see page 6). He'd be second ordained Baptist minister to take seat on agency. First is Benjamin Hooks, who still preaches occasionally back home in Memphis.

Top of the Week

Freedom of choice. *Hope springs eternal in Hollywood, too — as witness some 100 pilot TV series standing in line for a network nod. Only handful from \$25-\$30 million field will ever wind up on air. Broadcasting surveys the candidates, where they come from and what they're offering.* Page 18.

Nay on stay. *Much to surprise of nearly everyone — including some FCC staffers — that stay of revised prime-time-access rule, regarded as near certainty two weeks ago, fails to materialize. Three commissioners believed to be in favor of holding off revisions do abrupt turnaround, join two other in unanimous denial.* Page 26.

Enough is enough. *Broadcasters have been giving in to demands of dissident citizen groups too often, and that practice should come to screeching halt. That's consensus of programers polled at NATPE convention.* Page 30.

Passing go. *Congress finally gets wheels turning on license renewal issue, as Macdonald subcommittee reports out four-year bill clearly regarded as compromise. Broadcasters generally applaud development but remain concerned over ascertainment provision.* Page 32.

Inflated. *Economically speaking, when times become more bountiful for FCC, it's at expense of entities it regulates. Commission lends credence to this proposition by upping fee schedule by some \$16.3 million. Cost increase is as expected for broadcasters, less so for cablemen.* Page 34.

Show, no show. *Good news and bad for NAB's convention planners: The good: Richard Nixon will be in attendance; The bad: most independent film producers, distributors will stay home.* Page 37.

T'ain't so. *Politics is playing no role in Justice's effort to break up broadcast-newspaper combinations, says department's Bruce Wilson.* Page 40.

Zap. *Consider the laser beam. That's what RCA engineers are doing, and they say they now have a method to deliver up to 20 TV signals through its use. Fiber optics is the key.* Page 46.

Gardener. *National Association of Theater Owners — denied protection by the FCC — is looking to the grassroots for relief from pay cable. It prepares model cable bill designed to get states into regulatory game.* Page 47.

Prevailing. *Television is king when it comes to alerting populace to news of energy crisis. So says TIO, which adds that medium has strengthened its status as primary news source on environmental, consumerist matters.* Page 50.

No time for napping. *When right-wing fanatic kidnapped Atlanta Constitution editor Reg Murphy, newsmen responded in force. What transpired was a rigorous, 48-hour ordeal for all concerned.* Page 50.

Comfortable. *ABC in '73 was lot better off financially than in '72 — or in any other year, for that matter. Company reports record revenues of more than \$880 million.* Page 57.

Guardian. *Broadcasting profiles John Babcock, the man in command of Roy Park's broadcast empire.* Page 73.

Pastore, other Hill leaders ask FCC to mark time until all seats are filled; Burch vows to push planned agendas; Quello now hostage to two appointments

With short-handed FCC entering two-week period in which it was expected to attack number of major items before departure of Chairman Dean Burch, key members of Senate and House concerned with communications matters have passed word they feel commission should defer action on important policy matters until it is restored to full, seven-member strength.

And, as leading member of Senate Commerce Committee, which passes on nominees to commission, Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, said last Friday (March 1) he will do what he can to make sure commission is "strong" and representative of "every facet, every element in our society." He indicated that committee report on confirmation of James H. Quello, Detroit ex-broadcaster nominated to fill Nicholas Johnson vacancy, will continue to be postponed until White House nominates not only successor to resigned H. Rex Lee ("Closed Circuit," Feb. 11) but also replacement for Chairman Burch, who is expected to transfer to White House job on March 14.

However, Chairman Burch apparently is determined to press ahead. He conferred with Senator Pastore on Capitol Hill on Friday afternoon, and said he felt commission should proceed with its work as planned, senator reported later. "I was determined that they should not," senator added. "It was not a successful meeting."

View that commission should not drive ahead without full complement also was expressed by Senators Warren G. Magnuson (D-Wash.), chairman of Commerce Committee, and Howard Baker (R-Tenn.), ranking minority member of Communications Subcommittee, and Representative Harley Staggers (D-W.Va.), chairman, House Commerce Committee.

"I do not want to get into the merits of any item," Senator Pastore said before meeting Mr. Burch. "But anything that will have an effect on others long after March 15 should be considered by a full complement of the commission. I don't want to be met with a fait accompli, where only part of the commission will act, even if it's a legal quorum."

Commission is scheduled to consider pay cable, probably most controversial item on its list, on Tuesday (March 5). Another major cable item scheduled for early action is importation of sports programs from distant stations. Other matters being advanced for action before chairman's departure are proposed revision of fairness doctrine, policy on children's television programming, establishing quantitative standards for measuring "substantial" service.

Senator Pastore indicated he is particularly concerned about commission moving on major items while two Democratic vacancies remain unfilled. Mr. Quello would fill one. Luther Holcomb, vice chairman of U.S. Equal Opportunity Commission, is set to be named to fill other.

But Senator Pastore, noting that Burch departure, first announced on Feb. 15, was "new development," also said "We owe it to the American people to know what the balance of the commission is going to be." Senator has made no secret of his concern over nomination of Mr. Quello, who has been strongly opposed by citizen groups as lacking consumer orientation they say is needed on commission. And he let White House know he wants consumer interests to be kept in mind in future appointments. Senate aide said Mr. Holcomb, with his nine years on EEOC and, before that, service in home town of Dallas as housing authority commissioner, appears to have "sort of public interest background."

WCCO next Justice target. Department of Justice, continuing its campaign against newspaper-owned broadcasting properties, filed petition to deny on Friday (March 1) against renewal applications of WCCO-AM-FM-TV Minneapolis. Stations are 47% owned by publisher of *Minneapolis Star and Tribune* and 53% owned by Mid-Continent Radio-TV Inc., which in turn is half owned by publisher of *St. Paul Dispatch* and *Pioneer-Press*. Department, in earlier petitions against newspaper-related stations, filed against broadcast properties in St. Louis; Des Moines, Iowa, and Milwaukee. (See also story page 40.)

NCTA feels the budget ax

After six months of talking about it, National Cable Television Association's executive committee last week voted to cut professional staff by nearly 20% and trim departmental budget requests by some 15%. Fiscal 1975 budget proposal stands at \$1.2 million — down \$200,000 from present year.

Ax fell on four of NCTA's 22 professional staffers — none in key positions but all with duties others must assume. Leading list of departures is Stephen Gold, assistant general counsel. Also leaving is Tom Madden of public affairs staff; John Paul, deputy to Charles Lipson, VP for government relations, and William Shaio, assistant to Delmer Ports, engineering director.

"We've got to adjust to live within our income," said NCTA Chairman Amos Hostetter in explaining move. Mr. Hostetter noted NCTA has intentionally been operating under deficit — put at some \$120,000 — for past two years in attempt to attract new membership. But, he said, what association didn't count on at beginning of current fiscal year was fact that other costly projects — notably pay cable campaign — would emerge, and also fact that 1973 economic downturn in industry caused membership drive to fall short. On top of that, Mr. Hostetter said, many in industry felt that large-scale layoffs and budget cuts being implemented by cable firms should be reflected at trade association. Only option other than staff and budget cuts, Mr. Hostetter noted, would have been membership dues increase. And acknowledging problems NCTA has had with some constituents lately, he said, executive committee "thought that this is an unacceptable choice."

Foster on the offensive for cable

National Cable Television Association President David Foster told audience of Washington communications lawyers and FCC officials last week that opponents of pay cablecasting are spending more time in attempting to "thwart" new industry than in "improving their own product." Addressing communications law committee of Federal Bar Association — meeting attended by FCC Chairman-designate Richard Wiley and Acting Cable Bureau Chief David Kinley, among others — Mr. Foster termed National Association of Broadcasters' antipay campaign "shrill and expensive," claimed "bottom line" of attack is "preventing the development of any additional cable services."

NCTA president also hit out at theater owners, claimed "they'd like to go back to the good old days" of movie house dominance of entertainment media. He said cable industry "doesn't expect much" antisiphoning relief from FCC, and claimed this could be "reflection" of adversary presence. On more somber note, he observed things would be "a good bit easier" absent cable-broadcast TV crossownership prohibition. He added he does not think same about phone company ownership of cable, noted that "in some ways I'm more afraid of the telephone monopoly than the broadcast monopoly."

FCC sets date for airing multimedia issues

FCC's proposal to break up multimedia holdings within individual markets, first offered for comment four years ago, will be subject of oral argument before commission on June 18 and 19 and if additional time is needed, June 20 ("Closed Circuit," Feb. 18). Proposed rule would require media owner to get, within five years, holdings in one market down to newspapers, or television station, or AM-FM combination. Commission, in announcing oral argument, said it was particularly concerned with crossownership of co-located newspapers and television stations and asked those who participate to focus on that issue. Commission also said that, contrary to earlier plans, it will not consider proposal to ban crossownership of cable systems and newspapers at same time it takes up newspaper-broadcast-station matter. And, in related matter, it said it will issue further notice of rule-making to explore various means of tightening up rule which bars AM-FM combinations in cities of more than 100,000 from duplicating each other's programming more than 50% of time.

RTNDA, NAB, NBC join newspaper fight

Broadcast industry representatives have joined *Miami Herald* in Supreme Court attack on Florida law requiring newspapers to afford right of reply to political candidates they criticize. Radio Television News Directors Association and National Association of Broadcasters, in separate briefs, say high court should not extend FCC's fairness doctrine to newspapers — nor should it reaffirm its constitutionality for broadcasters. They indicate hope of one day renewing fight to have doctrine itself declared unconstitutional.

Herald also received support from NBC, which filed brief rebutting contention made in support of state law that it enhances freedom of speech. As broadcast licensee that has lived under similar regulations — such as equal time law and fairness doctrine — NBC says they do nothing of kind. Network notes it took suspension of equal-time law in 1960 to permit Kennedy-Nixon debates. *Miami Herald* and newspapers supporting its position do not question doctrine's constitutionality for broadcasters; they note it was upheld in *Red Lion* on ground of scarcity of spectrum. However, Florida state supreme court cited that case in upholding 60-year-old state law that was invoked by Pat L. Tornillo Jr., candidate for Democratic party nomination for state house of representatives, after newspaper refused to print replies Mr. Tornillo had prepared to editorials attacking him. *Herald* claims compulsory publication statute is void on its face in that it "imposes governmental controls on editorial decisions to publish any matter critical of political candidates . . . Governmental control of newspapers for the alleged purpose of promoting 'fairness' is censorship."

Access cutback will cost \$34.7 million — NAITPD

National Association of Independent Television Producers and Distributors says FCC's denial of its request for one-year stay of modified prime-time-access rule (see page 26) will result in losses to eight members of \$34,705,000 on 17 shows. NAITPD, which says 17 are only ones on which losses are "accurately predictable," made estimate in petition for stay filed with U.S. Court of Appeals for Second District in New York. FCC, in order issued Friday (March 1) explaining its position, said it had not been persuaded by likelihood of NAITPD success in court suit it has filed to have modified rule overturned, or of irreparable injury it had claimed. Among arguments NAITPD says it will make on merits of case is that new rule seeks objectives that are illegal or unconstitutional — commission's concern, NAITPD says, that "too many" games and quiz shows" had been used to fill access time made available under original rule.

In Brief

What's good for the goose . . . FCC has proposed rules that would impose on cable TV systems some of same responsibilities broadcasters shoulder in dealing with public. Notice of proposed rulemaking, adopted last week, would require maintaining public inspection files as means of giving public access to "basic information about a local system's operations and proposals" that it needs in order to play informed role in regulation of cable television. Other proposals would establish operator's obligation to permit authorized commission personnel to inspect systems' physical facilities. Comments are due April 12, replies April 22.

Whew. National Association of Broadcasters fit final piece into convention puzzle Friday (March 1) with announcement that Senate Majority Leader Mike Mansfield (D-Mont.) will be Wednesday luncheon speaker. FCC Chairman-designate Richard Wiley, originally scheduled for that spot (see page 37), will move up to Tuesday lunch.

FCC says no to KGBS. Storer Broadcasting Co. has been thwarted in effort to obtain unlimited-time operating authority for its KGBS(AM) Los Angeles, class II, essentially daytime-only station on clear channel 1020 khz. Storer had asked FCC for authority to move station's site, contending that present location had been condemned and taken by state, and said full-time authority with 50 kw was necessary to earn money to offset heavy financial burden relocation would involve. Commission said no, at same time turning down mutually contingent application of KSWs(AM) Roswell, N.M., to increase nighttime power.

Dickering. ABC officials confirm they have "listened" to "several people" interested in buying ABC-owned KQV(AM) Pittsburgh, but say "nobody has made an offer." They declined to identify people or price range except to say \$2 million mentioned in earlier speculation was ridiculously low. Nor would they say whether ABC's WDVE (FM) Pittsburgh was included in talks, although other sources indicated it was. Statement was in response to reports ABC was selling both KQV and KXYZ (AM) Houston. Of latter, officials said: "KXYZ is not on the market."

Lightweight. RCA will demonstrate 20-pound portable color TV camera - TKP-45 - during National Association of Broadcasters convention in Houston later this month. RCA says it is designed for indoor-outdoor shooting and produces color pictures comparable in over-all quality to those made with larger studio cameras.

Ailing star. NBC-TV is "hopeful" Redd Foxx will appear in this season's last two episodes of *Sanford and Son*, which will be taped in Hollywood second and third weeks of March. Actor-comedian, reported suffering from nervous exhaustion, is hospitalized in Los Angeles. He was written out of four shows, but high Nielsens have held up on two non-Foxx episodes aired so far.

Penalized. WYSP(FM) Philadelphia has been notified by FCC it is apparently liable for \$10,000 fine, maximum allowable, for fraudulent billing and violations of program log

and operating log rules. Commission cited eight instances last year in which station billed advertisers for more spots than it had broadcast. Station said that some advertising was eliminated to avoid heavy commercial schedules, particularly during rating periods, and that "through inadvertence," make-good announcements were not run.

Reductionists. Objecting to amount of time devoted to commercial matter and excessive interruptions of programming by commercials, Watchers Against Television Commercial Harassment (WATCH) has petitioned FCC for rulemaking to alleviate problem. Washington-based interest group suggests three-year plan that would eventually reduce amount of commercial time to eight minutes per hour and would allow commercial interruptions only on hour and half-hour. WATCH says rulemaking is necessary because industry self-regulation has "obviously failed" and because broadcasting industry stands "virtually alone in denying that overcommercialization is a problem."

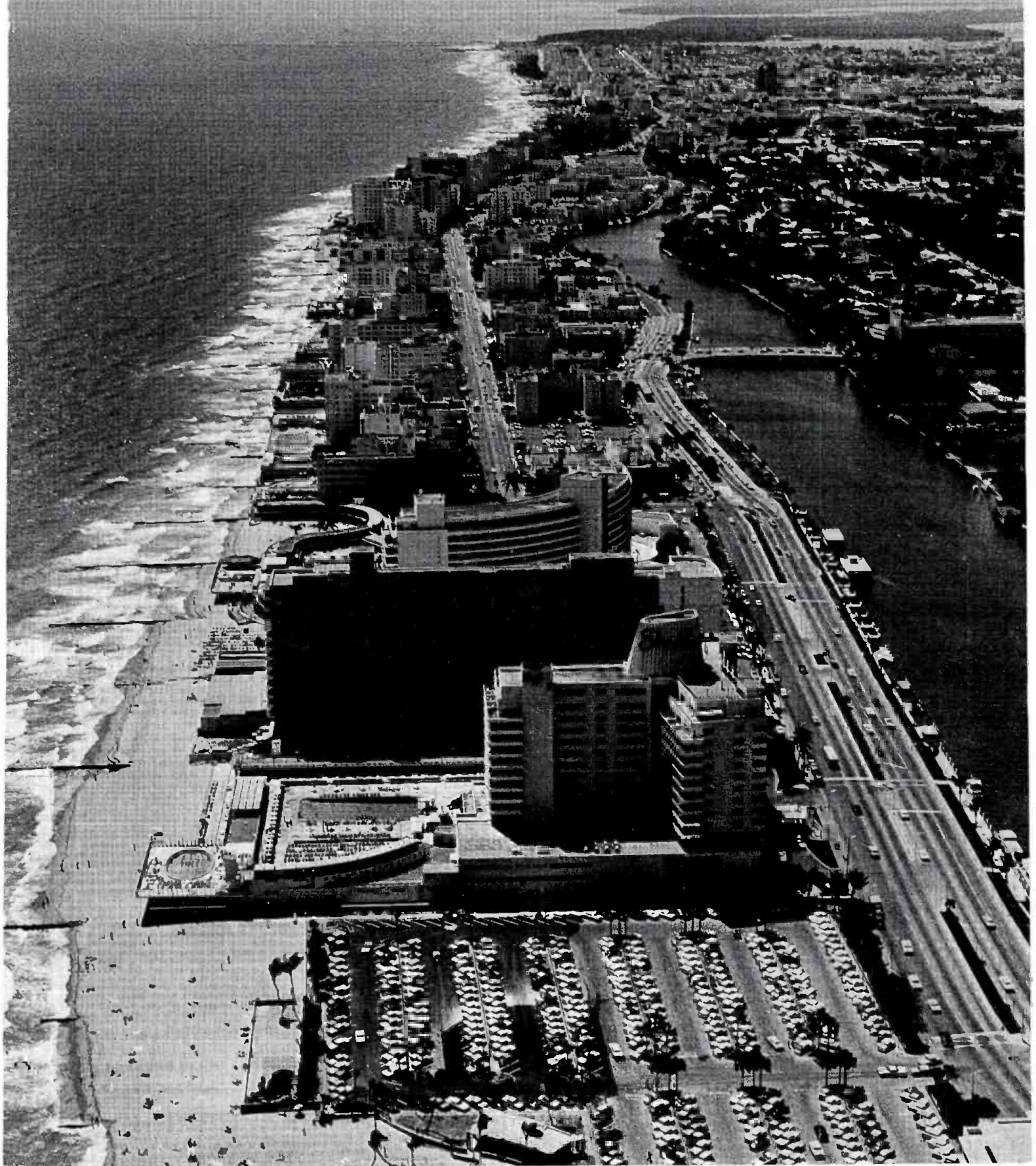
Anti-reductionists. Threat of boycott of Emmy award ceremonies was voiced last week when group members of National Academy of Television Arts and Sciences met in opposition to streamlined version of choosing Emmy winners aimed at drastically reducing number of Emmy awards (*Broadcasting*, Feb. 18). Committee representing dissidents comprises Bob Sweeney, *Hawaii Five-O* producer, chairman; John Rich, producer-director, *All in the Family*; Allan Manings, producer, *Good Times*; Lee Rich, executive producer, *The Waltons*, *Apple's Way*, *Doc Elliott*; Mary Tyler Moore and Allan Burns, executive producer of *Mary Tyler Moore Show*. Committee met with NATAS officials Feb. 28, agreed to submit resolution asking that new Emmy procedure be postponed for year to permit membership consideration. Such request will go to NATAS awards committee and undoubtedly to trustees, scheduled to meet March 29.

Late Fates. *Michael Drexler*, media director for Ogilvy & Mather, New York, joins Doyle Dane Bernbach in same capacity. Position at O&M will be filled by *Jules Fine*, senior VP, who continues as director of marketing services. *Jack Kelly*, VP, Storer TV Sales, New York, named VP-general manager of WHN (AM) New York, succeeding *Charles Renwick*, named administrative assistant to *Jay Watson*, VP in charge of Storer radio division. *Donald R. Hamlin*, general sales manager of group's WDEE (AM) Detroit, named general manager of WGBS (AM) Miami, succeeding *Reggie Martin*, who has retired but will remain Storer consultant. *John Saeman* named president and chief executive officer of Daniels Properties, cable TV ownership, system management and consulting firm, Denver. *Joseph T. Dembo*, CBS News bureau manager in Rome, and formerly general manager of WCBS (AM) New York, named executive producer of *CBS Morning News*, succeeding *Lee Townsend*, who will be reassigned in April. *Walter Neiman*, VP-general manager of WQXR-AM-FM New York, named president. Another honor for CBS newsman *Walter Cronkite*: he'll receive National Space Club's "Freedom Through Knowledge Award" at Washington dinner March 8. *Robert Britton Hooks Sr.*, 83, father of FCC Commissioner Benjamin Hooks, died Feb. 27 in Memphis, Tenn. (For earlier reports, see "Fates & Fortunes," page 59.)

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■ Indicates new or revised listing.

This week

March 5—*Pennsylvania Association of Broadcasters* 1974 congressional reception and dinner. Washington Hilton hotel, Washington.

■ **March 5**—*International Radio and Television Society* newsmaker luncheon. Speaker: New York Mayor Abraham D. Beame. Waldorf-Astoria, New York.

■ **March 5**—*Broadcast Pioneers* Annual Mike Award dinner, honoring KSL(AM) Salt Lake City. Essex House, New York.

March 7—*Joint Committee on Congressional Operations* hearings on congressional access to national media. Place to be assigned, Capitol Hill.

March 7—*Consumer Subcommittee of Senate Commerce Committee* oversight hearings on Federal Trade Commission. Room 5110, Senate Office building, Washington.

March 7—Deadline for submission of Interim reports to FCC on testing of proposed systems of automatic audio identification of programing material on radio and television.

March

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 12—*New York State Broadcasters Association* 20th annual membership meeting and legislative dinner. Albany Hyatt house, Albany.

March 12—*Joint Committee on Congressional Operations* hearings on congressional access to national

media. Place to be assigned, Capitol Hill.

March 12—Special one-day program on "Electronics Communications: Industry Trends and Economic Directions," held in conjunction with Electronic Industries Association spring conference. Speaker: FCC Chairman Dean Burch. Shoreham hotel, Washington.

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

March 14—*Consumer Subcommittee of Senate Commerce Committee* oversight hearings on Federal Trade Commission. Room 5110, New Senate Office building, Washington.

March 14—*Tennessee Association of Broadcasters* 1974 sales clinic. Speaker: Richard C. Block, Kaiser Broadcasting president. Holiday inn-Vanderbilt, Nashville.

March 15—*Broadcasters Promotion Association/Michigan State University* deadline for submission of promotion entries. Categories include audience promotion, sales promotion and community involvement. Contact: Robert Schieler, TV and Radio Department, MSU, East Lansing 48823.

March 15-16—*American Forces Radio and Television* workshop. Houston.

March 15-16—Fifth annual *Country Radio Seminar*. Hilton Inn, Nashville.

March 15-16—*Canadian Broadcasting League* annual conference. Skyline hotel, Ottawa.

March 15-17—*Broadcast Education Association* annual convention. Sheraton Lincoln hotel, Houston.

March 15-17—*American Women in Radio and Television* board of directors meeting. Doubtletree inn. Scottsdale, Ariz.

March 16—*Directors Guild of America* annual awards dinner. Beverly Hilton hotel, Los Angeles, and Hotel Pierre, New York.

March 16—Washington chapter, *National Academy of Television Arts and Sciences* seminar on television

producing and directing. WTTG(TV) studios, Washington.

March 16—*Association of Maximum Service Telecasters* special board of directors meeting; **March 17**—*AMST* annual board of directors meeting and annual membership meeting. All at Hyatt Regency hotel, Houston.

■ **March 17**—*Society of Broadcast Engineers* 10th annual meeting. Rice hotel, Houston.

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 19—*Hollywood Radio and Television Society* international broadcasting awards presentation dinner. Century Plaza hotel, Los Angeles.

March 19—*Dun & Bradstreet Companies Inc.* annual stockholders meeting. 100 West 10th Street, Wilmington, Del.

March 20—*Cox Broadcasting Corp.* annual stockholders meeting. CBC headquarters, Atlanta.

March 21—*Delaware Valley chapter, International Industrial Television Association* industrial television workshop. Shelburne hotel, Atlantic City, N.J.

■ **March 25**—Extended deadline for comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round daylight saving time.

March 25-26—*National Cable Television Association* board meeting. Pebble Beach, Calif.

■ **March 26**—*General Tire & Rubber Co.* annual stockholders meeting. One General Street, Akron, Ohio.

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

March 26-29—*Institute of Electrical and Electronics*

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For further information and bookings concerning the 29th MIFED, 18 to 25 April 1974, write to: MIFED, Largo Domodossola 1, 20145 Milano (Italy) ☎ 495.495, Cables MIFED-Milano, Telex 33660 Fieramil.

Requests for bookings should be made before 15 March 1974 together with the registration fee of U.S. \$ 20.

MIFED Delegation in Los Angeles: Dr. Vittorio Sanguineti, 1900 Avenue of the Stars, Los Angeles, CA 90067, Telex 67-3394 Italtrade LSA

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 27-28—Association of National Advertisers-Premium Advertising Association of America cooperative workshop, "Management of Incentive Promotions in Today's Economy." Plaza hotel, New York.

March 28—Association of Federal Communications Consulting Engineers monthly meeting. Place to be announced.

March 30—Utah Broadcasters Association-Brigham Young University radio management workshop. Brigham Young University, Provo, Utah.

March 30—Washington chapter, National Academy of Television Arts and Sciences seminar on television make-up. WETA-TV studios, Washington.

March 31-April 2—Action for 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—Florida Association of Broadcasters 16th annual broadcasting day. Reitz Union, Florida State University, Tallahassee.

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 3—Association of Independent Television Stations Inc. board meeting. 1 Rockefeller Plaza, New York.

April 5-6—New Mexico Broadcasters Association annual convention. Airport Marina hotel, Albuquerque.

April 5-6—Society of Professional Journalists, Sigma Delta Chi region five conference for members in Wisconsin, central and northern Illinois, Indiana and Kentucky. Bloomington, Ind.

April 5-7—Society of Professional Journalists, Sigma Delta Chi region eight conference for members in Texas, Oklahoma, Arkansas and Louisiana. Tulsa, Okla.

April 6—Georgia Associated Press Broadcasters Association annual meeting. Marriott Motor hotel, Atlanta.

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

April 13—Washington chapter, National Academy of Television Arts and Sciences seminar on television videotape editing. WTTG(TV) studios, Washington.

April 16—International Radio and Television Society full-day conference on "The Now and Future Role of Computers in Broadcasting and Advertising." Biltmore hotel, New York.

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

April 18-23—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 19-20—Society of Professional Journalists, Sigma Delta Chi region one conference for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and New England. Fordham University, midtown Manhattan campus, New York.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region three conference for members in Tennessee, Mississippi, Alabama, Georgia, South Carolina and Florida. Tuscaloosa, Ala.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region four conference for members in Michigan, Ohio, western Pennsylvania and West Virginia. Cleveland.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region nine conference for members in Wyoming, Utah, Colorado and New Mexico. Denver.

April 19-20—Society of Professional Journalists, Sigma Delta Chi region eleven conference for members in California, Nevada, Arizona and Hawaii. Fresno, Calif.

April 20—Society of Professional Journalists, Sigma Delta Chi region ten conference for members in Washington, Oregon, Idaho, Montana and Alaska. Spokane, Wash.

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 con-

Major meeting dates in 1974

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

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

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

May 31-June 2—Associated Press Broadcasters Association national meeting. Alameda Plaza hotel, Kansas City, Mo.

June 2-5—American Advertising Federation annual convention. Statler Hilton hotel, Washington.

June 6-8—Broadcasters Promotion Association 1974 seminar. Hyatt-Regency, Atlanta.

Oct. 10-13—National Association of FM Broadcasters annual convention. Fairmont hotel, New Orleans.

Nov. 13-16—Society of Professional Journalists, Sigma Delta Chi annual national convention. TowneHouse hotel, Phoenix.

Nov. 17-19—Television Bureau of Advertising 20th annual meeting. Century Plaza hotel, Los Angeles.

vention being held simultaneously. Palmer House, Chicago.

April 21-25—Pennsylvania Association of Broadcasters annual convention. Runaway Bay hotel, New Falmouth, Jamaica.

April 21-26—Society of Motion Picture & Television Engineers 115th conference. Century Plaza hotel, Los Angeles.

April 22—Associated Press annual meeting. Featured speaker: Vice President Gerald Ford. New York.

April 22-23—State Broadcaster Association presidents conference. Ramada Inn, Rosslyn, Va. Executive secretaries of state associations meet April 22 at National Association of Broadcasters building, Washington.

April 25—Canadian Television Commercials Festival. Four Seasons-Sheraton hotel, Toronto.

April 25-26—Kentucky Broadcasters Association spring convention. Galt House, Louisville.

April 26—Extended deadline for filing 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.

April 27—Washington chapter, National Academy of Television Arts and Sciences seminar on television lighting. WTTG(TV) studios, Washington.

April 28-30—Chamber of Commerce of the United States annual meeting. Washington Hilton, Washington.

April 28-May 4—14th international "Golden Rose of Montreaux" contest for light entertainment television programming. Montreaux, Switzerland.

May

May 2—Kaiser Industries Corp. annual stockholders meeting. 300 Lakeside Drive, Oakland, Calif.

May 2-4—Kansas Association of Broadcasters convention. Dodge City.

May 3-4—Society of Professional Journalists, Sigma Delta Chi region two conference for members in Maryland, District of Columbia, North Carolina and Virginia. Williamsburg, Va.

May 3-5—Alabama Associated Press Broadcasters Association annual meeting. Olympic Spa, Dothan, Ala.

May 3-5—Michigan News Broadcasters Association 3rd semiannual meeting. Central Michigan University, Mt. Pleasant.

May 3-5—Illinois News Broadcasters Association spring convention. Holiday Inn East, Springfield.

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

May 7—RCA Corp. annual stockholders meeting. 30 Rockefeller Plaza, New York.

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

May 9-10—Ohio Association of Broadcasters spring convention. Hospitality Motor Inn East, Cleveland.

May 10-11—Society of Professional Journalists, Sigma Delta Chi region six conference for members in Minnesota, North and South Dakota. Minneapolis.

May 11—Washington chapter, National Academy of Television Arts and Sciences seminar on television sales. University of Maryland, College Park.

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

May 14-15—CBS-TV affiliates' annual meeting. Century Plaza hotel, Los Angeles.

May 16-17—Oregon Association of Broadcasters

annual spring conference. Dunes Resort motel, Lincoln City, Ore.

May 16-18—Iowa Broadcasters Association state meeting. Aventino hotel, Sioux City.

May 17—8th World Telecommunications Day under theme, "Telecommunications and Transport." Day was declared by Plenipotentiary Conference of International Telecommunication Union.

May 19-21—NBC-TV affiliates' annual meeting. Century Plaza hotel, Los Angeles.

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

May 23-26—Association of Federal Communications Consulting Engineers annual meeting. Landmark motor Inn, Myrtle Beach, S.C.

May 24-June 1—Prix Jeunesse International competition for children's and youth programming awards. Bayerischer Rundfunk, Munich.

May 25—Washington chapter, National Academy of Television Arts and Sciences seminar on television management. American University, Washington.

May 25—American Council for Better Broadcasts conference. Baton Rouge.

May 31-June 2—Associated Press Broadcasters Association national convention. Alameda Plaza hotel, Kansas City, Mo.

June

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

June 6-8—Broadcasters Promotion Association 1974 seminar. Hyatt-Regency, Atlanta.

June 6-8—Alabama Broadcasters Association spring convention. Gulf State Park convention center, Gulf Shores, Alabama.

June 6-9—Missouri Broadcasters Association spring meeting. Drury Inn, Springfield, Mo.

June 8—Washington chapter, National Academy of Television Arts and Sciences seminar on television news. WTOP-TV studios, Washington.

June 9-12—Summer Consumer Electronics Show and video systems exposition. McCormack place, Chicago.

June 11-13—Armed Forces Communications and Electronics Association annual convention. Sheraton Park hotel, Washington.

June 14-16—North Dakota Broadcasters Association spring meeting. Edgewater Inn, Detroit Lakes, Minn.

July

July 1—Women in Communications Inc. 1974 Clarion Awards entry deadline. Awards will be offered for broadcast and print submissions in area of women's rights, environment and community service. Contact: WIC, 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.

July 7-9—South Carolina Broadcasters Association summer convention. Landmark Inn, Myrtle Beach, S.C.

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

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

July 10-13—Colorado Broadcasters Association summer convention. Speakers include: Richard Wiley, FCC commissioner, and Grover Cobb, senior executive vice president, National Association of Broadcasters. Village Inn, Steamboat Springs.

July 11-12—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Sheraton Boston hotel, Boston.

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

August

Aug. 1-3—Rocky Mountain Broadcasters Association annual convention. Park City, Utah.

September

Sept. 7-9—Southern Cable Television Association annual convention. Disney World, Orlando, Fla.

Sept. 11-13—Radio Television News Directors Association 1974 international conference. Queen Elizabeth hotel, Montreal.

Sept. 15-17—Nebraska Broadcasters Association annual convention. Holiday Inn, Columbus, Neb.

Sept. 15-17—Louisiana Association of Broadcasters fall convention. Royal Sonesta hotel, New Orleans.

Sept. 23-27—Fifth International Broadcasting Convention. Grosvenor house, London.

**It had to be
Quad.
Small.
Automatic.
Economical.**



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B 3

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* Reg. U.S. Patent Office.

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Monday Memo®

A broadcast advertising commentary from Hans Kracauer, president, Kracauer & Marvin Advertising, New York

By way of introduction: Benihana's takes a bow in 60 seconds of television

Where does Benihana of Tokyo—a restaurant—get off making one-minute TV commercials?

Since time immemorial, no restaurant in its right mind has run TV commercials for itself. Who can blame them? Television costs a fortune. And a restaurant, after all, isn't a hamburger chain.

Oh sure, there are exceptions. Now and then a restaurant does go the TV route. But usually around 1 in the morning. And with a commercial that somehow reminds you of a real-estate offering. If you've seen one, you've seen all. Each begins with a slide presentation of the restaurant's exterior and interior. Maybe there's a shot or two of the food. Then the price of the meal is flashed on the screen in some giant typeface.

I wouldn't actually call them commercials. They're more like televised print ads.

When we launched Benihana's advertising campaign a few years ago, most of it was print. Radio was the only broadcast medium we used. "Television?" Benihana President Rocky Aoki used to snort. "I wouldn't touch it with a 10-foot chopstick."

Benihana was growing like crazy, however. Every time you looked around—whoosh, there was another Benihana. By the middle of last year, there were 23 Benihanas in 19 cities throughout the U.S. and Canada. Ten more were scheduled to open over the next 12 months.

At this point, we did an in-depth study of the multiplying Benihana markets. We found their potential had been barely tapped. In spite of all the conventional wisdom concerning the folly of running TV commercials for a restaurant, television is exactly what we recommended. After some deliberation, Benihana management agreed. We got the go-ahead to produce four 60-second spots.

For Benihana, television was really a supremely logical step. Although Japanese hibachi cooking had been attracting increasing numbers of people, we knew the market had barely been dented. Our research showed that most Americans still thought in clichés about Japanese food. It was sukiyaki, they thought. And if not sukiyaki, then raw fish.

Television could help dispel the clichés. Television, properly used, could attract a vast new public to Benihana.

In the first place, television could show people exactly the kind of food to expect. After all, Benihana basically serves hibachi steak, hibachi chicken and hibachi shrimp. Any viewer could see for himself that to go to Benihana he needn't even



Hans Kracauer, 35, is a 10-year advertising veteran. Before he formed his agency with Ron Marvin, he spent four years as a copywriter at Doyle, Dane, Bernbach. While there, he wrote commercials for Volkswagen. He also created advertising for such national accounts at Uniroyal, Seagram and American Airlines. After he left DDB, he became creative group supervisor first at Smith, Greenland and then at Ted Bates. He is now president and creative director at his agency.

like Japanese food. He could just be a steak lover.

In the second place, only through television could we convey the sheer fun of a meal at Benihana. Through no other medium could we depict so graphically the wild flamboyance of the chefs—the razzle-dazzle showmanship that makes eating at Benihana as much a theatrical experience as a culinary one.

In the third place, television was invaluable in getting the jump on imitators. The fact is that into every city Benihana goes, invariably go the copycats. (I once wrote an ad that attacked this very problem when Benihana existed only in New York. My headline was: "Benihana, New York's first restaurant devoted to hibachi cooking, proudly announces a grand total of 13 imitators. Come see what the imitators are trying to imitate.") Television, of course, could really do the definitive job. It could position Benihana in the public's mind as *the* place for hibachi cooking. It could nail down once and for all Benihana's role as pioneer and leader in restaurants.

To sum up, we felt only television was equal to our goals. We were introducing a totally different kind of food prepared in a totally different kind of manner. In

truth, we weren't just selling a restaurant; we were selling an experience.

The spots really have one fundamental purpose: to create a special mystique about Benihana. Of course, every spot is also an exciting demonstration of why going to Benihana is different from going to any other Japanese restaurant. Or, for that matter, any restaurant.

Take the spot featuring Rocky Aoki, Benihana's founder. It puts everything into the proper perspective.

"When I came to this country nine years ago," Rocky says, "most Americans thought Japanese cooking meant only sukiyaki. Or raw fish. But I had a dream. I'd introduce hibachi cooking to America." While we see a chef perform, we hear Rocky talking about this determination to give people "the most fabulous hibachi steak" and chefs who "put their hearts and souls into every performance." The viewer, thus introduced to the Benihana approach by its actual creator, gets to see everything. The incredible food. The dazzling manner in which that food is prepared. The brilliantly theatrical chef.

We also attacked preconceived ideas about Japanese food in the spot featuring an American couple. The man rattles off some choice nightmares about what Japanese food will do to him. Suddenly the chef appears. The chef does his stuff. The man, chastened and a little dumbfounded, digs into his steak. The spot thus accomplishes an important task. It differentiates the Benihana approach from that of other Japanese restaurants and dramatizes an entire dining experience.

The uniqueness of Benihana is celebrated in the spot featuring a graduation ceremony for chefs. As one chef gets up to collect his diploma, he remembers his Benihana school days. Through the flashback, the viewer gets a sense of all the work and training a Benihana chef has to go through before he can stand in front of his diners.

We have another spot that depicts the chef's point of view. It features a rookie about to make his debut. He is paralyzed by stage-fright until an old pro gives him a pep talk and sends him on his way. The rookie performs successfully, simultaneously demonstrating to the viewer what a Benihana meal is like and creating empathy for every Benihana chef.

Although the spots are still in their broadcast infancy, preliminary reaction is extraordinary. Some Benihanas report business up by as much as 35% after the spots have been on the air in their markets only six weeks.

Television is a brand new medium for Benihana. But all indications are that it's the medium for Benihana's future. Through its help we think we can turn a Japanese restaurant into an American institution.

**No Beef: ABC
Is Not Chicken
In Food Exposé**
Buffalo Evening News

**ABC Close-Ups
really tough**
Chicago Today

**Firemen 'Impressed'
With ABC Special**
Orlando Sentinel Star

ABC lauded for fire documentary
Chicago Tribune

**Tonight's Preview:
'Coal' Documentary
Pulls No Punches**
PHILADELPHIA INQUIRER

'ABC Closeup': a revolution in reporting
The Christian Science Monitor

**'The Right to Die',
compelling, incisive documentary** Washington Star-News

Preview: Hard-Hitting Report on Food and Profits
PHILADELPHIA INQUIRER

**'News Closeup on Fire'
A Burning Indictment**

New York Daily News

**TV: Controversial 'Fire!'
Is Hard-Hitting Survey**
THE NEW YORK TIMES

**Program On Coal
Sets ABC Trend**
Tucson, Arizona Star

**ABC takes excellent look
at fire hazards in nation**
Denver Rocky Mountain News

ABC Food Show 'Gutsy' Reporting
CINCINNATI INQUIRER

Reporters act fairly in coal industry attack

ABC excels in survey of W. Va. mining
THE CLEVELAND PLAIN DEALER

TV: Impressive Start for ABC News 'Close-Up'
THE NEW YORK TIMES

'The Right to Die' shocking, absorbing TV
New Orleans States-Item

ABC does a little mining in the exposé field
The Boston Globe

The new ABC News Closeup series is making some headlines of its own.



West Virginia: Life, Liberty and the Pursuit of Coal



Fire!



Food: Green Grow the Profits



The Right to Die

Last October, millions of television viewers witnessed the investigation of an American tragedy. The program they were watching was the first in ABC's new documentary series—ABC News Closeup. The tragedy they saw unfold was the plight of the West Virginia coal miner, his family and his community.

"If it does not receive an Emmy or two," The Cleveland Plain Dealer said, "justice will not have been served." "It proves its point superbly," the Associated Press said. And the New York Daily News called it "a first-rate investigative job."

As the Closeup series of documentaries unfolded, critical acclaim continued. The Boston Herald-American applauded FIRE! as "a courageous, hard-hitting, shocking documentary designed to call attention to and improve the fire and safety situation around the country."

With the third documentary in the series Variety summed up the situation: "The ABC News Closeup umbrella series of news documentaries has established itself within the span of three outings...as a hard-hitting investigatory skein with a penchant for probing subjects close to the basic self-interest of the viewing public. The latest stanza on food continued the standards of hard-nosed urgency that have characterized previous efforts."

When "The Right to Die" aired, The Washington Post said, "It may well set a standard for clear-sighted perspective and taste." Dorothy Storck of Chicago Today called it "one of the most riveting hours I've ever spent in front of the tube" and the New Orleans States-Item said: "I doubt seriously we'll see anything on television the rest of the year more absorbing."

ABC News Closeup continues to zero-in on subjects of importance to all of us. "Women in Prison" appeared on February 23 and was greeted with critical acclaim. A special report on the oil and energy crisis airs in March, to be followed later this year by reports on government and the invasion of privacy, the abuses in land use, and children and health.

ABC News has already reaffirmed its commitment to this bold style of investigatory reporting by renewing the Closeup series for the 1974-1975 season.

Chances are, these coming reports will make some new headlines on their own.

abc
NEWS
CLOSEUP

Programming

Many pilots are called, but few are chosen

It's nail-biting time as networks consider \$25-\$30 million in programs offered for the 1974-75 schedule

The annual program sweepstakes for slots on the TV networks is under way in Hollywood and New York, with the producing studios churning out approximately 100 pilots for consideration for the 1974-75 season. And it's anyone's guess as to who will be the winners.

Two cogent observations have been made about the \$25-million to \$30-million gamble (that's the sum it is estimated the three networks have committed for the pilots). One is by Sidney J. Sheinberg, president of MCA Inc., one

of the powerhouses of TV production. Mr. Sheinberg, long-time chief of MCA's producing arm, Universal TV, commented last week that TV, like the movies, tends to imitate itself generally. Yet, he added, each of the networks each season takes a chance on one or two programs that are different to a degree from those that went before.

"Undoubtedly," he said, "something like this will take place in the coming season, as it has in past seasons."

Just how to put one's finger on this is something Mr. Sheinberg didn't explain. But Martin Starger, president of ABC Entertainment, expressed a theory that could be the Rosetta Stone for determining just what this different type of programming might be. He calls it the "pendulum" theory. For example, he said last week, there have not been too many variety shows on TV the last few years; therefore, look for more variety shows in 1974-75. That ABC feels this may indeed be the year for variety shows can be seen in two of its pilots: *The John Denver Show*, and another named after the show-business newspaper, *Variety*.

There's a converse to Mr. Starger's theory, too. In the last few years, there have been a spate, some say a surfeit, of

law enforcement programs; therefore, for the coming year, there will be fewer. But again, one wouldn't know it by checking the list of pilots; there are law-enforcement shows all over the lot—but some with a twist.

Mr. Starger feels that the public's appetite now is heavily for what he calls "fun-entertainment-escapist" fare. Of course, he's talking of his network's *Six Million Dollar Man*, and in the list of ABC pilots is one called *Wonder Woman*, described in the pilot as a "symbol of present-day women's liberation . . . about the daughter of the Queen of Amazons who leaves her island home to aid in the recovery of vital documents stolen by an international spy ring."

Larry White, NBC's programming vice president, is another who sees variety coming to the fore (his network has two listed, one called *American Bag*, a satire with Dennis Weaver, and another entitled *Hamburger*). And he too sees a diminution in "cop" shows. Yet, NBC only last week announced its renewal of *Police Story*, the Joseph Wambaugh series that is a hit in its first year on the air.

Barry Diller, ABC West Coast program executive, termed it "a fool's game"
Text continues on page 26.

Which shows will be auditioning for which network

ABC-TV

Title	Length
Mama	half hour
The Karen Valentine Program	half hour
Paper Moon	half hour
The Life and Times of Captain Barney Miller	half hour
The Barbara Eden Show	half hour
The Hogg Family	half hour
The Fireman's Ball	half hour
Shirts/Skins	half hour
Ann in Blue	half hour
Only in America	half hour
The Muppets	half hour
Kodiak	half hour
Variety	hour
The John Denver Show	hour
Lampoon	hour
Harry O	hour
The Douglas Family	hour
Christie Love	hour
Men of the Dragon	hour
Wonder Woman	hour
Purvis, G-Man	hour
Parsons	hour
Judge Dee	hour
The New Land	hour
Cro-Magnon	hour
McNeill	hour
Kolchack	TBA
The Hunters	hour
Bridger	hour
The Chadwicks	hour
The Last Angry Man	hour
Parker	hour
The Champions	hour
The Hanged Man	half hour
	or hour
	half hour
	or hour
Mobile Two	half hour

CBS-TV

Title	Length
Pete and Tillie	half hour
The Boys	half hour
Another April	half hour
Dominic's Dream	half hour
If I Love You Am I Trapped Forever	half hour
Sonny Boy	half hour
Evet Knievel	half hour
Jerry	half hour
We'll Get By	half hour
The Fess Parker Show	half hour
Ma and Pa	half hour
The Michele Lee Show	half hour
The Paul Sand Show	half hour
Slither	half hour
Mr. and Mrs. Cop	half hour
Aces Up	half hour
Mo and Joe	half hour
Change at 125th Street	half hour
Nobody's Perfect	hour
Nicky's World	hour
Senior Year	90 minutes
Double Trouble	90 minutes
Skin Game	90 minutes
Dr. Max	90 minutes
The Family Kovac	90 minutes
Manhunter	90 minutes

NBC-TV

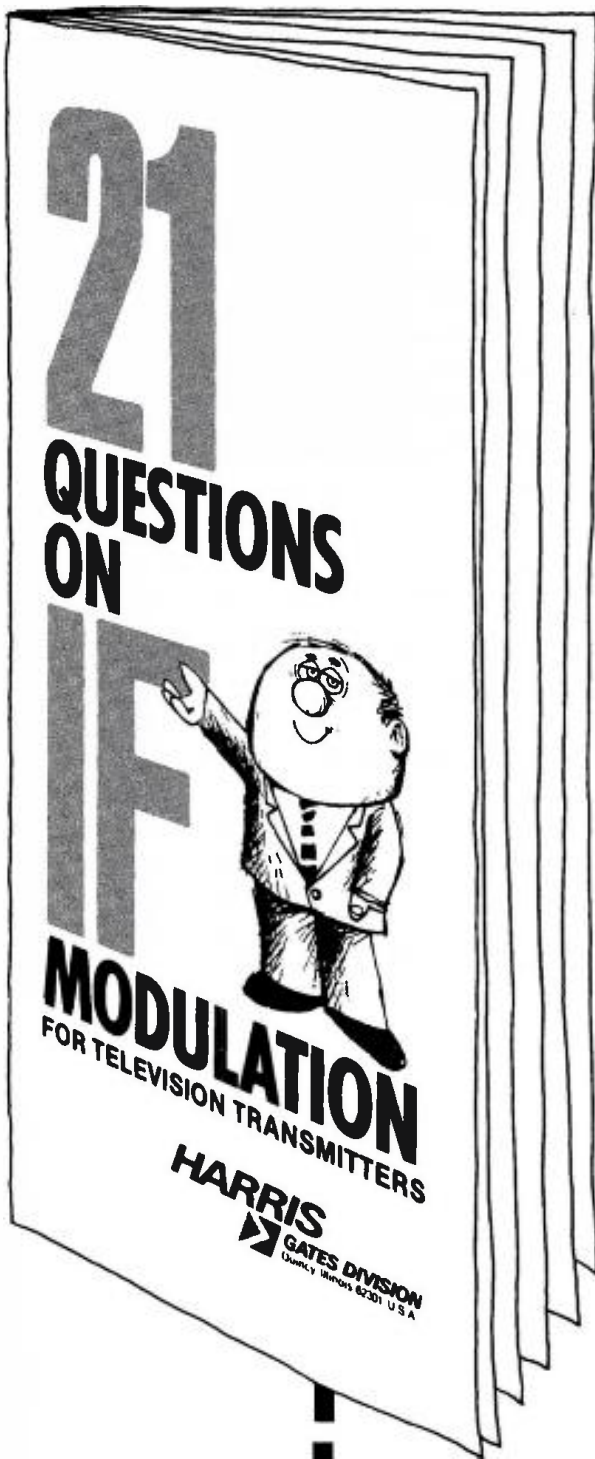
Title	Length
Park Ranger	half hour
For Better, For Worse	half hour
Doctor Domingo	half hour
Home Free	half hour
My Wife Next Door	half hour
Second Start	half hour
Moose	half hour
Chico and the Man	half hour
The Owl and the Pussycat	half hour
Fraud	half hour
Sunshine	half hour
Born Free	hour
Little House on the Prairie	hour
Remember When	hour
Archer	hour
The Black Pearl	hour
Amy Prentiss	hour
The Law	hour
The Healers	hour
Twice in a Lifetime	hour
Night Games	hour
In Tandem	hour
A Tree Grows in Brooklyn	hour
Honky Tonk	hour
Punch and Jody	hour
The Girl on the Late, Late Show	hour
The Imposter	hour
Lucas Tanner	hour
Vector	hour
American Bag	hour
Hamburger	hour

Scorecard on program development for the 1974-75 season

<i>Production Company</i>	<i>Title and Remarks</i>	<i>Type</i>	<i>Length</i>	<i>Network</i>	<i>Stars</i>	<i>Key creative people</i>
ABC Circle Films	Judge Dee	mystery	hour	ABC-TV	TBA	Jerry Isenberg
	Kolchack	contemporary bizarre	(potential series, series of movies or specials)	ABC-TV	TBA	Dan Curtis
American International	Purvis, G-Man	action	hour	ABC-TV	Dale Robertson, Steven Kanaly	Dan Curtis
Bearde-Blye Productions	American Bag	comedy	hour	NBC-TV	Dennis Weaver	Chris Bearde, Allan Blye, Perry Rosemond
	Hamburger	comedy	hour	NBC-TV	TBA	Chris Bearde, Allan Blye
CBS Productions	Another April	comedy	half hour	CBS-TV	Leslie Charleson, Barnard Hughes	Larry Kasha, Lew Gallo, Alan Rafkin
	Dr. Max	drama	90 minutes	CBS-TV	Lee J. Cobb, Janet Ward, Robert Lipton	Jim Goldstone
Concept II Productions	My Wife Next Door (based on British TV series)	comedy	half hour	NBC-TV	TBA	Bill Persky, Sam Denoff, Jerry Davis
Bing Crosby Productions	The Hanged Man	western	half hour	ABC-TV	Steve Forrest	Andrew J. Fensdy
D'Antoni Productions	In Tandem	comedy	hour	NBC-TV	Claude Akins, Frank Converse	Barry Weitz, Bernard Kowalski
Don Fedderson Productions	The Fess Parker Show	comedy	half hour	CBS-TV	Fess Parker, Cindy Eilbecher, Dawn Lyn, Michale Stacy, Linda Dano, Florence Lake, Norman Aiden	George Tibbles, Bruce Bilson
4-D Productions	The Life and Times of Captain Barney Miller	comedy	half hour	ABC-TV	Hal Linden, Abby Dalton	Danny Arnold
Hellx Productions	We'll Get By	comedy	half hour	CBS-TV	Paul Servino, Mitzi Hoag, Jerry Houser, Willie Ames, Devon Scott	Marc Merson, Jay Sandrich
Henderson Productions	Dominic's Dream	comedy	half hour	CBS-TV	Joe Marcolo, Rita Moreno, Marjorie Battles, Burt Hayman	Garry Marshall, Bill D'Angelo
Henson Inc./IFA	The Muppets	variety	half hour	ABC-TV	TBA	Bernie Brillstein, Jim Henson
Bob Hope Productions	Bluffer's Guide	comedy	hour	NBC-TV	Bob Hope, David Niven	Paul Keyes, Nat Lande, Art Fisher, Marc Landon, David Fanich
Hison/Chambers Productions	Nobody's Perfect (series of four sitcoms)	comedy	hour	CBS-TV	Telly Savalas (host), Audrey Christie, Marcia Strasberg, Barry Gordon, Charles Lane, Dave Merrick, Florida Frebus, Alice Nunn, Stan Clemens	Jack Shea
Jed Productions	Mo and Joe	comedy	half hour	CBS-TV	Louise Lasser, Mike Tolan	Marc Merson, Hi Auerback, Arthur Forrest, Bob Randall
John Jer Productions	John Denver Show	variety	hour	ABC-TV	John Denver	Jerry Weintraub, Rich Eustis, Al Rogers

<i>Production Company</i>	<i>Title and Remarks</i>	<i>Type</i>	<i>Length</i>	<i>Network</i>	<i>Stars</i>	<i>Key creative people</i>
Kodiak Productions	Kodiak	drama	half hour	ABC-TV	Clint Walker	Stan Sheptner
Sheldon Leonard Enterprises	Aces Up (<i>In association with Metromedia Television</i>)	comedy	half hour	CBS-TV	Jose Perez, Raoul Julio	Danny Arnold
Lorimer Productions	Moose	comedy	half hour	NBC-TV	TBA	Lee Rich, Jack Shea, Dan Greenburg
	The Barbara Eden Show (with MiBar)	comedy	half hour	ABC-TV	Barbara Eden, James Gregory Ruth McDevitt Nebemiah Persoff	Danny Arnold
	The Douglass Family	drama	hour	ABC-TV	Harl Rhodes, Lynn Hamilton, Bea Richards	Lee Rich, Walter Coblenz
Quinn Martin Productions	Manhunter	action/drama	90 minutes	CBS-TV	Ken Howard	Adrian Samish, Walter Grauman
	The Champions	contemporary/lawyer	hour	ABC-TV	TBA	TBA
Metromedia Producers Corp.	Punch and Jody	comedy/drama	hour	NBC-TV	Glen Ford, Ruth Roman, Pamela Griffin	Dick Berg, Doug Benton, Barry Shear, John McGreevey
	The Michele Lee Show	comedy	half hour	CBS-TV	Michele Lee	Fred Coe, Peter Baldwin
MGM Television	Shirts/Skins	comedy	half hour	ABC-TV	John Pleshette, Oliver Clark, Bill de Vane, Bob Sampson	Burt Nodelle, Bruce Paltrow
	McNeill	police	hour	ABC-TV	Andy Griffith	Burt Nodella
	Slither	situation comedy	half hour	CBS-TV	TBA	Jack Sher, Darryl Duke, Barry Bostwick
	Honky Tonk	period western	hour	NBC-TV	Richard Crenna	High Benson, Don Taylor, Doug Hayes, John Meston
MTM Productions	The Paul Sand Show	comedy	half hour	CBS-TV	Paul Sand, Lynn Lipton, Mike Batak	Jim Brooks, Allen Burns, Jay Sandrich
	The Hogg Family	comedy	half hour	ABC-TV		
	Second Start	comedy	half hour	NBC-TV	Bob Crane, Trisha Hart, Harold Goole, Todd Susman, Rae Allen	Grant Tinker, Martin Cohan, Jim Allen
NBC Productions	Little House on the Prairie	comedy	hour	NBC-TV	Michael Landon, Karen Grassle	Ed Friendly, Michael Landon
Paramount	Paper Moon	comedy	half hour	ABC-TV	Jody Foster	Tony Wilson
	Archer	detective	hour	NBC-TV	Peter Graves	Howard Koch, Phil Parslo, Dan Taradas, Doug Hayes
	Night Games (<i>probably titled Petrocelli if goes series</i>)	lawyers	hour	NBC-TV	Barry Newman, Susan Howard, Albert Salmi	E. Jack Neuman, Don Taylor
Playboy Productions	The Family Kovac	drama	90 minutes	CBS-TV	James Sloyan, Sarah Cunningham, Andy Robinson, Tami Bule, Renne Jarrett	Eddie Risslen, Ron Roth, Ralph Senensky
	Home Free	comedy	30 minutes	NBC-TV	Jane Alexander, Laurence Luckenbill, Rex Eberhardt	Jerry Davis, Arthur Ross, E. W. Swackhamer
Martin Rackin Productions	Twice in a Lifetime	comedy	hour	NBC-TV	Ernest Borgnine, Della Reese	Martin Rackin, Herschel Daugherty, Bob Pirosh
Norman Rosemont Enterprises	Variety (<i>In association with Viacom</i>)	variety	hour	ABC-TV	TBA	TBA

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Aaron Ruben Productions	For Better, For Worse	comedy	half hour	NBC-TV	Jack Weston, Marge Redmond	Bob Lo Hendro, Aaron Ruben
George Schletter Productions	Lampoon	variety	hour	ABC-TV	TBA	TBA
Screen Gems	Born Free	drama	hour	NBC-TV	TBA	David Gerber, Carl Foreman, Paul Radin
	Mama	comedy	half hour	ABC-TV	Theresa Merritt, Clifton Davis, Ed Bernard	Alan Blye, Chris Beards, Walter Blen, Gene Farmer
	The Last Angry Man	medical	hour	ABC-TV	TBA	Jerry Isenberg
	Parker	police show	hour	ABC-TV	TBA	David Gerber
	The Girl on the Late, Late Show	adventure	hour	NBC-TV	Don Murray, Laraine Stephens	David Gerber, Gary Nelson, Mark Rogers
	The Owl and the Pussycat	comedy	half hour	NBC-TV	Buck Henry	Mace Neufeld, Buck Henry
Seven Seasons Productions	Pete and Tillie	comedy	half hour	CBS-TV	Cloris Leachman, Carmine Caridi	Carl Kleinschmit, Jerry Belson
Spelling-Goldberg Productions	The Fireman's Ball	comedy	half hour	ABC-TV	TBA	Dee Caruso, Gerald Gardner
Ed Sullivan Productions	Sonny Boy	comedy	half hour	CBS-TV	Allen Garfield, Florence Stanley	Bob Precht, Bob Reiner, Phil Mshkin, Bob LeHendro
	Change at 125th Street	comedy	half hour	CBS-TV	Ron Glass, Roxie Beker, Vernon Washington, Chip Fields, Terry Kaiser	Bob Precht, Mike Schuitz, Bob LeHendro, Ernest Kinoy
Danny Thomas Productions	Parsons	western	hour	ABC-TV	Marjoe Gortner	Paul Witt, Paul Maslansky
	Remember When	comedy	hour	NBC-TV	Jack Warden, Nan Martin, William Schallert, Jamie Smith Jackson, Margaret Willcock, Bobby Benson	Paul Witt, Buzz Kulick, Herman Raucher
Tomorrow Entertainment	Nicky's World <i>(in association with Marden Productions)</i>	family drama	hour	CBS-TV	Charles Cioffi, George Voskoveo, Olympia Dukakis, Mirk Shere	Joe Manduke, Paul Stanley, Edward Adler, Bill Katz
20th Century-Fox	The Karen Valentine Program	comedy	half hour	ABC-TV	Karen Valentine	Lorenzo Music, Dave Davis
	Double Trouble	comedy/drama	90 minutes	CBS-TV	Shelly Winters, Barry Primus	Joel Ragosin, Paul Krasoy
	If I Love You Am I Trapped Forever?	situation comedy	half hour	CBS-TV	Ted Eccles, Tannis Montgomery, Rob Berger, Denise Nickerson	Gene Reynolds, Larry Gelbart
	A Tree Grows in Brooklyn	drama	hour	NBC-TV	Diane Baker, James Olson, Nancy Malone, Michael Wixton	Norman Rosemont, Joe Hardy, Blanche Hanalis
	Only in America	family comedy	half hour	ABC-TV	Topel	Stanley Shapiro
Universal	Senior Year	drama	90 minutes	CBS-TV	Gary Frank, Glynnis O'Connor, Scott Colomby, Barry Livingston, Lionel Johnston, Deborahlee Scott	David Levinson, Richard Donner
	Doctor Domingo <i>(in association with Harbour Productions)</i>	doctor	half hour	NBC-TV	Desi Amaz	Cy Chermak, Ken Kold, Lane Slate
	Fraud <i>(in association with Mark VII Productions)</i>	law enforcement	half hour	NBC-TV	Frank Sinatra Jr., Ed Nelson, Sharon Glass	Jack Webb, Joseph Calvelli
	Sunshine	drama	half hour	NBC-TV	Cliff DeYoung	George Eckstein, Carol Sobleski

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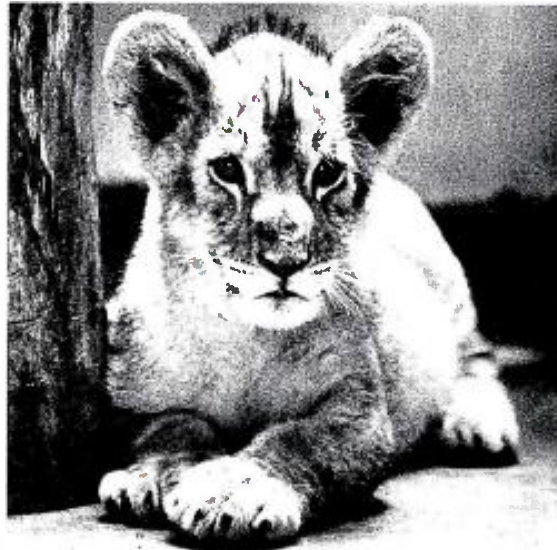
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	Cro-Magnon	family drama	hour	ABC-TV	TBA	George Eckstein
	Bridger	western	hour	ABC-TV	TBA	TBA
	The Chadwicks	family drama	hour	ABC-TV	TBA	David Victor
	Mobile Two <i>(In association with Mark VII Productions)</i>	adventure	half hour or hour	ABC-TV	TBA	Jack Webb
	The Black Pearl <i>(In association with Mark VII Productions)</i>	adventure	hour	NBC-TV	Keil Martin, Ralph Bellamy, Jack Kruschen	Jack Webb, William Stark, Andy McLaglen
	Army Prentiss <i>(In association with Harbour Productions)</i>	police	hour	NBC-TV	Jessica Walter	Cy Chermak, Norman Jolley, James Doherty, William D. Gordon
	The Law	lawyers	hour	NBC-TV	Judd Hirsh, John Beck, Herb Jefferson, George Wynner, Bonnie Franklin, Barbara Baxley, John Hillerman, Gary Bussey	William Sackheir, John Badham, Joel Olianski
	Lucas Tanner	school	hour	NBC-TV	David Hartman	David Victor, Jerry McNeeley
	Vector <i>(In association with Mark VII Productions)</i>	medical	hour	NBC-TV	Robert Ulrich, Maureen Reagan	Jack Webb, Bob Ginader
	Park Ranger <i>(In association with Mark VII Productions)</i>	adventure	half hour	NBC-TV	TBA	Jack Webb, Bob Ginader
	The Rockford Files <i>(In association with Cherokee Productions)</i>	detective	hour	NBC-TV	James Garner	Meta Rosenburg, Roy Huggins, Jo Swerling, Dick Heffron, Stephen Cannell
	Target Risk	action/adventure	hour	NBC-TV	Bo Swenson	Roy Huggins
Untitled Production Co.	The Boys	comedy	half hour	CBS-TV	Tim Conway, Herb Edelman	Bill Persky, Sam Denoff
Viacom Enterprises	Ann In Blue	comedy	half hour	ABC-TV	TBA	Ed Scherick
	Mr. and Mrs. Cop	police	half hour	CBS-TV	Anthony Costello, Marianne McAndrew	Leonard Kaufman, Harvey Hart
	Evel Knievel	drama	half hour	CBS-TV	Sam Elliott, Noble Willingham, Gary Barton	Robert Relyea, John Strong, Michael O'Hertihy
Warner Bros.	The Hunters	action/adventure	hour	ABC-TV	TBA	Sam Rolfe,
	The Healers	doctor	hour	NBC-TV	TBA	Jerry Thorpe, John Furia, Howard Dimad
	The Imposter	detective	hour	NBC-TV	Paul Hecht, Nancy Kelly	Richard Bluel, Ed Abrams, Jerry Coopersmith
	Skin Game	comedy western	90 minutes	CBS-TV	Lou Gossett, Larry Hagman, Blythe Danner, Jack Elam, Harry Morgan	Burt Kennedy
	Jerry	situation comedy	half hour	CBS-TV	TBA	Ed Feldman, Hal Cooper
	Ma and Pa	situation comedy	half hour	CBS-TV	Mary Wickes, Arthur Space, Dorothy Loudon, Marian Halley, Barbara Sherman, Bruce Davison	Ellis Rabb, Jerry London, Bernie Kukoff, Jeff Harris
	The New Land	family drama	hour	ABC-TV	TBA	William Blinn
	Planet Earth	science fiction	90 minutes	ABC-TV	TBA	Gene Roddenberry, Robert Justman
	Wonder Woman	action/adventure	hour	ABC-TV	Kathy Lee Crosby	John D. F. Bisci, John Stevens
	Harry O	private eye	hour	ABC-TV	David Janssen	Jerry Thorpe
Wolper Productions	Christie Love	detective	hour	ABC-TV	Teresa Graves, Harry Guardino	Larry Turma, Pete Nelson

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Production Company	Title and Remarks	Type	Length	Network	Stars	Key creative people
Wolper (cont'd)	Chico and the Man (in association with Komack Productions)	comedy/drama	half hour		Jack Albertson, Freddie Prinze	James Komack, Peter Baldwin, Don Nicholl, Michael Ross, Bernie West
	Men of the Dragon	adventure	hour	ABC-TV	Jared Martin, Katl Saylor, Robert Ito	David Wolper, San Margulies

Text continues from page 18.

to try to guess at this point what programs among the pilots are to be chosen for the coming season. CBS officials declined completely to discuss their thinking about the 1974-75 season, although Perry Lafferty, CBS programing chief in Hollywood, not long ago commented, in jest perhaps but undoubtedly with some degree of fact, that, like the other networks, CBS tests programs, has committees and gives deep consideration to choosing, but in the end, "We do what Mr. Paley tells us to do." (William Paley is chairman of CBS Inc.)

Nevertheless in the aggregate there are almost 100 movies-of-the-week in the list of pilots (or development projects as they are known these days). Each will be broadcast at least once; that's how the tremendous costs are amortized. The ratings will be studied, but ratings are only a factor in the total consideration. In the final analysis the choice of new prime-time series for next season is dependent on the intuition of the network program chiefs. Their final decisions will be made sometime in early or mid-April. This is considered pretty late by normal standards, but all concerned note that the writers' strike last year not only set back the 1973-74 season, but also delayed development work for the coming season.

The key question, of course, is the number of hours each network must fill for the new season. Both ABC and NBC apparently are looking at some six to eight hours weekly. CBS, more fortunate, may only have to fill some four-plus hours.

Where are the holes? No network official will confirm what is going out of their schedules next year, but based on pretty widely accepted street talk, the fills are probably these:

ABC—Probable cancellations: *Doc Elliot*, *Chopper One*, *Firehouse*, *Brady Bunch*, *Partridge Family*, *ABC Suspense Movie*, *Owen Marshall*, *FBI*. ABC already has announced renewal of *Streets of San Francisco*, *Rookies*, and *Marcus Welby, M.D.* Committed, but not necessarily for the 1974-75 season (perhaps as summer replacement) is *Mama*.

NBC—Probable cancellations: *Magician*, *Banacek*, *Snoop Sisters*, *Tenafly*, *Faraday & Co.*, *Chase*, *Music Country-U.S.A.*, *Lotsa Luck*, *Girl With Something Extra*, *Brian Keith Show*, *Dean Martin Show*. And *Flip Wilson* already has been announced as nonrenewed. Already renewed are *Police Story*, *World of Disney*, *Emergency*, *Ironside*. Committed for the new season is *Born Free*.

CBS—Cancellations likely for *Dick Van Dyke*, *Mannix*, *Hawkins* and *Shaft*.

Only last week, Lucille Ball announced the end of her *Here's Lucy* (see page 31). CBS renewals have not been announced, but undoubtedly they're likely to be its leaders (*The Waltons*, *All in the Family*, *Mary Tyler Moore*, etc.). It has committed itself to one new show; that's Valerie Harper's *Rhoda*, spin-off of the *Moore* show.

Time after time, network officials emphasize that one cannot infer what the new season is going to look like from the list of pilots. Nevertheless, even though it may be academic, a count of the pilots indicates a possible trend. By the count, therefore, ABC has 36; CBS, 26, and NBC, 34. Pre-eminent among all 96 pilots are family-type comedies. Some are racial, like ABC's *Mama* (originally *Furst Family of Washington*), or ethnic, like that network's *Only in America*, or NBC's *Chico and the Man*. The next largest number, notwithstanding Mr. Starger's theories, are law-enforcement formats, but some with twists, like ABC's *Parker*, about an Indian police officer, or NBC's *Park Ranger*, about the U.S. Forest Service. In third place come action-adventure programs, with ABC's *Men of the Dragon*, to be filmed entirely in Hong Kong, perhaps taking its cue from CBS's *Hawaii Five-O*. And then there are comedies, again some with a new approach, like CBS's *Nobody's Perfect*, an hour-long series made up of four separate items, or deep in nostalgia, like NBC's *Moose*, about high school days in the 1950's (shades of "American Graffiti").

It was Mr. White who commented that his network's pilots provided "a good spectrum of various forms of family-type entertainment." That probably is as good an explanation as any, even though at this time of the year program producers air their grumbles at what seem to them a most expensive and inefficient way to provide programs for TV. That it is expensive is not gainsaid by anyone. Last year at this time, for example, 112 pilots were ordered—but only 25 were actually chosen for broadcast. But, it seems the more it changes the more it remains the same.

Two years ago, Julian Goodman, then NBC president, warned of rising costs for programing. This year, Walter A. Schwartz, president of ABC Television, provided the same text. The economics of TV are such, he told a Hollywood Radio and Television Society meeting only last month, that increased programing costs could mean there would be adverse effects on the quality of television programing (BROADCASTING, Feb. 18).

Meanwhile, this next month is finger-nail biting time for the TV program studios—as it is every year.

FCC vetoes year's stay in prime-time access rule modifications

What looked like a three-two vote for delay turns into five-nothing rout against it; NAITPD, however, won't strike flag, immediately seeks in court what it was denied by FCC

A funny thing happened on the way to that predicted stay of the FCC's modified prime-time-access rule: The three "sure" votes for it joined the two for-sure votes against it in a unanimous denial.

Thus went a'glimmering—at least for this round—the best laid plans of the National Association of Independent Television Producers and Distributors, which had asked for the one-year delay, and of hundreds of others who hoped—and had begun to believe—it was at hand (BROADCASTING, Feb. 25).

The rejection was made more stunning by the public comments of those three commissioners the week before. Robert E. Lee, Charlotte Reid and Benjamin L. Hooks all had said they would go for a stay. But when the votes were counted on Wednesday (Feb. 27) they had joined Chairman Dean Burch and Commissioner (and chairman-designate) Richard E. Wiley in affirming the commission's decision to put the revised rule into effect in September 1974.

However, that does not end the matter. Counsel for NAITPD, Katrina Renouf, filed a motion in the U.S. Court of Appeals for the Second Circuit, in New York, on Thursday, asking it to order the stay. A decision is expected on March 12. NAITPD is appealing the revised rule itself in a petition filed earlier in the New York court.

The rule, in its present form, bars top-50-market stations from taking more than three hours of network programing between 7 and 11 p.m. NYT. The revised rule specifies only the 7:30-8 p.m. slot Monday through Saturday as nonnetwork access time and opens Sunday nights completely to network programing; an additional half-hour during the week will be available to networks for children's specials or public-affairs specials.

NAITPD said the stay is needed to provide assurance that the "necessarily irre-

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versible" direction of the industry in the next few months does not render meaningless the resolution of the court case "even before it is reached."

The commission vote denying the stay came after a 45-minute discussion in which, all commissioners present agreed, neither Chairman Burch nor Commissioner Wiley made an effort to change the minds of the other three. Chairman Burch said he limited his comments to indicating how he intended to vote.

A large part of the discussion, reportedly, was taken up by the presentation made by John Bass, chief of the network study office, and Alan Pearce, economic consultant to the commission. Mr. Bass, presumably reflecting what he believed to be the consensus of the commission, had drafted a proposed order that would have stayed the revised rule, except for the provision permitting networks to program four hours on Sunday nights. Dr. Pearce delivered what he said later was an "analysis" of the situation that did not come down on one side of the issue or the other—but some commissioners viewed it as an argument against the stay.

In any case, the meeting seemed anticlimactic. The commissioners had been subjected to intense lobbying on the issue, and at least two members—Mrs. Reid and Mr. Hooks—appeared to have made up their minds to vote against the stay before entering the meeting room. Major program producers and networks opposing the stay—CBS, ABC, NBC, MCA, Warner Bros., Talent Associates, Quinn

Martin Productions, Lee Rich of Lorimer Productions, and Samuel Goldwyn Studios, among others—and the smaller producers and syndicators urging the stay—Time-Life Films, Viacom, Sandy Frank Program Sales, Frank Reel of Metro-media Producers Corp., and Yongestreet Producers Corp., among them—delivered their respective messages not only in formal comments but in dozens of telegrams, telephone calls and private visits.

The opponents appeared to have weighed in with the heaviest last-minute effort. The supporters had demonstrated their view at the National Association of Television Program Executives convention in Los Angeles two weeks ago, in full view of Commissioner Reid and the two staffers most directly involved—Mr. Bass and Dr. Pearce. Many thought they had made their point effectively, in response to the staffers' invitation that they express their views.

But last week, after the commission meeting, Mrs. Reid said she had not definitely made up her mind two weeks ago, at which time she said she had heard only from those requesting the stay. Subsequently, she said, the comments from opponents of the stay persuaded her that "substantial" sums of money had been committed, predicated on the revised rule going into effect in September.

(Warner Bros. made that point in one of its messages to the commission. But most oppositions were based on the legal argument that NAITPD had not made its case for a stay.)

Commissioner Hooks said his legal opinion had changed. He said he had felt a stay should be granted in view of the consideration that would have to be given to the petitions for reconsideration, which are to be filed by March 16. However, he said he learned later that the commission as a rule does not grant stays because petitions for reconsideration are to be filed but only if those seeking a stay can demonstrate irreparable harm will be caused if one is not granted and indicate a likelihood of persuading the commission to change its mind. He said he did not think NAITPD had provided "proof" of irreparable harm.

(NAITPD, in its petition for stay, said independent syndicators will suffer "irreparable injury" if the rule is not stayed, regardless of the outcome of the case on the merits. It also said delays and "disruptions" in producing new programming "cannot but damage both stations and their public viewers.")

Commissioner Lee said he had decided to stick with the compromise that had been reached among the members in revising the rule effective with the start of the next season. "Besides," he said, "there were four votes opposing the stay anyway."

The reactions of the affected parties to the commission's surprise vote followed predictable patterns. Giraud Chester, chairman of the executive committee of the NAITPD, said he was "very disappointed," and noted that the independent producers and distributors stand to lose

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an estimated \$25 million, if not more, if the revised rule becomes effective next fall. Dick Colbert of Four Star Entertainment, which favored the rule in its present form, reacted with considerable heat to news of the commission's action. He said imposition of the modified rule would have an adverse impact on "many new, fresh" access time programs, such as Four Star's *X-Factor*, the barter program for which Procter & Gamble has been signed as co-sponsor.

Wynn Nathan, vice president-television for Time-Life Films, and Don Taffner, of Gottlieb-Taffner Programs Inc., in New York, also were upset. The commission "did not give the rule [in its present form] a chance to work," Mr. Nathan said. He deplored the order putting the revised rule into effect in the fall. Mr. Taffner said the commission's action "would hurt the smaller companies," such as his. With less access time available, he said, "we don't have a chance to grow." He also said the firm had abandoned plans to produce two new series for 1975-76.

Representatives of the larger companies, however, were pleased at the commission's action. "Delighted" was the word used by John H. Mitchell at Screen Gems. Edward Bleier, sales and programming vice president of Warner Bros. Television, called the action "terrific." He made it clear he continued to favor repeal of the rule, but said the commission's action was important for two reasons: "by confirming the commission's decision to proceed on schedule after ample notice for the coming season—even for those on both sides of the issue, who are unhappy and could petition for further changes—and secondly, by reducing to some extent the rule's injury to both the viewing public and independent quality producers."

Lou Friedland, president of MCA TV and another of the leading opponents of the rule in any form, said the decision, to his firm, meant that "we might as well get on with it—we'll relax and live with it."

Comments from a Los Angeles-based firm that both provides networks with programming and engages in syndication reflected conflicting self-interests. "The production side, which makes programs for the networks, likes the idea of no postponements," said a company official who asked not to be identified. "But in our syndication arm, the feeling is just the opposite."

'Case of Rape' rates high

NBC-TV carved out one of its biggest Nielsen weeks (Feb. 18-24) of the season, thanks in large part to the blockbuster audience delivered by the made-for-TV movie, "A Case of Rape" (Wednesday, Feb. 20, 9-11 p.m., NYT).

NBC's research people claimed that the 33.2 rating and 50 share over the two-hour period constituted "the largest audience ever to view a made-for-TV movie on television."

The three hit shows of the second season—ABC's *The Six Million Dollar Man* and *Happy Days*, and CBS's *Good Times*

—all made it into the top 20 for the week ending Feb. 24. *Six Million's* 24.8 rating and 37 share was good for a tenth-place finish, *Good Times's* 23.8 and 36 made it number 13, and *Happy Days's* 22.0 and 33 gave it a tie for 19th.

CBS's new family drama, *Apple's Way*, has declined in the ratings each week since its Feb. 10 premiere, hitting a low on Sunday (Feb. 24) with a 17.3 rating and 27 share against the umpteenth rerun of "The Wizard of Oz" on NBC.

And ABC's new family western, *The Cowboys*, has also skidded since it started off with solid numbers on Feb. 6. *Cowboys* managed only a 16.9 rating and 26 share on Feb. 20, to finish third in its time period.

For the week as a whole, NBC walked

off with three nights (Wednesday, Saturday and Sunday), ABC picked up Monday and Tuesday, and CBS won Thursday and Friday.

Wold gets NBA radio rights

Exclusive worldwide rights to distribute radio broadcasts of the National Basketball Association play-off games into "neutral" cities has been granted by the NBA to the Robert Wold Co., Los Angeles. Play-offs begin the weekend of March 30 and continue for approximately six weeks.

RWC will select between 16 and 19 games, including two games from each of the six semifinal and final series, plus all the games in the league's final, best-of-

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6. How big a customer service department do they have? (get names and phone numbers)
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seven championship series, to be fed to radio stations in all cities not regularly served by local radio under broadcast-club arrangement. Subscribing stations pay a fee for the games, but can sell their commercial time to their own sponsors.

Last January, RWC produced exclusive worldwide coverage of the NBA's All-Star game. RWC also owns radio broadcasting rights to National League baseball playoffs; it has produced national radio coverage of the NCAA basketball championship, as well as numerous major golf tournaments.

NATPE programers give rousing 'no' to programing by pressure

Seven-item ballot shows that PD's overwhelmingly are against conceding decisions to special-interest groups

Television programers in Los Angeles two weeks ago for the National Association of Television Program Executives convention had more than a few derogatory things to say about the pressures they face from dissident citizen groups (BROADCASTING, Feb. 25). Perhaps the peer support offered by the occasion had an effect on their attitudes, but programers responding to an NATPE special ballot on "programing by pressure" forcefully expressed their antipathy.

In essence, the programers felt that broadcasters have been too condescending in their relationships with citizen groups. They declared—almost universally—that concessions should be eliminated, that the status quo of programing for minority and special interest groups is acceptable, and that "public access" programing might be appropriate for cable operators, or even public broadcasters, but not for them.

Significantly, the majority of the broadcasters surveyed expressed a preference for "suggested" FCC guidelines for dealing with special-interest groups. Such a procedure, they indicated, would be preferable to the commission's taking no action at all on the matter and highly preferable to the agency setting specific policies.

An overwhelming majority of the programers (68.9%) said a station does not have the right to sign agreements with citizen groups that would prohibit or limit any specific type of program material. Only 13.4% said such a right exists; 17.7% declared it may be applicable in rare cases.

Many programers (46.2%) felt that a station should "seldom" move to eliminate minority stereotypes from its programs. A smaller group (27.7%) said that action should be taken frequently; 18.5% felt it should never be done, and 7.6% thought it should happen always. However, most participants (61.5%) acknowledged that stations sometimes edit programs to eliminate segments that

might be objectionable to a particular group; 27.9% said they never did this; 10.6% said they always do.

And given the choice between airing a program that is potentially objectionable to a group in the viewing area and prohibiting the telecast, the large majority (82.1%) opted for the former.

Practically without exception, the broadcasters felt that a station should never promise to allocate a specific percentage of time to any particular group—99.9% of those surveyed displayed this preference.

More than half the participants (54.3%) expressed the opinion that there "is just the right amount" of programing oriented toward minorities and special-interest groups on television today; 27.9% said there is too little; 17.8% believed there is too much.

More than half of those polled (54.8%) also felt that so-called "public access" programs should be completely eliminated. A significant sampling of the participants (26.1%) felt such programs should be confined to cable systems; 12.7% said "other" media should provide the service (and most of those identified public broadcasting as the alternative source); only 6.3% felt all stations should perform that function.

The participants favored the FCC's issuing guidelines for associations with citizen groups over the implementation of specific rules in this area. But a substantial portion (41.1%) said the agency should take no action at all. Only 5.9% felt specific rules are in order; 54% opted for the guideline approach.

Above all, the survey indicated, broadcasters maintain that their stations should have total discretion as to which programs they carry, when and how often they should appear, and who should be given access to them.

ABC-TV reschedules a 'balanced' Cavett

With appendage of responses, canceled show will get on air

ABC-TV said last week it would broadcast on March 21 the *Dick Cavett Show* that it canceled last Feb. 7 for lacking balance to the views expressed by four of the Chicago Seven who were guests. The original featured Abbie Hoffman, Tom Hayden, Jerry Rubin and Rennie Davis (BROADCASTING, Feb. 11). The network rescheduled the program on condition that opposing viewpoints be attached to the end of it.

Daphne Productions, producer of the program, has taped about half an hour of comments from conservatives Jeffrey St. John, broadcaster and columnist, and Fran Griffin, of Young Americans for Freedom. The two were shown the controversial Cavett interviews, and asked by Mr. Cavett to reply to four subjects that ABC said needed balancing: change through revolution, bombing for social protest, alleged breakdown of the American judicial system and alleged failure

of American society and its system of government.

"We just let them say what they thought," said John Gilroy, Cavett show producer. "I still feel the show doesn't need balancing, but we're just interested in getting our 90 minutes on the air."

The only portions of the original show ABC chose to delete, Mr. Gilroy said, were a few expletives from the audience, and we didn't argue about them," use of hand-made bombs, and a charge from Mr. Rubin that former New York Governor Nelson Rockefeller and his family made their money by "stealing."

"Those were legal judgments, having nothing to do with the question of balance, and we didn't argue about them," Mr. Gilroy said.

P.S. to writers' strike: How the specials fared when series were late

JWT study finds heavy reliance by networks with some ratings loss

J. Walter Thompson Co., New York, last week released an analysis that showed the TV networks used 50% more specials in the fourth quarter of 1973 than in the same period of 1972. The study also claimed that there was a 5% dip in average ratings for the 1973 specials in the last quarter as compared to specials in the previous fourth quarter.

The agency said it undertook the analysis following the writers' strike in early 1973 that delayed fall starts of regular series and prompted the networks to schedule specials. JWT's examination showed that in the fourth quarter of last year the three TV networks carried 69 entertainment specials, totaling 72.5 hours with an average rating of 20.1. In the final quarter of 1972, networks scheduled 47 specials amounting to 42 hours with an average rating of 21.2.

JWT concluded that while network specials suffered an average 5% rating decline from the previous year, they achieved an 11% higher rating than average regular prime-time programing. The agency also learned that a "big name" does not guarantee a larger audience; specials must be promoted heavily to attract audiences: specials are generally outmatched by strong feature films, and programs dealing with a holiday theme usually outrated other entertainment specials.

JWT offered this ranking of prime-time entertainment specials through Dec. 25, 1973:

Special	Rating	Share
1. Bob Hope Special (NBC)	34.5	50
2. Waltons: Thanksgiving Story (CBS)	33.5	51
3. Christmas with Bing Crosby (NBC)	32.3	47
Frosty The Snowman (CBS)	32.3	47
5. Charlie Brown Christmas (CBS)	31.2	48
6. "Little Drummer Boy" (NBC)	30.5	47
7. "Andy Williams (NBC)	30.1	47
8. "Perry Como Winter Show (CBS)	29.8	44
9. Charlie Brown Thanksgiving (CBS)	29.1	45
10. Dr. Seuss (Grinch Xmas) (CBS)	28.5	43
"Riggs-King Tennis (ABC)	28.5	40
12. Homecoming (CBS)	28.1	48
13. House Without Xmas Tree (CBS)	26.0	40
14. Dr. Seuss On the Loose (CBS)	23.9	33

15. Charlie Brown Elected (CBS)	23.4	34
18. Santa Claus/Town (ABC)	23.2	37
17. Miss Teenage America (CBS)	23.1	43
18. *Bob Hope Special (NBC)	22.9	36
19. Bear/Slept Thru Xmas (NBC)	22.8	35
20. Hallmark Hall of Fame (NBC)	22.2	36
21. Miracle on 34th Street (CBS)	22.1	37
22. Jackie Gleason (CBS)	22.0	33
23. Winnie The Pooh (NBC)	21.9	34
24. *Bob Hope Special (NBC)	21.4	51
25. Rudolph The Reindeer (CBS)	21.4	35
26. *Country Music Award (CBS)	21.3	34
27. Hallmark Hall of Fame (NBC)	21.2	32
28. *Snoopy At Ice Follies (NBC)	20.1	29
29. Dinah Shore (NBC)	19.8	32
Friends Salute/Berlo (ABC)	19.8	29

* JWT client sponsorship

Program Briefs

Anglo-American alliance. NBC-TV and BBC have agreed to co-produce two-hour special, *The Inventing of America*, tracing American inventions and their impact on growth of U.S. over past 200 years. Special is part of bicentennial programming to be shown on NBC-TV from July 4, 1975, to July 4, 1976.

Forsaken taken. Independent WTTG(TV) Washington last week took three ABC-TV series to its bosom: *The Cowboys* at 8 p.m. Wednesdays, *Firehouse* at 8 p.m. Thursdays and *Chopper One* at 11:30 a.m. Sunday. All were declined by WMAL-TV, network's affiliate there, which opted instead for syndicated attractions *Hee Haw* and *Ozzie's Girls*.

For the fuelish. Chamber of Commerce of U.S. has created "Save America—Save 25%" campaign to curb gasoline consumption. Four radio and TV public service announcements, each 30-seconds in length, suggest such gas-saving tips as carpooling, use of mass transit, keeping vehicles in parking lot two extra days each week and consolidation of car trips. Contact: *Director of Broadcast Relations, Chamber of Commerce of U.S., 1615 H. Street, N.W., Washington 20006.*

The real American sport. Full season of collegiate lacrosse games, commencing March 30, is being offered to TV stations and national advertisers by Schaefer Advertising Inc., Bala Cynwyd, Pa., sales agent for series. All 11 telecasts will be on Saturday afternoons in East Coast sector where sport (originated by Indian tribes) has its strongest hold. Schedule opens with Maryland vs. North Carolina and includes National Collegiate Athletic Association championship games as well as North-South All Star Game. Sheldon Shemar of Sports Media Inc., Baltimore, will produce and direct the series.

End of an institution

Lucille Ball, a series star since '51, will leave regular programing at end of this year, but still will do specials

Lucille Ball, who has been on CBS-TV continuously since 1951 in three series formats, announced last week that this season will be her last as star of a regular program.

The network added, however, that she would do a number of specials next season, which will, in Miss Ball's words,

"give me a chance to try some exciting new ideas I've been working on for some time."

Over the last few years, there has been a steady erosion of *Here's Lucy's* ratings. *NFL Monday Night Football* on ABC and NBC's *Monday Night at the Movies* have scooped out fairly large hunks of Miss Ball's audience in recent years, turning what was once a perennial top-10 show into one that now hovers between 30th and 35th place each week. The show's season-to-date national Nielsens based on 19 telecasts from mid-September through Feb. 10 show a 20.2 rating and a 30 share.

Some commentators have attributed Miss Ball's declining popularity to the

new situation comedies format, particularly those by Norman Lear, who has insisted on presenting topics such as menopause, impotency, alcoholism and abortion on programs. In this changed context, Miss Ball's continued reliance on knockabout, slapstick farce has seemed tame and old-fashioned to the 18-to-49-year-old audiences that sponsors are particularly eager to attract.

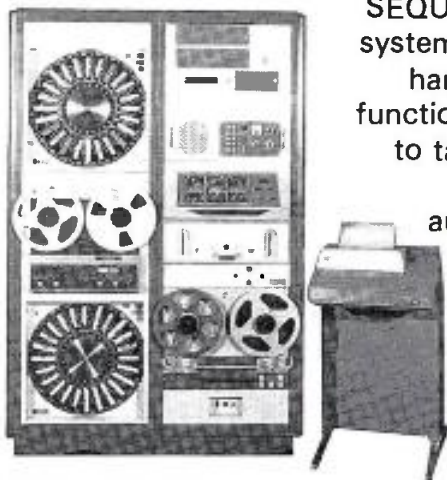
Miss Ball started on CBS in 1951 with *I Love Lucy*, which costarred Desi Arnaz, her husband at the time. In 1962, the title was changed to *The Lucy Show*, a reflection of her divorce from Mr. Arnaz. When her two children, Desi Jr. and Lucie, joined the series as regulars in 1968, the show became *Here's Lucy*.

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Renewal relief starts moving in the House

Though some broadcasters worry about requirements for ascertainment and negotiations with complainants, support gathers behind legislation reached in subcommittee compromise

A license-renewal bill bearing the qualified endorsement of major broadcast interests was formally approved by the House Communications Subcommittee last Wednesday (Feb. 27) and sent on its legislative way. "If a journey of a thou-

sand miles begins with a single step," one network official observed, "then Congress decided which foot to start on today."

A second step had been planned—approval on the same day by the parent House Commerce Committee. But Representative John D. Dingell (D-Mich.) stuck his own foot in the way. He said members had been given insufficient time to study the measure. The committee deferred consideration. "I suspect I'll be opposed to the bill anyway," Mr. Dingell said.

In the form unanimously approved by the subcommittee last Wednesday, the bill (HR 12993) differed in only one provision from the version that subcommittee members had introduced the week before (BROADCASTING, Feb. 25). An original Section 6b would have instructed the FCC to conduct a study of the "social, economic, political or other consequences" of multiple broadcast owner-

ships and multimedia ownerships and report its conclusions and recommendations to the Congress within two years.

Over the weekend of Feb. 23-24 some network officials became alarmed at the prospects of a new FCC inquiry that might reopen questions about network ownership of stations and sought an amendment that was accepted by Representative Clarence Brown (R-Ohio), author of the original 6b. The new section instructs the FCC to complete, within six months of the bill's enactment, the media ownership inquiries it already has in work (see text below). The amendment, cleared in advance with Mr. Brown, was introduced by Representative Fred Rooney (D-Pa.).

Of his original section Mr. Brown said later: "NBC said it would fight the bill and try to kill it if it was in. I tried to get some harmony in this process. This is compromise legislation."

Complete text of H.R. 12993, the House's latest try at license renewal

A BILL to amend the Communications Act of 1934 to provide that licenses for the operation of broadcasting stations may be issued and renewed for terms of four years, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

Section 1. This Act may be cited as the "Broadcast License Renewal Act."

Ascertainment; License renewal period and procedures

Sec. 2. (a) Section 309 of such Act is amended by adding at the end thereof the following new subsection:

"(i) The commission shall by rule establish procedures to be followed by licensees of broadcasting stations to ascertain throughout the terms of their licenses the needs, views, and interests of the residents of their service areas for purposes of their broadcast operations. Such rules may prescribe different procedures for different categories of broadcasting stations."

(b) Section 307(d) of the Communications Act of 1934 is amended to read as follows:

"(d) (1) The term of any license, or the renewal thereof, granted under subsection (a) for operation of a broadcasting station may not exceed four years, and the term of any license, or the renewal thereof, for any other class of station may not exceed five years.

"(2) (A) Any license granted under subsection (a) may upon its expiration be renewed, in accordance with Section 309, if the commission finds that the public interest, convenience and necessity would be served by the renewal of such license. In determining if the public interest, convenience and necessity consider (i) whether the licensee during the preceding term of its license, would be served by the renewal of a broadcast license, the commission shall follow applicable procedures prescribed by the commission under Section 309(i) for the ascertainment of the needs, views and interests of the residents of its service area for purposes of its broadcast operations, and (ii) whether the licensee has engaged in broadcast operations during the term of the license which were substantially responsive to those needs, views and interests.

"(B) In considering any application for renewal of a broadcast license granted under subsection (a), the commission shall not consider—

"(i) the ownership interests or official connections of the applicant in other stations or other communications media or other businesses, or

"(ii) the participation of ownership in the management of the station for which such application has been filed,

unless the commission has adopted rules prohibiting such ownership interests or activities or prescribing management structures, as the case may be, and given the renewal applicant a reasonable opportunity to conform with such rules.

"(3) Consistently with the foregoing provisions of this subsection, the commission may by rule prescribe the period or periods for which licenses shall be granted and renewed for particular classes of stations, but the commission may not adopt or follow any rule which would preclude it, in any case involving a station of a particular class, from granting or renewing a license for a shorter period than that prescribed for stations of such class if, in its judgment, the public interest, convenience or necessity would be served by such action.

"(4) In order to expedite action on applications for renewal of broadcasting station licenses and in order to avoid needless expense to applicants for such renewals, the commission shall not require any such applicant to file any information which previously has been furnished to the commission or which is not directly material to the considerations that affect the granting or denial of such application, but the commission may require any new or additional facts it deems necessary to make its findings. Pending any hearing and final decision on such an application and the disposition of any petition for rehearing pursuant to Section 405, the commission shall continue such license in effect.

"(5) Any license granted or renewed for the operation of any class of station may be revoked as provided in Section 312."

Time limitation applicable to petitions to deny

Sec. 3. (a) The first sentence of Section 309 (d) (1) is amended to read as follows: "Any party in interest may file with the commission, within such time periods as may be specified by the rules of the commission, a petition to deny any application (whether as originally filed or as amended) to which subsection (b) applies."

(b) The first sentence of Section 309 (d) (2) of such Act is amended by inserting after "pleadings filed" the following: "by the parties within the time periods specified by the rules of the commission."

Negotiation

Sec. 4. Section 309 of such Act is amended by adding after the subsection added by Section 2 (a) of this Act the following subsection:

"(j) The commission shall prescribe procedures to encourage licensees of broadcasting stations and persons raising significant issues regarding the operations of such stations to conduct, during the term of the licenses for such stations, good faith negotiations to resolve such issues."

Courts of Review

Sec. 5. Subsection (b) of Section 402 of such Act is amended by striking out "to the United States Court of Appeals for the District of Columbia" and inserting in lieu thereof, "as provided in subsection (c);" and subsection (c) of such section is amended by inserting after "(c)" the following new sentence: "An appeal under subsection (b) from an order or decision of the commission—

"(1) made on an application (other than one under Section 325) involving a broadcast facility and described in paragraph (1), (2), (3), or (6) of subsection (b), or

"(2) described in paragraph (5) of such subsection modifying or revoking a construction permit or station license of a broadcast facility shall be brought in the United States court of appeals for the circuit in which such broadcast facility is, or is proposed to be, located; and appeals under such subsection from any other order or decision of the Commission may be brought in the United States Court of Appeals for the District of Columbia Circuit or the United States court of appeals for the circuit in which the person bringing the appeal resides or has his principal place of business."

Studies of regulation of broadcasters and of effect of concentration of ownership

Sec. 6. (a) The FCC shall conduct a study to determine how it might expedite the elimination of those regulations of broadcast licensees required by the Communications Act of 1934 which do not serve the public interest and shall make annual reports of the results of such study (including any recommendations for legislation) to the Committee on Commerce of the Senate and the Committee on Interstate and Foreign Commerce of the House of Representatives. The commission shall include in its first annual report under this section its conclusions with respect to the differences among broadcast licensees on which are or may be based differentiation in their regulation under such Act.

(b) The FCC shall, not later than six months after the date of the enactment of this Act, complete all proceedings and take such agency action as it deems appropriate in connection with proposed amendments to the commission's rules (47 CFR 73.35, 73.240, 73.636) relating to multiple ownership of standard, FM and television broadcast stations (FCC Docket No. 18110).

Effective Date

Sec. 7. (a) (1) Except as provided in paragraph (2), section 6 and the amendments made by sections 2 and 4 of this Act shall take effect on the date of enactment of this Act.

(2) The last sentence of Section 307 (d) (2) (A) of the Communications Act of 1934 (as added by section 2 (b) of this Act) shall apply with respect to applications for renewal of broadcast licenses which are filed after rules prescribed by the FCC under Section 309 (i) of such Act (as added by Section 2 (a) of this Act) have become effective.

(b) The FCC shall issue, within the 90-day period beginning on the date of the enactment of this Act, rules establishing time limits for the filing of petitions to deny under Section 309 of the Communications Act of 1934. The amendments made by Section 3 shall apply with respect to petitions to deny filed under such Section 309 after such rules have become effective.

(c) The amendment made by Section 5 shall apply only with respect to appeals under Section 402 (b) of the Communications Act of 1934 from decisions and orders of the FCC made after the 180th day following the date of enactment of this Act.

Despite the change, he said, "I don't want Congress to back off from this. I thought the industry could get a better judgment on this from Congress than the Justice Department or some license challenge in Keokuk that sets some precedent that's hard to overcome."

If NBC had concentrated its fire on the ownership-inquiry section (as had ABC at less heat), CBS was raising questions about another passage that would require the FCC to establish procedures (which could differ for different types of stations) for licensees to follow in ascertaining local "needs, views and interests."

In CBS's opinion the word "views" adds a new dimension to ascertainment requirements already imposed by commission. "Although the language echoes FCC procedures," said Richard Jencks, CBS Washington vice president, "in fact, it is fundamentally different from anything the commission has proposed or done. I regard it as a legislative and administrative minefield."

Mr. Jencks saw a deeper intrusion of the FCC into programing. "Requiring the FCC to evaluate the responsiveness of a licensee to community views could stretch all the way to your format, scheduling, programing—and not just public affairs but every program you put on your station," Mr. Jencks said.

"I know the whole committee thought it was doing broadcasters a good turn," said Mr. Jencks, but, as written, the ascertainment section is an "egregious error."

Mr. Brown, however, denied that the section would make a fundamental change. "It's simply serving the community as it wants to be served," he said. "Stations ought to reflect the multiple views of the community." Mr. Brown said the addition of "views" to the ascertainment process was intended to encourage licensees to survey beyond community leaders and elected officials to common citizens, as well.

CBS's fears could be eased if the subcommittee's report interpreted the ascertainment section to mean that the FCC should keep its hands off programing, Mr. Jencks indicated.

CBS would also like to see a clarification of another section requiring the FCC "to encourage licensees . . . and persons raising significant issues regarding the operation of such stations to conduct . . . good-faith negotiations" whenever those issues come up.

"Nowhere else in federal law is the term 'good faith' used, except in labor law," Mr. Jencks asserted. "And there it has a very specific meaning. It means getting down to the nitty-gritty and horse trading. We have no objections to having licensees talk to these groups, but we've had outside organizations who want to review and monitor our news programing. We don't negotiate that in good faith."

Though emphasizing that it was "not a broadcasters' bill," a spokesman for the National Association of Broadcasters called it a "reasonable bill." Questions such as those about ascertainment and negotiations with outsiders "can be answered in the committee report," he said.

In outline, the bill also:

Tomorrow. The full House Commerce Committee will again attempt to take up the license-renewal bill Tuesday morning (March 5). An effort to pass it out to the floor last week was stymied by Representative John Dingell (D-Mich.). Officials of the National Association of Broadcasters, which supports the bill, believe there are enough votes for passage in full committee, probably without amendment. Forecasts on what whole House might do are hard to come by.

- Extends license terms from three years to four.
- Authorizes the FCC to renew licenses on a finding that licensees have

been "substantially responsive" to the needs, views and interests that have been continually ascertained.

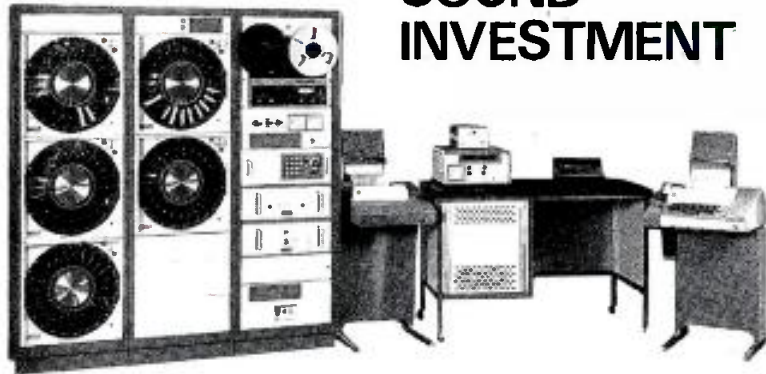
- Prohibits the FCC from considering, as factors in renewals, the licensee's other media interests or integration of ownership and management, if those conditions conform to FCC rules.

- Permits "any party of interest" to file petitions to deny renewals, but requires petitions to be filed within time limits prescribed by FCC rules.

- Requires that appeals from FCC decisions on license challenges or disputes over construction permits be heard in the U.S. circuit where the facility is located (though other appeals could be heard in Washington or in the circuit court of the appellant).

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FCC boosts fees broadcasters pay by an average of 33%; cable gets off easier

Annual license bill for radio is up to 32 times one-minute rate; for TV's it goes to 16 times 30-second charge; cost for transferring a station now will be based on outlet's revenues; CATV systems get five-cent hike of their per-subscriber rate

The price for being regulated by the FCC goes up May 1, from \$24.5 million—the amount the commission actually collected

in fees in fiscal 1973—to about \$40.8 million.

On a 5-to-0 vote, the FCC last week adopted a new fee schedule that is designed to return 92% of the commission's costs to the U.S. Treasury. For broadcasters, fees generally will be boosted 33%, as expected (BROADCASTING, Dec. 18, 1972). Fees will be boosted for cable television systems also, but not as much as had been proposed.

The action came as the commission was preparing to go before Senate and House appropriations subcommittees to defend the President's budget request of \$46.8 million for fiscal year 1975 (BROADCASTING, Feb. 11). The commission will appear before the Senate panel on March 7; the House unit, on March 12. And a fee schedule promising a substantial return from the regulated industries will give the commission a strong

arguing point. The FCC is the only agency in government complying with a congressional mandate to make itself as self-sustaining as possible.

The commission departed from the schedule proposed in the notice of proposed rulemaking it issued in December 1972, in determining that 8% of its costs represent services that primarily benefit the public and, therefore, should be exempt from the payment of fees. These include services provided by the Broadcast and Safety and Special Radio Services Bureaus for educational broadcasters, police and fire departments and local governments, among others.

The per cent of return is not based on the appropriation requested for the commission for fiscal year 1975, which begins on July 1, but on the amount actually appropriated for the commission in the current year—\$41.9 million—plus

The FCC's new fees: More bucks for the bang

Fees for broadcast services

Construction permits: Application for construction permit for new station or for major changes in existing station.

	Filing Fee	Grant Fee
VHF—Top 50 markets ¹	\$6,870	\$60,000
UHF—Top 50 markets	2,500	22,500
VHF—Next 50 markets	2,670	24,000
UHF—Next 50 markets	1,000	9,000
VHF—Balance	1,335	12,000
UHF—Balance	500	4,000
FM—Class A	135	1,200
FM—Class B and C	270	2,400
AM—Day—50 kw	870	6,000
AM—Day—25 kw	535	4,800
AM—Day—10 kw	400	3,600
AM—Day—5 kw	270	2,400
AM—Day—1 kw	135	1,200
AM—Day—500 W	70	600
AM—Day—250 W	35	300
AM—Unlimited 50 kw	1,335	12,000
AM—Unlimited 25 kw	1,070	9,600
AM—Unlimited 10 kw	800	7,200
AM—Unlimited 5 kw	535	4,800
AM—Unlimited 1 kw	270	2,400
AM—Unlimited 500 W	135	1,200
AM—Unlimited 250 w	70	600
AM—Class IV	135	1,200

¹ Market size shall be determined by the ranking of the American Research Bureau, on the basis of prime-time households (average quarter-hour audience during prime time, all home stations).

Assignments and transfers: Applications for assignment of license or transfer of control—Form 314, Form 315 and Form 316 applications. (Where more than one broadcast station license is involved, the total amount of fees prescribed for each license so involved will be paid in this manner.)

Sales or exchanges: Application filing fee (Forms 314 and 315) \$1,335. Application filing fee (Form 316) \$335.

Grant fee (to be paid immediately following consummation of assignment or transfer): (1) For AM stations and joint assignment or transfer of AM-FM stations, with gross revenue of \$400,000 or less—6% of gross. (2) With gross revenue greater than \$400,000—\$24,000 plus 9.33% of gross revenue in excess of \$400,000. (3) For all FM stations—6% of gross. (4) For TV stations with gross \$800,000 or less—7.6% of gross. (5) For TV stations with gross greater than \$800,000—\$61,860 plus 10.67% of gross in excess of \$800,000. (6) In all other cases and/or when gross revenue is indeterminable (see Note 2)—2.67% of consideration for assignment or transfer.

Gifts: Application filing fees and grant fees for assignments or transfers resulting from gifts are the same as those for sales or exchanges above, with the exception that no grant fee will be assessed for an assignment or transfer by gift from a person to a spouse and/or lineal descendant.

NOTE 1: Gross revenue will be determined by taking the average of the annual gross revenue figures reported on line 19 of FCC Form 324 for the respective station(s) for the three years immediately preceding the date of the consummation of the transfer or assignment.

NOTE 2: In certain situations gross revenue figures are not available for assessment of a fee on that basis—for example, assignment or transfer of an AM or FM station individually from what had been a joint AM-FM operation; assignment or transfer of failing operations in which gross revenue has been either non-existent or so intermittent as to be an improper basis upon which

to establish a grant fee. In those types of cases, the grant fee will be assessed pursuant to the above.

NOTE 3: In the case of transfer of control, the transfer grant fee will be based on the percentage of interest acquired which resulted in the transfer of control (except for those cases described in Note 4 below in which additional acquisitions of interest may be subject to the fee). (Example: "A" acquires a 60% interest in an AM station with gross revenue of \$100,000. Assuming "A" holds no other interest in this station which was acquired in the preceding two years (Note 4), the grant fee is \$3,600—\$100,000 x 6% x 60%.)

NOTE 4: In the case of transfer of control where the transferee holds previously acquired interests, the grant fee will be based on the acquisition, which resulted in transfer of control and on interests acquired during the two-year period immediately preceding the date of the contract for the transfer of control. (Example: "A" acquires the following interest in an AM station on the listed dates: 1-1-71—10%, 1-1-72—10%, 1-1-73—20%, 2-1-74—30%. Assuming the station had gross revenue of \$100,000, the transfer grant fee would be \$3,000—\$100,000 x 6% x 50% with the 50% figure representing the interest which resulted in transfer of control plus interest acquired in the two years immediately preceding the date of contract for the transaction which resulted in transfer of control.)

Annual license fee: Each broadcast station shall pay an annual license fee to the Commission based on the station's rate card as of June 1 of each year. For AM & FM: The annual fee will be a payment equal to 32 times the station's highest single "one-minute" spot announcement rate, but in no event shall the annual payment for each AM and each FM station be less than \$69. For TV: The annual fee will be a payment equal to 16 times the station's highest "30-second" spot announcement rate, but in no event shall the annual payment be less than \$192.

Other applications.

CP to replace expired permit (Form 321)—AM, FM and TV \$250; auxiliary \$50; modification other than major change (except auxiliary services)—AM, FM and TV \$75; modification of CP or license in auxiliary services—\$20; change of call sign for broadcast station—AM, FM or TV \$135; all other applications in broadcast services—\$75.

Fees are not required in the following instances: (1) Applications filed by tax exempt organizations for operation of stations providing noncommercial, educational broadcast services, whether or not such stations operate on frequencies allocated for noncommercial, educational use. (2) Applications in the standard broadcast service requesting authority to determine power of non-directional standard broadcast stations by direct measurement. (3) Applications for all FM or television translators and all FM or television translator relay stations. (4) Applications by local government entities in connection with the licensing or operation of a noncommercial broadcast station. (5) Applications for licenses to cover construction permits in the auxiliary broadcast services.

Fees for cable services

Application in the cable television relay (CAR) service:

For a construction permit	\$50
For a license or renewal	15
For a modification of construction permit or of a license	15
For reinstatement of expired construction permit or license	15
For assignment of license or of construction permit, or for transfer of control	25
Application for certificate of compliance pursuant to Section 76.11	50

NOTE 1: If multiple applications for certificate of compliance are simultaneously filed by cable television systems having a common headend and identical ownership but serving or proposing to serve more than one community, the full \$50 fee will be required for only one of the communities; a \$15 fee will be required for each of the other communities.

Petition for special relief, pursuant to Section 76.7

NOTE 2: If a petition for special relief involves more than one cable television community, and the communities are served by cable facilities having a common headend and common ownership, only a single \$25 fee is required.

An annual fee shall be paid by each cable television system on or before April 1 of each year for the preceding calendar year. The fee for each system shall be equal to the number of its subscribers times 35 cents. The number of its subscribers shall be determined by averaging the number of subscribers on the last day of each calendar quarter.

the \$2.5 million the commission is required by law to pay General Services Administration.

One major change in the fee schedule affecting broadcasters involves assignment and transfer grant fees in the broadcast services. Instead of setting a percentage of the price paid (the commission had considered raising it from 2% to 2.6%), the commission will base the fee on a variable percentage of the station's average annual gross revenues for the three years preceding the sale ("Closed Circuit," Feb. 18). The percentage depends on the kind of station involved.

The commission also: increased fees for filing assignment and transfer applications from \$1,000 to \$1,335; upped the annual license fee for radio stations from 24 to 32 times the station's highest single one-minute spot announcement rate but not less than \$69; raised the annual licensee fee for television stations from 12 to 16 times the station's highest 30-second spot rate but not less than \$192; hiked the filing fee for a new VHF television station or for a major change in an existing station in the top 50 markets from \$5,000 to \$6,670 and the grant fee from \$45,000 to \$60,000.

Similar increases were made for new VHF stations or major changes in existing ones in smaller markets, and for radio stations, with the amount of increase depending on power, hours of operation and class of station. But the fees for UHF stations will remain the same—\$2,500 for filing and \$22,500 for grants, in the top-50 markets; \$1,000 and \$9,000 in the next 50, and \$500 and \$4,500 in the remainder.

The schedule also provides for some fee reductions—from \$500 to \$250 for an application for a permit to replace an expired permit, and from \$50 to \$20 for modification of construction permits or licenses in auxiliary broadcast services. And it extends exemptions from payment of fees to licenses to cover construction permits in the auxiliary broadcast services, and to applications for FM translators and for authority to determine antenna power by direct measurement for nondirectional AM stations. There will be no grant fees in the assignment or transfer of stations by gift or inheritance to spouse or child.

The new schedule provides for a five-cents-a-subscriber increase—to 35 cents—that cable television systems will be required to pay in annual fees. The commission had proposed boosting the annual fee to 40 cents, but settled on the lower figure after revising estimates of the number of subscribers cable systems will serve, from 6.7 million to 8.5 million. Under the new schedule, the fee for filing for a certificate of compliance goes from \$35 to \$50, and for certificates in additional communities, from \$10 to \$15. The fee for filing petitions for special relief remains \$25.

A legal cloud hangs over the commission's authority to impose annual fees, at least on cable systems. The National Cable Television Association has challenged that authority in a court suit, and the Supreme Court is reviewing the case.

The new schedule includes a fee of \$10 for new first-class and second-class operator licenses and third-class permits when examinations are required. Fees for renewals and for other services in connection with operators licenses will range down to \$2.

And in the matter of equipment testing and approval, the commission will charge \$50 for applications for all certifications, with grant fees ranging from \$100 to \$250. Type-acceptance filing fees range from \$50 to \$500, and grant fees from \$100 to \$1,000. Filing fees for equipment requiring testing for type approval are set at \$450 to \$3,000, and grant fees from \$150 to \$1,000. Applications for type approval of equipment or for modifications that do not require

testing will involve a \$75 filing fee and a \$25 grant fee.

The new fee schedule applies to all applications received on or after May 1. In most cases, grants made on or after that date will not be subject to the new fees if the applications involved were filed before Feb. 26, 1974—the date on which the new fee schedule was adopted.

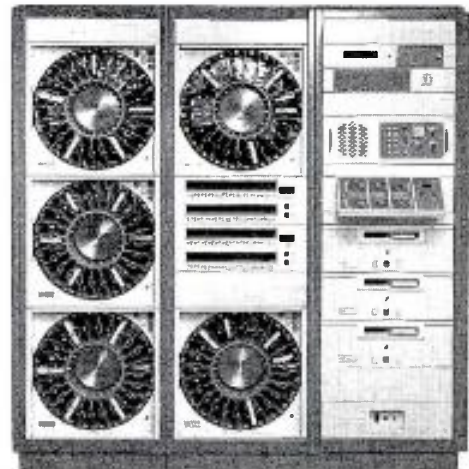
McIntire loses again

Dr. Carl McIntire has been permanently enjoined by a federal court from broadcasting to the mainland from his "Radio Free America," located aboard a ship anchored off the New Jersey coast. Dr. McIntire had acquired and equipped the ship for broadcast as a response to an

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FCC order denying renewal of WXUR-AM-FM Media, Pa., owned by the seminary he heads. The commission concluded that the stations had violated the fairness doctrine and misrepresented its program proposals to the commission.

U.S. District Judge Mitchell Cohen two weeks ago granted the government's request for a permanent injunction and rejected Dr. McIntire's argument that the government had come into court with "unclean hands." Dr. McIntire had alleged White House influence on the FCC in denying the stations' renewal, basing that on his criticism of President's Vietnam policy and on released White House memos advocating use of the commission to silence critics (BROADCASTING, Nov. 5, 1973). The government did not respond with affidavits from commission officials. However, Judge Cohen said the "unclean hands" argument was not enough; that the Communications Act bar on such unlicensed broadcasts must be upheld.

Moreno denies that he drummed up opposition to Storer KCST buy

A former public interest lawyer has filed an affidavit with the FCC denying a charge that he "solicited" a case involving a petition to block Storer Broadcasting's acquisition of KCST(TV) San Diego. The affidavit, by Albert Moreno, of San Diego, was backed up by affidavits filed

by two of San Diego's Chicano leaders, who say that a number of groups requested Mr. Moreno to represent them in opposing the sale.

The original charge was made by Luis Natividad, executive director of the Chicano Federation of San Diego County, in an affidavit accompanying Storer's opposition to the National Organization for Women's request that the commission accept its late-filed petition to oppose the sale (BROADCASTING, Jan. 14). Storer made no comment on the charge.

The affidavits of Mr. Moreno, Tony Gomez and John Garduno, of the GI Forum, were attached to NOW's response to Storer's opposition pleading. NOW also asked that the material relating to Mr. Moreno, who does not represent the group, be stricken as irrelevant.

Essentially, the affidavits assert that Mr. Garduno, among others, asked Mr. Moreno in June 1973 to represent them in opposing the KCST transfer. Mr. Moreno, at the time a lawyer with Public Advocates Inc. of San Francisco, had worked with Mr. Gomez a year earlier in challenging the merger of Cox Cablevision and American Television and Communications Inc.—a dispute later resolved in an agreement between the companies and the citizen group. (The merger later was abandoned under Justice Department pressure.)

After addressing a meeting of community groups to which he had been invited by his clients in August 1973, Mr. Moreno is said to have been asked by

the groups present to represent them also in opposing the KCST sale. Mr. Moreno agreed, the affidavits said, after getting his clients' approval.

The coalition later broke up, with most of the groups settling their differences with Storer. NOW, however, continued its opposition.

Changing Hands

Announced

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

▪ WSSA(AM) Morrow, Ga.: Sold by Clayton Broadcasting Co. to James H. Simmons and James S. Beattie for \$260,000. Van A. Temple is president of Clayton. Mr. Beattie owns WOHN(AM) Herndon, Va., and Mr. Simmons has business interests in Concord, N.C. WSSA is on 1570 khz with 5 kw. Broker: Blackburn & Co.

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see page 62).

▪ KsJO(FM) San Jose, Calif.: Sold by SRD Broadcasting Co. to Comet Theatre Enterprises Inc. for \$768,750. Scott M. Elrod, Donald M. Bekins and others own SRD. Frederic A. Danz, president of Comet, is also principal owner of KBFW(AM) Bellingham, KALE(AM) Richland, KEDO(FM) Longview, KTW-AM-FM Seattle, all Washington, and KGLX(AM) The Dalles and KASH(AM) Eugene, both Oregon. KsJO is on 92.3 mhz with 20 kw and antenna 57 feet below average terrain.

WSB-AM-FM-TV struck

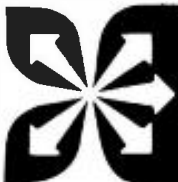
AFTRA members seek new two-year pact with 15% pay boost in 1974; management offers staggered rises totaling 14% by end of this year

Members of the local chapter of the American Federation of Television and Radio Artists have struck WSB-AM-FM-TV Atlanta. Administrative personnel are substituting to keep the stations on the air.

According to a union spokesman, 15 AFTRA members employed by the TV station as newsmen and announcers and eight employed by the radio stations walked off their jobs Feb. 8—principally over higher wages.

The local whose three-year contract expired Dec. 31, is seeking a new two-year pact containing a 15% pay boost this year—5.5% immediately and 9.5% on May 1—and either a negotiable increase next year or a boost of 5.5% and a cost of living increase. AFTRA wages at the TV station now range from \$188 to \$267 per week; those on the radio side run from \$176 to \$228.

Before the strike, management of the Cox Broadcasting stations had reportedly offered the union an immediate 5.5% increase, an additional 1.5% May 1, a 7% hike in late December (for 1975) and another 7% increase in 1976.



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74-8

Guess who's coming to dinner in Houston?

Nixon is slated for March 19 talk, and press conference is contemplated; programers, citing NAB disinterest, are turning out in smaller numbers; agenda topics, speakers jell

A National Association of Broadcasters convention beset by the defection of program syndicators and battered by complaints of delegates who want into the handful of downtown Houston hotels got welcome news last week: the President of the United States will be there. Not only that; he'll take live television with him, in the form of a Q-and-A session similar to the one Mr. Nixon held with the Associated Press Managing Editors Association in Orlando, Fla., in January.

It will be Mr. Nixon's second appearance before NAB in a Presidential role; he made the first in 1969, soon after assuming office. Although details remain subject to change, NAB officials expect a Tuesday, 6:30 p.m. CDT appearance, which would put him just after the evening news and in the access half-hour in many markets—the timing he used for a news conference last Monday (Feb. 25).

But, if advance news of the annual convention is marked by the appearance of Mr. Nixon, there is, as well, notable news of some nonattendants—namely, program and film syndicators. Almost none of the major firms will be taking hospitality suites at this year's meeting in protest of their hotel placement and what they say is the association's disregard of programming as a serious media topic.

Most major syndicators will in fact be represented—if only to say "thank you" to their buyers, as one put it—but selling (and salutations) are predicted to be "informal," if not very light.

When all syndicators' suites had been assigned to the Shamrock hotel—a 25-minute ride from the Convention Center—the cry that syndicators were "second-class citizens" first went up (BROADCASTING, Dec. 3, 1973). And syndicators' shift in emphasis, away from the NAB convention to the National Association of Television Program Executives meeting, has been viewed as a basic dissatisfaction with the NAB as a program forum. Syndicators have complained that the NAB "was not interested" in the topic.

"Some small syndicators have reserved suite space," an NAB spokesman said, "but there's not a lot. But representatives of the others have registered and will be there. We expect selling as before, but it'll be a little more informal."

NAB will not have to take any financial loss on the no-shows, he said. The suite rents go to the hotels anyway, and "if we lose \$100 net [in registration fees], I'd be surprised," he said.

Andrew Ockershausen, chairman of the NAB, said in a prepared statement last week that those who have accused the association of ignoring programming in its

convention "have obviously not bothered to check the program." He listed workshops and sessions on the schedule dealing with the future of TV and radio programming, TV news and editorializing and relations with community groups.

"The film syndicators were given every encouragement to attend," Mr. Ockershausen stated. "At their own request, a hotel was designated to serve as central headquarters. . . . We think it is a mistake for them to miss the major meeting of the decision makers of broadcasting. We will certainly meet with them and encourage them to attend next year."

In other convention matters, television station members will be selecting eight new directors for the TV board in Houston. Three members will be running for re-election: Mark Evans, vice president of Metromedia, Walter Bartlett, senior vice president of Avco Broadcasting, and Ray Johnson, executive vice president and general manager of KMED-TV Medford, Ore. Two seats have been vacated—those of Fred Weber, executive vice president of Rust Craft Broadcasting, who died last year, and Leonard Patricelli, president of WTIC-TV Hartford, who became ineligible when his company sold WTIC-TV to Post-Newsweek. The seats of Les Arries Jr., general manager of WBEN-TV Buffalo, George Comte, general manager of WTMJ-TV Milwaukee, and Dale G. Moore, president of KGVO-TV Missoula, Mont., fall open since the holders have served the full two-term limit.

Though there are eight seats open this year—more than half of the 15-member

board—there didn't seem to be a large number of candidates in the running. Besides the three board members running for re-election, only four other NAB members are being mentioned or have announced their candidacy for the posts. They are Kathryn F. Broman, vice president of Springfield TV Broadcasting, who ran seventh in a contest for six spots on the board last year; Eugene Dodson, executive vice president of WTVT(TV) Tampa-St. Petersburg, Fla.; Philip J. Lombardo, president of Corinthian Broadcasting, and Daniel T. Pecaro, acting general manager of WGN Continental Broadcasting. Roger Rice, West Coast vice president of Cox Broadcasting, who had announced his candidacy for a directorship, withdrew from the race last week for "business reasons," he said.

Nominations to the board will be made from the floor of the television membership meeting Monday (March 18) afternoon and balloting will take place the rest of Monday and all day Tuesday. Results will be announced Wednesday morning.

Other highlights of the convention:

■ A pre-convention panel sponsored by the Broadcast Education Association on regulatory issues with four former FCC commissioners: Robert Wells, Lee Loevinger, Kenneth Cox and former Chairman E. William Henry. Dick Block, vice president of Kaiser Broadcasting, will moderate.

■ The opening session at which Richard W. Chapin, president of Stuart Broadcasting, will receive the association's Dis-

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RADIO SCRIPT FOR:

“The Nostalgia Place”

MUSIC: IN AND CARRY UNDER:

OPENING BY DOREMUS:

“Remember the night . . . the night you said . . . I love you . . . remember . . . ?” Those memorable words and music by Irving Berlin frame the contents of this new hourly radio show designed each week to bring back the great songs and great performers of the '20s, '30s, and '40s.

Those were the days of the big bands and after-hours night spots. Days when the top performers of the Broadway stage would drop by after their shows to sit in with the music and sing some current or old-time favorites for the eager audiences. Days we're about to re-create for you now, where you could walk into a club—smoke-filled, flickering candlelight, a quiet table in the corner—and drink and laugh and listen to the very best of the best. A club like “The Nostalgia Place”, the one we want you to imagine you're in right now, this minute.

MUSIC: START TO LOSE UNDER SLOWLY:

So, if you're not driving in a car, why not sit back and close your eyes, kick off those shoes—ah, that's better, isn't it?—and never mind all those things you had to do . . . come drift off lazily with us as we re-live an era long gone but never forgotten.

THE PROGRAM:

What follows are all-time favorite songs—the greatest ever recorded by immortals like Judy Garland, Jimmy Durante, Al Jolson, Bing Crosby, Buddy Clark, Margaret Whiting, Ray Bolger, Waring's Pennsylvanians, etc., etc. . . . a delightful and fascinating bitter-sweet hour of nostalgia . . . the cream of the great songs from the “good old days” . . . all with intros written as beautifully and sentimentally as the opening and closing of the show as presented here, and expertly narrated by John Doremus—a skillfully produced once-a-week radio program (on tape) to be slotted preferably late Saturday night or early Sunday afternoon.

CLOSING BY DOREMUS:

Well, the hour's getting late . . . the band's packing up its instruments . . . the waiters are counting up their tips and stacking chairs on empty tables . . . the couples are wandering off hand-in-hand into the early morning night.

Yes, the Beatles touched a truth when they sang:

"Yesterday love was such an easy game to play,
Now I need a place to hide away—
Oh I believe in yesterday."

And so do we. But next week is always another "yesterday" so, until then, this is John Doremus hoping you will join us once again at this same time for another interlude of fond remembering . . . hoping you'll be making your weekly "place to hide away" . . .

THE NOSTALGIA PLACE.

Till then, when "I'll be seeing you . . . in all the old familiar places" . . .
au revoir . . . hasta la vista . . . auf wiederseh'n . . . good night!

MUSIC: TO BIG WARM CLIMAX:

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tinguished Service Award.

▪ A luncheon address by Senator Lloyd M. Bentsen (D-Tex.) on Monday.

▪ A speech on Monday by Astronaut Robert L. Crippen, a member of the support crew of Skylab, to the engineering conference.

▪ A Monday afternoon Capitol Hill liaison session called "How to Win Friends and Work Effectively with Congress" that will include Representatives Clarence (Bud) Brown (R-Ohio), Lionel Van Deerlin (D-Calif.), Barbara Jordan (D-Tex.) and John McCollister (R-Neb.).

▪ A panel on the future of TV programming on Monday afternoon with Robert Howard, president of NBC-TV; Elmer Lower, president of ABC News; John

Mitchell, president of Screen Gems; Roger Rice, the Cox West Coast vice president who is also chairman of the Association of Independent Television Stations, and Robert King, executive vice president of Capital Cities Communications. The moderator will be Herb Jacobs, chairman of Telcom Associates.

▪ A Wednesday morning panel on the future of commercial television, especially concerning pay-TV, with Boston Mayor Kevin White, Willard E. Walbridge, chairman of the NAB pay-TV committee, Eamon Brennan of Hill & Knowlton, the Washington public relations firm retained by the pay-TV committee, and Robert Resor, executive director of the pay-TV committee, in his first appearance before

the assembled membership of the broadcast association.

▪ A closing speech on Wednesday by the chairman-designate of the FCC, Richard Wiley.

Arrangements have been made for shuttle buses between the Convention Center and major convention hotels. There will be seven different bus routes with busses running at intervals of from 10 minutes to a half-hour, depending on the route.

Justice's Wilson charges media have changed tune

Moves to break up concentration in other fields have prompted cheers, says antitrust division official, who rails against charges that attempt to split newspaper-broadcast entities is politically motivated

For some six weeks, Justice Department antitrust lawyers have been smarting under charges that the petitions they filed to deny the renewal applications of newspaper-related broadcast stations in St. Louis and Des Moines, Iowa, were part of an administration attempt to use the division for political purposes. Last week, the top staff lawyer in the division took advantage of an invitation to address the Federal Communications Bar Association in Washington not only to deny the petitions were anything more than a legitimate effort to break up economic concentrations of power but also to warn of the "dangerous" impact of questions directed at "the integrity of the government itself."

Bruce Wilson, deputy assistant attorney general in the antitrust division, granted that most attorneys in the division have a political affiliation. But, he said, "The proudest thing I can say . . . is that we make up our minds on the merits."

Furthermore, he said, "anyone who alleges to the contrary should surely realize that he is going to be taking on a pretty tough tiger who will deny—and disprove—that kind of charge."

The antitrust division found its motives questioned in January, after it petitioned the FCC to deny the renewals of Pulitzer Publishing Co.'s KSD-AM-TV and Newhouse Broadcasting Corp.'s KTVI(TV), all St. Louis, and Cowles Communications Corp.'s KRNT-AM-FM-TV Des Moines (BROADCASTING, Jan. 7). The division charged that renewal of the licenses would perpetuate "the high degree of concentration in the dissemination of local news and advertising" in the two cities. A month earlier, the division, making a similar argument, filed an informal complaint against the renewal of WTMJ-AM-FM-TV Milwaukee, properties owned by the *Milwaukee Journal* (BROADCASTING, Dec. 10, 1973).

Mr. Wilson, who said division lawyers "are beginning to get pretty tired" of the rhetoric imputing political motives to their actions in the broadcasting cases,

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*Thomas D. Moyer, Chief Engineer, WFLN 900 AM 95.7 FM with new Sintronic transmitter.

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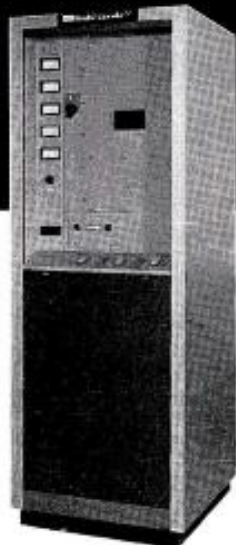
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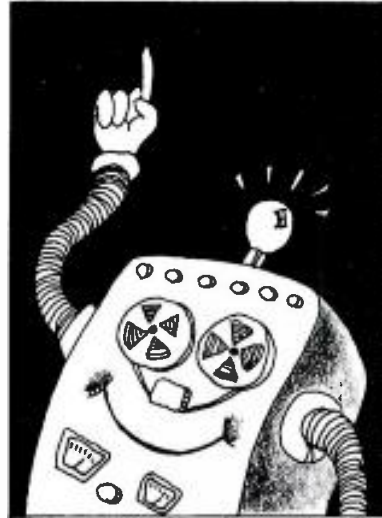
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Looking For A New Rep? Don't Just Ask How Big But How Much ESP

ESP in the rep business is Effective Selling Power, according to Fin Hollinger, Meeker Radio President. Hollinger, former group station owner whose audience promotions won listenership domination and national attention, has this to say about his new industry role as a radio rep.

"I quickly learned that there's more than one way to go in the rep business. You can take on every station that comes along, then when a request for avails comes in, you check your list to see what markets you're in, and drop off your avails. Your big stations get the business. Your others don't. But you're probably satisfied, since your average is good and so are your commissions.

"At Meeker," he continued, "we research every way to sell every station on a limited list, then put ESP—Effective Selling Power—into every pitch. When I was a station owner that's the kind of selling I wanted. If it's what your station wants, call me," Hollinger concludes.

warned that the charges were having an adverse effect on the division's work. He said an "increasing amount of the division's time" is being diverted from current problems to answering the charges, "whether they be irresponsibly or sincerely made."

Furthermore, he said, no action of government can endure when servants of governments "are suspect for political reasons for whatever they do." And although "there may be reason, in these days, to question the integrity of some who have served in government . . . there is no reason to doubt the integrity and the dedication of the vast majority of the career employes who have served, and today serve, this government."

The petitions filed against the multimedia owners, Mr. Wilson said, were aimed at achieving the antitrust division's goal of preventing economic concentration. He noted that the media have in the past cheered the division on when it moved against economic concentration in other areas. As a result, he said, he was surprised by "the intensity of emotion" and the questioning of the division's motives that were precipitated by the petitions to deny the stations in St. Louis and Des Moines. "It is as if, for some reason, economics in the ownership of media was somehow different than the ownership of steel companies, of aluminum producing facilities, or tire companies."

Mr. Wilson said the two cases were well within the guidelines that the division issued in 1968 to define a highly concentrated market—one in which four companies control 70% of the market's business. The division has maintained the two communications companies in St. Louis control 80% of the local advertising there—and that Cowles by itself accounts for 80% of the local advertising in Des Moines.

Mr. Wilson also said the department is concerned with more than breaking up concentrations of economic power, although that is the critical objective. Diversification of local news and opinion "in communities across America" is also an objective. He noted that the Supreme Court has held that "vigorous competition provides an environment conducive to the preservation of our democratic, political and social institutions."

Mr. Wilson not only felt it necessary to defend the division against charges it was part of a "sinister" administration effort to use it for political purposes. He rejected charges on the other side—that the division's actions are inconsistent with administration policy as expressed in the Cabinet Committee Report on Cable Television, since the report says there should be no restrictions on "cross-media ownership" or multiple ownership of cable systems" (BROADCASTING, Jan. 21). Mr. Wilson noted that the report also called for the separation of ownership of systems from control of programming, and says that in the long run, cable development could significantly alter the competitive relationships among the broadcast and print media and the cable industry.

Accordingly, Mr. Wilson said, there is

no inconsistency. The cabinet report is directed to the future and seeks to make sure that competition and diversity are preserved in the development of a new medium. "In our crossownership cases, we are looking to the present situation and trying to insure that competition and diversity exist today."

Although he defended the division's past actions, Mr. Wilson did not provide his audience with much detailed information on the division's future plans. In response to questions after his speech, Mr. Wilson declined to "predict" when or whether the division will seek relief in the courts if the commission drags its feet on the petitions to deny or rejects them. "Depending on what they do, we'll have options," he said.

And while he repeated the division's view that it would be preferable for the commission to resolve the crossownership issue by acting on its rulemaking to force the break-up of multimedia holdings in individual markets, he declined to say the division would accept "whatever the commission does." The department, he said, has "in the past disagreed with administrative agencies, and has appealed to the courts."

Does the department intend to continue filing petitions to deny until the commission acts?

"We will look at situations as they arise," Mr. Wilson said. "We will not say we will not file any additional petitions."

Public broadcasters plead hardship on ascertainment

PTV groups say low funds require flexible survey procedures, but Citizens Committee doesn't buy it

The high cost of ascertaining community needs is the keystone of public broadcasters' arguments against the FCC's plan to hold noncommercial stations to formal ascertainment procedures (BROADCASTING, Feb. 11). Their comments were filed in response to a proposed commission rule that would require them to use the formal techniques of ascertaining community needs now required of commercial stations.

While unanimously agreeing with the principle that noncommercial stations must be responsive to community needs, the broadcasters argued that their budgets simply could not stand the added burden of the elaborate community survey outlined in the commission's 40-page primer for commercial broadcasters. As an alternative, the broadcasters asked that they be allowed to develop their own methods of ascertainment, possibly supplemented by commission guidelines.

The National Association of Educational Broadcasters said that a "reasonable" survey procedure attuned to the financial problems of noncommercial stations "would serve to assure that the community programming time and dollars of these stations would be truly responsive to the primary needs of the populations they serve." The NAEB urged the commission

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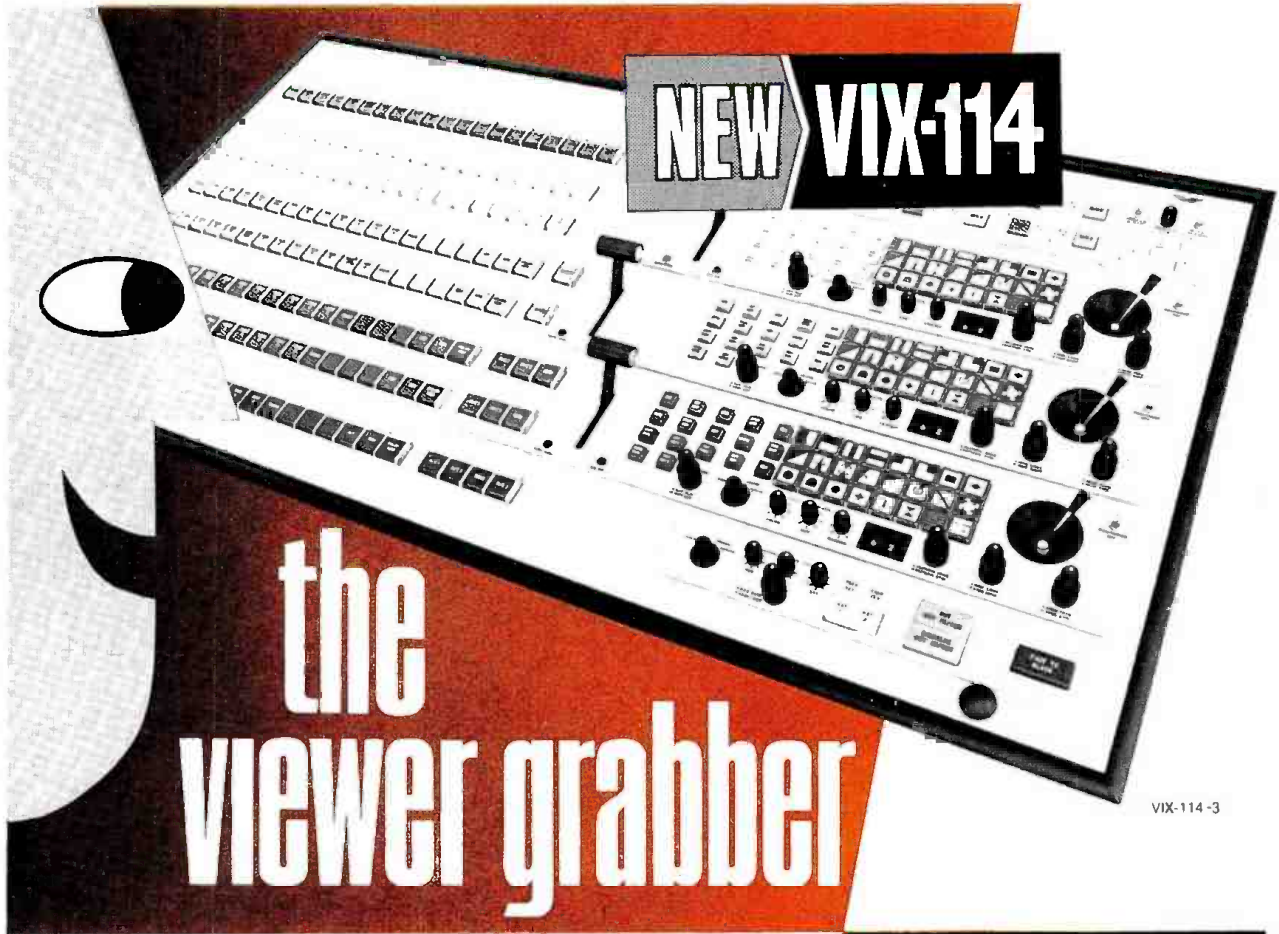
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to follow a "pattern of flexibility similar to its affirmative action procedures in the area of equal employment opportunity."

The financial burden argument is rejected by the National Citizens Committee for Broadcasting. It argues that educational stations are actually the best equipped for the cross-sectional surveys called for in the primer. "College- or university-owned stations, for example, should have a close relationship with a communications department that engages in substantial research as a matter of course. Professors, or even students, could be easily utilized for this effort inexpensively."

The committee praised the noncommercial broadcasters for finding ways to present sophisticated looking programming with less funds than their richer commercial counterparts. It follows, according to the NCCB, that they should "also be able to do better ascertainment surveys with less actual expenditure."

Public Broadcasting Service questioned the need for the "external stimulus" of a specific ascertainment procedure for noncommercial stations. PBS felt that since public broadcasters do not have to please advertisers, and since the entire premise of public broadcasting is based on serving the public, then these broadcasters should be allowed to use their own judgment in determining how best to do so. The NCCB, however, argued that even noncommercial stations have sponsors to please—and that they do not usually include blacks and other minorities whose needs are often neglected.

Gross says it's innocent of ACLU charges

Licensee asserts that complaint is 'personal vendetta'; backs up its defense to FCC with documents

Gross Telecasting Inc. has entered a sweeping denial of charges leveled against it by the Lansing, Mich., branch of American Civil Liberties Union (BROADCASTING, Oct. 22, 1973). In a 64-page letter to the FCC, supported by bulky exhibits, Gross, licensee of WJIM-AM-FM-TV Lansing, denied that it blacked out or slanted news to advance its private interests; said it has complied with commission policies governing news coverage, editorials and the fairness doctrine; maintained that it acted properly in connection with its application for cable TV franchise in Lansing, and contended that it has complied with its programming representations to the commission.

Gross, a publicly traded company in which the largest stockholder is Harold R. Gross, charged that the complaint is the result of a "personal vendetta" by one individual, Gerald C. Beckwith, and supported "at the most by a mere handful" of local ACLU members, including Mr. Beckwith and his wife. Gross alleged that Mr. Beckwith's "animus" against it grows out of WJIM-TV's denial last year of an "equal-time" request by Mrs. Beckwith.

The ACLU complaint is characterized

by Gross as an "unfair and unprincipled document" which relates primarily to matters that allegedly occurred up to 13 years ago but were never raised at times they were said to have occurred or in connection with next renewal application, "and as to which the necessary records for rebuttal are no longer available." The complaint is also said to mirror material in 12 articles the *Detroit Free Press* published on Gross Telecasting. *Free Press's* "expose," Gross said, consumed more space than the paper devoted to petitions to deny that Detroit groups filed against that city's three major television stations.

The articles led to a field investigation by the FCC staff. That in turn resulted in the commission earlier this month ordering a nonpublic inquiry into many of the allegations contained in the ACLU complaint. The commission's Broadcast Bureau would not accept the ACLU complaint as a petition to deny—the form in which it was filed—since it was submitted past deadline; however, it is being treated as informal complaint. ACLU last week asked for review of the Broadcast Bureau's ruling on the ground that the petition was filed within 30 days of a supplemental amendment to the original Gross application and therefore should be acceptable. Further noting that the petition to deny was spurred by the newspaper stories appearing a day before the original deadline, ACLU said that to file earlier, without confirming the reports, would have been irresponsible on its part.

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Media Briefs

Two-way talk. Radio re-regulation committee of National Association of Broadcasters and FCC officials have agreed on plan to encourage more prompt broadcaster feedback to commission on new procedures and rules. "In the past, this input simply hasn't occurred," Committee Chairman Richard Chapin (Stuart Stations) said. Committee also prompted FCC staff to look into possible restructuring of system of operator tests, presently given at limited number of centers and working some hardship due to travel costs. FCC has already asked Civil Service if tests might be given at post offices and is awaiting reply. Chairman-designate Richard Wiley, head of FCC re-regulation task force, said he is committed to authorization of automatic transmitters now under study and said short-form license-renewal concept will get "serious consideration."

Whitehead on primary committee. Clay T. Whitehead, director of Office of Telecommunications Policy, has been named by President Nixon to right of privacy committee of White House domestic council. Committee, under chairmanship of Vice President Gerald Ford, is to investigate activities of federal government and private industry that pose threat to personal privacy—in use of computers to store and retrieve information, for instance—and to recommend controls. Others on committee are attorney gen-

eral, secretaries of Defense, Commerce, Labor, and Health, Education and Welfare; chairman of Civil Service Commission, director of Office of Management and Budget, and director of Office of Consumer Affairs.

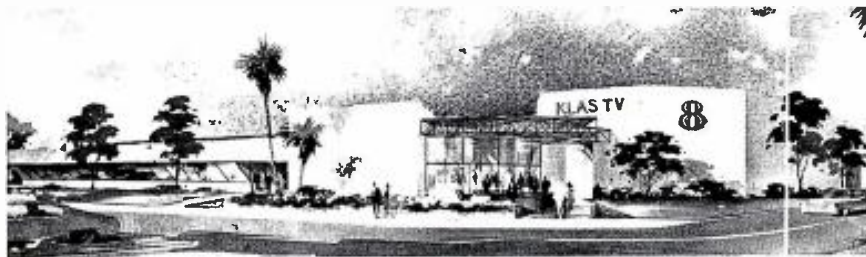
Stanton's new stint. Retired CBS Inc. President Frank Stanton, chairman of American National Red Cross, has accepted chairmanship of task force for strategic international studies in educational, informational and cultural areas. Membership includes public figures serving on U.S. Advisory Commission on Information, which sits over United States Information Agency and U.S. Advisory Commission on International Education and Cultural Affairs of State Department. Goal is what to do about overlapping of USIA and State Department unit functions; whether they should be consolidated within or without State Department.

Dubuque ruling stands. FCC's Broadcast Bureau has been unsuccessful in seeking review of review board decision last December that granted application of Dubuque Communications Corp. for license to cover construction permit for KDUB-TV Dubuque, Iowa. Broadcast Bureau contended that Gerald Green, Dubuque's president, who is also KDUB-TV general manager, had engaged in bribery conspiracy by paying \$19,000 to ABC representative in negotiating for affiliation agreement. KDUB-TV official, however, claimed he was "duped by a confidence man" accredited to him by network. Administrative law judge's initial decision last month held there was no improper motive on part of Dubuque Communications official and review board agreed that license for KDUB-TV should be granted.

Helping hand. CBS Foundation board of directors renewed \$100,000 grant for 1974 to provide creative writing fellowships at Yale University School of Drama and funds for production of plays by fellows at Yale Repertory Theatre, and \$40,000 to Columbia University Graduate School of Journalism to support in 1974 Michele Clark Fellowship Program for Minority Journalists.

Trouble in Cambridge. Committee for Community Access has petitioned FCC for reconsideration of sale of WCAS(AM) Cambridge, Mass., from Kaiser Broadcasting Corp. to Family Stations Inc. Sale was approved by commission late last month but Cambridge-based citizens group objected to Family's proposed switch from folk-rock to religious format. Committee claims that WCAS's existing format is "unique" in Boston area and that intended switch is not in public interest.

Lining up. With five of pending eight vacancies on Corporation for Public Broadcasting's 15-member board of directors still up for grabs, name-dropping process is on in earnest. White House sources say there's already extensive list of candidates up for consideration—at least 30 names. To that, 30 more can now be added, thanks to Citizens Com-



Building. Summa Corp., the Howard Hughes company that owns KLAS-TV Las Vegas and the Hughes Television Network, among other interests, broke ground Feb. 23 for a new, \$2 million broadcast center. Its unconcealed ambition: to attract network and syndication production to that Nevada playground. It will encompass 31,000 square feet, with 5,000 devoted to the primary production stage. Mark Smith, general manager of KLAS-TV and among the boosters who convinced the National Association of Broadcasters to hold its 1975 convention there, hopes to have the facility ready for that event.

munications Center, Washington public-interest law firm. Citizens Director Frank Lloyd on Feb. 22 submitted to President Nixon list of candidates who ostensibly would bring "much needed perspectives to the CPB board." List amounts to who's who, of sorts, of participants in citizens movement in FCC proceedings. Names mentioned include that of National Organization for Women's Whitney Adams, Media Access Project's Thomas Asher, Action for Children's Television's Peggy Charren, Council on Children, Media and Merchandising's Robert Choate, and National Citizens Committee for Broadcasting's Albert Kramer.

Courting. Some of UHF broadcasters' problems could result in partnership, of

sorts, between public broadcasting and commercial UHF interests. Officials of Public Broadcasting Service, Corporation for Public Broadcasting and several non-commercial stations met in Washington two weeks ago with two representatives of commercial interests to set up committees to deal with UHF's engineering, research and public-information problems. Gathering was idea of Kaiser Broadcasting President Richard Block, who attended along with ABC attorney Vernon Wilkinson. PBS spokesman said officials of UHF stations, both commercial and noncommercial, have been invited to sit on committees, with aim of stimulating research. Among those initially agreeing to participate was FCC Commissioner Robert E. Lee.



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One giant step in laser modulation

**RCA says it has come up with
low-cost answer for using light beams
and optical fibers in communications**

RCA scientists say they have developed a device that can modulate a laser beam and enable it to carry as many as 20 TV programs at one time over glass fibers.

RCA Laboratories, Princeton, N.J., demonstrated its new electro-optic modulator last week and hailed it as a "major electronics advance." The modulator is expected to find applications not only in commercial telephone—enabling as many as 25,000 people to talk simultaneously over a single laser beam—but also in radio and television communications and specialized space and military systems.

William M. Webster, vice president of RCA Laboratories, said that the new modulator is still in the research stage and several problems must be solved before it can be part of a practical optical-fiber communications system.

Dr. Webster said that many effective modulators, which insert information into a laser beam, have been developed, but claimed that the RCA unit is "outstanding because it is simple to make and thus has low cost potential, coupled with small size, high speed and low voltage and power requirements."

The new modulator was developed by Jacob H. Hammer and William Phillips of RCA Laboratories. Their work was supported in part by the Office of Naval Research.



Beaming. Jacob Hammer, co-developer of RCA Laboratories' laser-beam modulator, has a close look at the device.

Hanging up the telephone

CPI Microwave, a new, 800-mile microwave common carrier system, has begun transmitting the programming of the three commercial TV networks to nine east Texas cities.

The company, a subsidiary of Communications Properties Inc., Austin, Tex., is now relaying programming to 18 outlets in Austin, Beaumont, Corpus

Christi, Dallas-Fort Worth, Harlingen, Houston, San Antonio, Waco and Westlaco. The stations previously received network signals from telephone company lines.

The CPI system will also transmit voice and data signals for leased-line customers.

Technical Briefs

Durability. WREC-TV Memphis bought RCA transmitter almost 20 years ago in time for its on-air start Jan. 1, 1955. WREC-TV now has bought two RCA 25 kw units for transmitter operations to replace original one. Value of order is about \$250,000 and supplements recent \$2 million purchase by station of RCA color cameras, video-tape and film systems.

TV board. Cetec Inc. has introduced model 1204-TV audio control console for television applications. Features include eight monitor muting switches, direct-feed switching (permitting production use while station is on air) and two special input channels, each accepting 11 line-level pushbutton switchable sources. 13035 Saticoy Street, North Hollywood, Calif. 91605.

Film magazine. From Cinema Products Corp. is PLC-4, 400-foot magazine for 16 mm film. Magazine is made of high-impact, glass-filled Lexan, said to eliminate film spotting caused by magnesium particles adhering to film emulsion. Price: \$160. 2044 Cotner Avenue, Los Angeles 90025.

For U's. New air-cooled, 25 kw UHF klystron is being offered by Amperex Electronic Corp. Klystron—type YK1151—has permanent magnet focusing, built-in ion pump, high efficiency at full as well as at half power and gain greater than 40 db. 230 Duffy Avenue, Hicksville, N.Y. 11802. (516) 931-6200.

For PSA's. There's new 50-w AM transmitter available from LBP Inc. Model 50D is designed for pre-sunrise service authorization or as auxiliary transmitter. Price: \$1,495. 520 Lincoln Highway, Frazer, Pa. 19355.

Improved audio machine. Ampex Corp., Redwood City, Calif., has introduced AG-440C series of professional audio recorders. Successor to AG-440 and 440B series, new 440C includes improvements in manual controls, tape guidance, signal-to-noise ratio, tape editing and serviceability. Price is \$2,585 to \$9,950.

Fault finder. Standard feature of Acrodyne Industries Inc.'s new A-140V 1-kw single-tube amplifier for TV transmitter and translator applications is "fault detection center." Logic-circuit feature assists operator to immediately localize and rectify any substandard operation condition. In case of overload, for example, circuit recycles amplifier five times to keep unit on air. When recycles occur, location of fault is displayed until condition is corrected. Amplifier is priced at \$28,750. 21 Commerce Drive, Montgomeryville, Pa. 18936. (215) 368-2600.

Technical reading. Amperex Electronic

Corp. has available free 180-page application textbook, "Tubes for R.F. Heating." For \$15, there's also 640-page book containing 24 reports written to aid communications design engineers. Charge entitles purchasers to receive all updated and new reports for two-year period. 230 Duffy Avenue, Hicksville, N.Y. 11802. (516) 931-6300.

Gear from RCA. WPRI-TV Providence, R.I., has ordered \$395,000 worth of RCA broadcast studio equipment. Station is owned by Poole Broadcasting Co. New equipment includes two RCA TK-45 live color TV cameras and RCA TCR-100 video-tape cartridge recorder to operate in conjunction with TR-70C reel-to-reel recorder.

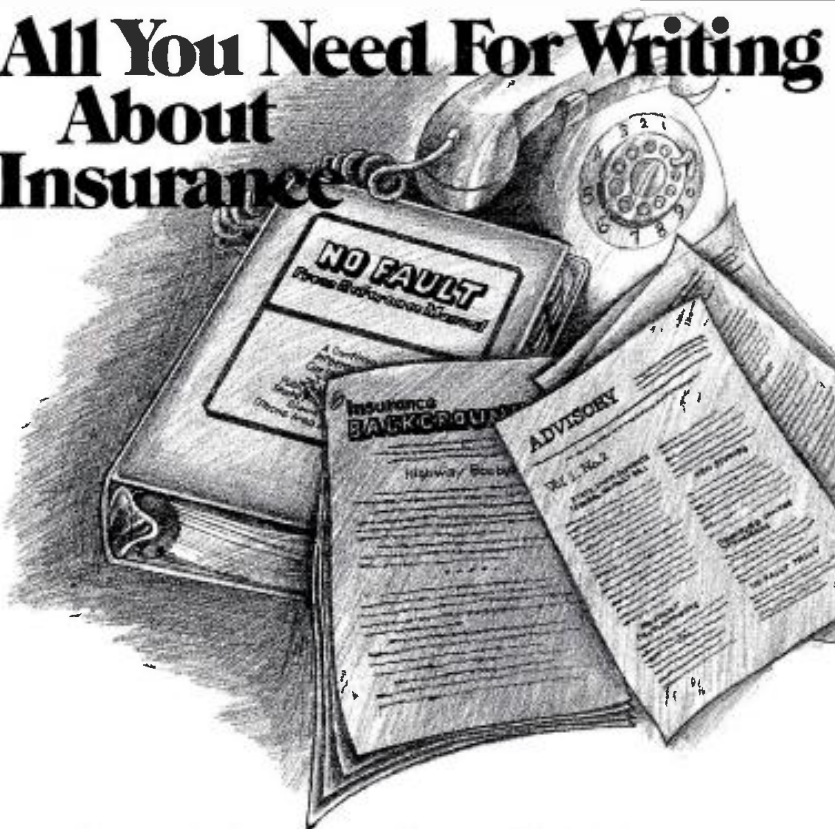
Cablecasting

NATO pushes states to step in and regulate pay cable

Theater owners will lobby legislatures to implement association's 'model bill' for regulating medium; proposal contains conflicts with FCC rules

While its officials are somewhat hesitant to acknowledge the fact, the National Association of Theater Owners is urging the states to set out on a collision course

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with the FCC over regulation of pay cable. NATO, an active opponent of the medium, is embarking on a campaign to persuade state legislatures to adopt procedures for regulation of cable systems. And NATO is emphasizing that states have a responsibility to oversee pay cable operations—an area which the FCC has declared pre-empted by its own regulation.

NATO cast the die for a confrontation with the commission last week when it completed a draft of what it calls a "model cable bill" ("Closed Circuit," Feb. 25). NATO's intent is to distribute the 17-page document to every state legislature and to advance it as an appropriate guideline for states to use in formulating their own cable regulatory policies. NATO's 42 state and regional affiliates will be lobbying for the bill or for similar legislation at every state legislature.

The NATO bill contemplates the establishment of state CATV commissions of the type now present in four states—New York, New Jersey, Massachusetts and Minnesota. While the state agencies would delegate much authority to the local municipalities, they would reserve the right to certify each cable system for operation. Unlike the FCC compliance certification procedure for cable systems, the state authorizations would have to be renewed whenever the local franchise is renewed or revised. In addition, the state authorization would be subject to a petition-to-deny process, apparently identical to that which now confronts broadcasters at the FCC.

Philosophically, the NATO bill en-

visions a system of cable regulation which separately treats conventional cablecasting and pay cablecasting. Local authorities would have to issue separate franchises to both the cable system operator and the pay operator. The bill also stipulates that cities would not be permitted to franchise pay operations on an exclusive basis; essentially, the local government would be required to permit as many pay cable ventures on a specific cable system as the marketplace allows. This provision of the bill is roughly in line with a proposal being advanced by the Massachusetts cable commission (BROADCASTING, Dec. 10, 1973). It is also in line with a rule-making proposal NATO is pushing before the New York State Commission on Cable Television that would prohibit the common ownership or operation of pay and conventional cable facilities.

Grassroots participation in pay cable regulation is apparently a governing premise of the NATO bill. In a summary of the legislation, the association notes that two specific policy objectives are being emphasized. One is a determination that "monopolization of cable facilities or services and unfair or destructive competitive practices" should be prevented by the states. The second is a mandate that "cable television should supplement other entertainment media with a minimum disruption to those media." Those proclamations correspond with NATO's conviction that pay cable, if allowed to develop unfettered by government, would have a disastrous economic impact on motion-picture theaters.

Officials at both NATO and the FCC acknowledged that the NATO bill, if closely implemented by the states, would lead to court battles. The bill departs radically from stated FCC policy in two areas, both regarding pay cablecasting. By authorizing local governments to franchise, and therefore oversee, pay cable operations, the bill would put the franchising authority in a position to regulate pay cable rates. Also, by stating in effect that a pay operator needs a franchise in order to operate in a given city, the bill empowers the local government to prohibit pay cable while authorizing conventional systems. The commission has stated that local governments lack the authority to take either of those actions.

But NATO is not convinced that the commission has the authority to pre-empt pay cable regulation in the manner in which agency officials maintain it has been done. "If they (the commission) take the position that it's a blanket pre-emption," said NATO attorney Martin Firestone, "there is obviously going to be a conflict." Mr. Firestone maintained that a court battle over the issue is inevitable. He did not feel, however, that the commission would attempt to fight the NATO bill at the state level. "I don't know where the commission could take a blanket stand against us," Mr. Firestone said, "but I don't think they'll be too pleased with this type of legislation."

Acting FCC Cable Bureau Chief David Kinley also felt that the issue, if it arises, would inevitably have to be litigated. "I suppose," he said, "that the ultimate result will be some kind of court test." He

emphasized, however, that the test would not come as the result of a commission suit against NATO. "NATO is totally free to go to the individual state legislatures," Mr. Kinley stated. "Where it could come into conflict is when they [the states] tried to implement it against an individual system." If for instance, he noted, a city, acting in accordance with the state law, were to prohibit its cable system from implementing a pay service, the system might ask the FCC for a declaratory ruling to the effect that the local action is precluded by commission regulations. The commission would then be in a position to enter the proceeding as an intervenor. And so would NATO, Mr. Firestone noted.

Highlights of the NATO bill are as follows:

- States would set up administrative cable agencies within existing public utilities commissions. If no PUC exists in the state, the cable group would either come under another agency or would operate independently, as in New York.

- Pay and conventional cable systems would be defined, authorized and administered as separate and independent.

- Franchises for both pay and conventional systems are to be on a non-exclusive basis. While no specific franchise length is required, the bill recommends a duration of 10 years (five years less than the FCC maximum).

- No franchises would be granted, renewed or transferred without permission of the state cable agency. Procedures are defined for allowing the public to file petitions to deny against any of those authorizations. If sufficient evidence is submitted, states could conduct hearings on the request. They would be empowered to deny the authorization, and would also have authority to revoke the state certification at any time.

- Systems or pay operations that are either operational or under substantial construction at the time the state law is effected would be grandfathered for a period of five years. Systems that have not engaged in pay operations prior to the execution of the bill would not be permitted to do so without a separate franchise from the city and a certification from the state.

- No cable system would be permitted to charge any fee to its customers that is not specifically authorized by the franchise. The state commissions would be empowered to establish cost-allocation formulas to be used by local governments as the basis for all cable rates. Conceding that this provision "departs somewhat from existing legislation," NATO claimed it is justified because "it would be highly unfair to competing entertainment media if cable pay TV systems are permitted to pass their costs on to the subscribers . . . and thereby offer the cable pay TV services at a lower cost."

Mr. Firestone acknowledged that it would be unrealistic for NATO to expect that its bill will be copied verbatim by the states. But emphasizing that the association's primary concern is to see states move forward in the cable regulatory area, he noted that the bill "at least provides them with a starting point." He

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City council yields to FCC on pay cable

Escondido concedes it's powerless to exclude pay from present system

The city government of Escondido, Calif., has averted a court suit and a possible confrontation with the FCC by permitting its local cable system to commence pay TV operations.

The Escondido city council voted Feb. 21 to rescind a previous ruling prohibiting Escondido Cablevision, a subsidiary of Times-Mirror Corp., from carrying a pay cable service offered by Cinca Communications Inc., Los Angeles (BROADCASTING, Feb. 11). The action came in the midst of threats by Cinca to sue the city, the mayor, the city attorney and the individual council members for restricting its trade.

FCC policy holds that local governments, once they have authorized conventional cable operations, are powerless to preclude subscription cablecasting.

The Escondido officials were not convinced that the policy was official until the city's congressional representative, Republican Congressman Clair Burgener intervened. Representative Burgener obtained an assurance from the FCC's acting Cable Bureau chief, David Kinley, that the agency had indeed pre-empted the field. He passed that information back to City Attorney Sam Blick, who advised the council members to change their attitude.

The city's authorization of the Cinca operation is nonexclusive. Funds collected by the system through its 20% leaseback arrangement with Cinca must be applied to the city's 2% gross receipts tax.

Siphoning revisited

Wasilewski and Jencks team up against Foster and Stern on debate over whether pay cable will take movies away from the networks

The latest debate between cable and broadcast officials on pay cable's effects on free TV has been taped by WMAL-TV Washington for a March 17 showing on its *Crossfire* series. Adversaries are National Cable Television Association President David Foster and Warner Cable Chairman Alfred Stern, on cable's side, and National Association of Broadcasters President Vincent Wasilewski and CBS Vice President Richard Jencks on the broadcasters'.

One issue to get particular attention: Given that theaters are going to have first crack at a feature film whether pay cable exists or not, will the subsequent pay-cable showing of a film preclude its eventual presentation by the commercial networks?

Mr. Foster observed: "What we're really talking about here is whether or not the American family ought to have the right" to pay \$1.50 or so to view a film at home which would cost some \$3 to see at a theater.

Mr. Stern predicted that "what's go-

ing to happen is [the film] will play on network television after it's played in a number of homes." People who don't want to pay, Mr. Stern said, "will be able to know that after a period of time they will be able to see it in their homes on network television just as they used to before." In the long run, Mr. Stern ventured, "nobody has really been a loser."

Mr. Jencks asked whether anything in the proposed new FCC antisiphoning rules would "insure that a motion picture, once it plays in theaters and on pay cable, would ever play on free television."

Mr. Stern answered that only 10% of American households are wired for cable and that the other 90% would inevitably have to gain access to the film via free television. Mr. Wasilewski disagreed, asserting that the interests currently supporting pay cable wish to use attractive movie and sports features to acquire a solid revenue base, from which more limited-interest programs could be acquired.

An argument ensued. "It never will be on free television," maintained the NAB president. "Of course it will," retorted Mr. Stern. "I don't think it's at all clear that it will be," said Mr. Jencks. "There's no question of it," Mr. Stern insisted. Mr. Jencks then noted that movie producers kept their product away from television during the first decade of that medium's existence and said the advent of pay cable would cause a return of that practice. "Why give your product away

for a few cents a home when you can get a dollar or two dollars a home [via pay cable] and revisit that home every few years with that picture?" Mr. Jencks asked.

At that point, WMAL-TV moderator Paul Berry cut away for a commercial, and the issue was never resolved.

Cable Briefs

Seeking review. WWLP-TV and WHY-TV, both Springfield, Mass., have petitioned U.S. Court of Appeals in Washington for review of FCC decision denying reconsideration of grant of certificates of compliance to Spectrum Cable Systems Inc. to operate cable systems in Massachusetts communities of Agawam, West Springfield and Westfield. Stations are also seeking court review of FCC decision granting certificate of compliance to Greater New England Cablevision Co. to carry several New England and New York TV signals on its proposed system at Wilbraham, Mass.

The city side. Seven mayors of U.S. cities discuss problems of cable penetration in new booklet, "Mayors' Action Report on Cable Television," issued by U.S. Conference of Mayors. Included is piece by Mayor Kevin White, who made headlines last year by announcing that Boston would not consider cable system in foreseeable future. *U.S. Conference of Mayors, 1620 Eye Street N.W., Washington 20006.*

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TV ranks highest as news source on fuel problems

Three-quarters of TIO survey sample cite television well over other media and put it first for information on consumer and environmental issues

Television is the prime source of most people's news about the energy crisis. And it has strengthened its hold as the prime source of news about two somewhat older public issues, air and water pollution and consumer protection.

These findings were released last Thursday (Feb. 28) by the Television Information Office, based on a nationwide survey conducted for it in January by R. H. Bruskin Associates, New Brunswick, N.J.

Three-fourths of the survey sample of 2,581 adults listed television as the source of most of their information about energy shortages, TIO reported. In second place were newspapers, named by 52%. Then came radio (23%), magazines (10%) and other people (16%). (The percentages add to more than 100, TIO explained, because some respondents named two or more media.)

Roy Danish, TIO director, noted that "in every demographic group, television

was the major source of information on this complex and changing problem [energy shortages]. The figures indicate that throughout the income and education spectrums, television is doing a good job of keeping the public informed."

On pollution and consumer-protection news, all media increased their standings in the January survey, as compared with the results of a similar study in September 1972. But television's gains, from 50% to 64% of prime-source nominations on consumer-protection news and from 57% to 68% on pollution information, were among the most spectacular.

Radio also advanced, placing third among energy-news sources and moving from fourth to third, ahead of magazines, on environmental news.

The questions were part of an omnibus study that Bruskin conducts monthly. The replies are summarized in the following tables:

Media	Energy information	Consumer information	Environmental information
Television	75%	64%	68%
Newspapers	52	35	42
Radio	23	13	16
Magazines	10	17	13
People	16	8	11
Don't know/NA	1	3	2

Murphy kidnapping gives Atlanta TV news crews a hard workout

Uncertainties, safety of editor, newsroom strike had to be dealt with; networks are now tightening security

The stakes were high and timing was important in covering the kidnapping of *Atlanta Constitution* editor Reg Murphy. That event, which set news crews into 50-hour nonstop activity, was one in which local operations not only relayed the unfolding drama, but played a role in the course of events.

For WAGA-TV the initial involvement came without asking, when at 9:20 p.m. Feb. 20 the station was contacted by a caller who told news writer Doug Dougherty, "This is a colonel in the American Revolutionary Army, and we have kidnapped Reg Murphy, editor of the *Constitution*. Don't bother to call the FBI." That call, the only direct communication between the kidnapper and a broadcast station, started the investigative wheels rolling. One WAGA-TV correspondent, Paul Shields—a professional acquaintance of Mr. Murphy—wound up in the Murphy household for an all-night vigil with the family.

Despite the kidnapper's phone call and the reporter in the Murphy home, WAGA-TV could not confirm the story until early morning. "It was the what-ifs that held us back," said Marc Doyle, executive news producer. "For all I knew at that time, Reg Murphy could have been out covering a story or having a drink." The station finally got sufficient confirmation to break the news in a 5:20 a.m. four-minute special report, becoming the first in the country to air the story.

Although he was stationed with the Murphy family, reporter Shields passed

up the opportunity to air an inside perspective, save for a telephone beeper report aired on WAGA-TV's 7:30 *Atlanta A.M.* show on Thursday. The substance of his noon report dealt not with specifics of the Murphy family's ordeal, but the problem of professional ethics: "I began to wonder how you report this kind of story," he said, "when you're accepted into the warmth of the victim's family, first as friend . . . then as reporter."

For WXIA-TV the question to be resolved was how to assure the safety of Mr. Murphy. The kidnapping was confirmed to their satisfaction by 2 a.m. Thursday, according to Virgil Dominic, news director, but the *Atlanta Constitution* had made a plea that the story be kept under wraps, fearing that publicity would hamper the efforts of the FBI and endanger Mr. Murphy's life. However, after network coverage of the event (in a 5:30 a.m. CBS report), WXIA-TV aired the story at its 6:30 sign-on. Friday night WXIA-TV learned the site of the ransom drop and the vehicle to be used. But, again, in order not to jeopardize the life of Mr. Murphy, "we called the crews off," Mr. Dominic said.

From WSB-TV's standpoint, the timing of the whole drama couldn't have been worse. A strike (see p. 36) had deprived the station of some 15 newsmen and announcers. But with administrative and management personnel pitching in, the station worked round-the-clock Thursday and Friday to keep up with events. On Thursday action shifted to the *Constitution* building in downtown Atlanta for periodic press briefings by William Fields, executive director of the paper. WSB-TV claimed to be the only station with its own camera providing live cut-ins during the day.

Don Elliot Heald, WSB-TV general manager, filled in on camera with news developments and commentary as the details of the kidnapping emerged. It wasn't until Mr. Murphy's return that Mr. Heald learned that he had been one of a handful of Atlanta figures contemplated as potential kidnapping victims. According to Mr. Murphy, the self-styled Colonel explained that Atlanta's Mayor Maynard Jackson was crossed off the list "because he wouldn't fit in the trunk of a car." Don Heald, who approaches 6 feet 4 inches, may have been saved by his height.

During their vigil, Atlanta radio and TV stations provided a vital communications link between the kidnapper and *Atlanta Constitution* officials. Mr. Murphy said in a WSB-TV interview on Sunday (Feb. 24) that the station's *Today in Atlanta* program was being broadcast in the background as he made the tape detailing the ransom demands. The kidnapper also watched and replied to questions relayed by the live media to verify if Mr. Murphy was indeed alive.

Both WAGA-TV and WSB-TV provided live coverage of Mr. Murphy's homecoming and press briefing Friday evening. But the story hadn't ended yet. According to Mr. Doyle, WAGA-TV first learned at 2:30 a.m. Saturday in its regular "rounds" calls that the FBI had arrested

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First-hand account. Shortly after his return home, *Atlanta Constitution* editor Reg Murphy (c) answers the questions of WSB-TV Assistant News Director Don McClellan. In a follow-up interview, aired as part of a Feb. 24 hour-long special on the kidnapping, Mr. Murphy (l) is interviewed by WSB-TV General Manager Don Heald. Mr. Murphy disclosed in that talk that Mr. Heald had been considered by the kidnapper as a possible victim.

two suspects in the kidnapping. That information was aired in a 2:50 bulletin, followed by a 2:55 bulletin giving names and addresses. WXIA-TV was on the scene and provided, in its noon news, film of the suspects being arraigned and the FBI recovering the ransom money.

The kidnapping has had an effect on security for news personnel. (The abductor was reported to have condemned the nation's news media as "too leftist and too liberal" and to have threatened further actions.) Mr. Heald, who came close to being kidnapped himself, is conducting "business as usual" and "refuses to be alarmed," according to a WSB-TV spokesman. The kidnapping has, however, prompted tighter security at two of three network news operations. A CBS News spokesman in New York said news personnel were being checked more strictly for identification. At ABC News, a spokesman reported several extra measures invoked but declined to specify. An ABC News spokesman said existing security precautions were deemed sufficient.

NBC and CU back ABC in 'crib' court fight

NBC and Consumers Union last week filed a friend-of-the-court brief with the Indiana Court of Appeals supporting ABC in its appeal of an injunction that ordered the network to delete the name of a crib manufacturer from a television documentary.

Jackson County (Ind.) Circuit Court Judge Robert Brown had issued the injunction at the request of Smith Cabinet Manufacturing Co., Salem, Ind., which is also seeking a \$5.5-million libel judgment on the ground that publicity surrounding the Nov. 26, documentary, *Closeup on Fire*, hurt its sales of the crib (BROADCASTING, Dec. 3, 1973). The crib was shown in the documentary through time-lapse photography as burning in about half a minute.

Judge Brown's order required ABC either to change the script or delete the crib burning scene. ABC chose to delete a 43-second portion of the program.

The joint brief filed by NBC and Consumers Union last Monday (Feb. 25) charged that the injunction was clearly

"prior restraint on publication" in violation of the First Amendment.

"The circuit court judge said, in undoubted good faith, that he is 'not intending to be a censor,'" the brief went on. "But, with respect, it is plain that his judgment, directing both cuts and inserts, is the essence of censorship. . . . The injunction has thus far been in effect for 91 days. It is clearly one of the longest lasting prior restraints in the history of the nation."

Impeachment sessions are blacked out

Committee meetings will be closed to cameras at member's demand

The objections of Representative Edward Hutchinson (R-Mich.) have closed the doors of the House impeachment inquiry to television cameras. Mr. Hutchinson, ranking minority member of the Judiciary Committee, first insisted on the ouster of news cameras on Feb. 22 during an open committee meeting. Under House rules, the objection of one committee member can preclude television coverage of any open committee meeting besides a public hearing.

CBS President Arthur Taylor sent Mr. Hutchinson a telegram last Wednesday urging him "not to pursue any course which would deprive the American public of the unique opportunity to be eyewitnesses to history." In a statement outside the committee room, Representative Hutchinson said that his constituents were "tired of Watergate" and preferred regular daytime programming instead. The meeting was not being broadcast live, though, but recorded for scheduled news programs.

"Whether intended or not," Mr. Taylor wrote, "the import of your action is to set an unfortunate precedent for preventing possible first-hand viewing and listening to future proceedings."

During the Feb. 22 meeting, Chairman Peter Rodino (D-N.J.) accepted Mr. Hutchinson's objections and ordered lights doused and cameras off. But cameras kept rolling during a subsequent 15-minute debate over whether the "vali-

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dity" of Judiciary's recommendation on impeachment would be threatened by filmed coverage. With crews still working away, Representative Ray Thornton (D-Ark.) observed that the media was continuing to film, at which point the chairman again ordered cameras out of the meeting. Then the crews complied.

The ruling held throughout last week's committee meetings as well. Print journalists are unaffected.

Journalism Briefs

Life savers. Annual safety awards program to recognize journalists who create greater public awareness of need for caution on highways through features has been initiated by Uniroyal Tire Co. Competition will be in five categories: radio, television, newspapers, trade publications and general magazines. Winners may designate journalism schools to receive \$1,000 scholarships. In addition, personal memento will be given each winner. Deadline for entries is Sept. 16, 1974; winners will be announced in November 1974. For nomination forms: Uniroyal, Box 723389, 1230 Avenue of the Americas, New York 10020, or at many press clubs across nation.

Grassroots programing. Associated Broadcast News Service, which provides localized news coverage from Washington for TV and radio stations, is planning new public-affairs series, *Washington Open Line*, for stations and cable sys-

tems. According to ABNS Managing Editor Robert C. Cody, programs on variety of issues will originate simultaneously in Washington and in community of participating station, with both linked by telephone. Video tape from Washington featuring newsmakers will be sent to station, which will combine it with station tape, featuring local panel, to produce local public-affairs program. Mr. Cody, newsman for CBS, ABC and Mutual before beginning own news syndication service, said per-program cost before production charges would be \$50 to \$150 for radio stations, \$100 for cable systems. ABNS is negotiating for national sponsor for TV programs, he added. National organizations are invited to provide panel members and program background material. 854 National Press building, Washington 20004. (202) 628-6397.

Analyzing TV news. *TV Guide* has launched new feature called "News Watch" with diatribe against network news by Patrick J. Buchanan in (Feb. 23) issue. Sources at *TV Guide* said feature would provide "range of opinions" about how television handles news and public affairs, but only other contributors named so far—*TV Guide* contributing editor Edith Efron and syndicated columnists James J. Kilpatrick, John Roche and John Lofton—tend toward conservative side.

Editorial ID's. Idaho state senate last week ratified and sent to house bill requiring authors of newspaper editorials to sign their pieces. Broadcast editorials are not covered as voice or face of presenter is assumed to provide identity.

Buchanan's brother sues AP

Henry Buchanan, brother of White House aide Patrick Buchanan, has filed a second \$12 million suit alleging libel and invasion of privacy as a result of an item aired on a *CBS Evening News* broadcast May 8.

The new suit is aimed at the AP, which distributed a report on which the CBS report was allegedly based, and the AP reporter who wrote it, Stephen Cohen.

The CBS report that led Henry Buchanan, Bethesda, Md., certified public accountant, to sue CBS, Walter Cronkite, and CBS affiliate WTOP-TV Washington, asserted that Mr. Buchanan's accounting firm had been used to "launder" campaign contributions to the Nixon presidential campaign (BROADCASTING, June 11, 1973).

The AP story did not use the term "launder," but did say the firm "converted campaign checks into cash and turned them back to the campaign committee." The new suit says the "false and malicious" story imputes criminal activities to Mr. Buchanan and his firm. It also alleges that, by reference to the activity of convicted Watergate conspirator Bernard Barker in converting checks to cash and feeding them back to the campaign, the story "intended" to suggest that Mr. Buchanan and his firm are involved in Watergate.

Food chains swing more to TV buying in '73

TVB cites 24% hike among top 15; supermarkets see even more in '74

Television's top 15 food-chain advertisers spent 24% more in TV last year than in 1972, leading the way to an 18% increase in the TV spending of food chains generally. These increases and the sales successes they produced should result in even bigger TV investments by food chains this year, according to the Television Bureau of Advertising, which is releasing the 1973 figures today (March 4).

The battle in the food business in 1974 "will be won by those retailers who employ creative advertising approaches to distinguish their stores from the competition," said Harvey Spiegel, TVB senior vice president, sales and marketing. "To succeed with this type of marketing goal, food stores must give television a key role because of its recognized ability to change consumer buying habits."

Sources in the supermarket field expect food stores' use of TV to increase partially because of the newsprint shortage but also because, according to these sources, a number of chains have had such success with television that they are now putting 30%-40% of their budgets into it. This is said to be almost twice the share they were allocating to TV a few years ago.

The top 15 food-chain spenders in television in 1973 devoted \$47.1 million to the medium, while all food chains spent a total of almost \$66 million. Among the top 15, Pathmark, Shop Rite and Stop & Shop had the biggest percentage gains: 410%, 223% and 102%, respectively. A&P was the biggest TV user, up 13% to \$14.1 million.

The top 15, with estimates compiled by Broadcast Advertisers Reports and released by TVB:

	1972	1973	% Change
1. A&P	\$12,517,600	\$14,101,200	+ 13
2. Winn-Dixie	5,556,500	5,413,800	- 3
3. Safeway	4,385,800	5,403,700	+ 23
4. Kroger	2,568,200	4,416,300	+ 72
5. Acme	2,710,300	2,811,600	+ 4
6. Pathmark	452,400	2,309,100	+410
7. Seven Eleven	1,343,100	1,795,100	+ 34
8. Jewel	1,079,100	1,739,700	+ 61
9. Wrigley	1,695,000	1,672,900	- 1
10. Shop Rite	423,900	1,370,500	+223
11. Farmer Jack	1,591,300	1,381,500	- 14
12. Pantry Pride	1,484,400	1,344,800	- 9
13. Stop & Shop	661,600	1,334,200	+102
14. Publix	886,500	1,064,900	+ 20
15. Ralph's	529,100	966,900	+ 83
Total top 15	\$37,884,800	\$47,106,200	+ 24
Category total	\$55,999,500	\$65,991,800	+ 18

But it's bearish on advertising

Advertising expenditures in 1974 are expected to grow by less than 5% over 1973 although the Gross National Product index is expected to increase by about 7%, according to a report issued by Merrill Lynch, Pierce, Fenner & Smith.

Although the brokerage firm's report

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Breaking In

dealt primarily with seven publicly held advertising agencies, it made a number of general observations on the industry. For example, Merrill Lynch said that although the continuous sellers' market in several key industries represents "a new and adverse condition for advertising in the current recession," its effect is expected to be "somewhat tempered by the unusually high inflation rate which will be reflected in media costs for the year."

"Advertising stocks have been on a downtrend since mid-1972," the report said, "and in most cases are now selling near their all-time lows. In our opinion, investors' interest in these stocks is not likely to be revived on an intermediate term basis, because too many negative factors, both in the U.S. and overseas, cloud the 1974 outlook, and will result, in our opinion, in lower profits for those companies for the year."

The seven advertising firms were Doyle Dane Bernbach; Foote, Cone & Belding; Grey Advertising; Interpublic Group of Companies; Needham, Harper & Steers; Ogilvy & Mather and J. Walter Thompson.

FTC's Rosch warns ad 'meaning' may be next for substantiation

Ad agencies may be accountable for the way the public interprets the wording of their ads, he says

The Federal Trade Commission's advertising substantiation requests may go into the meaning behind the message if the director of the FTC Consumer Protection Bureau has his way.

J. Thomas Rosch told a group of advertisers last week that advertising agencies should be held "strictly accountable" for a neglected aspect of ad substantiation—"meaning substantiation."

While the FTC's two-year-old ad substantiation program has required adver-

tisers to document the literal truth of claims made in ads, "the commission has encountered instances in which words, statements and phrases used in advertising could be understood by consumers to mean things that were not true." Mr. Rosch said. He gave as a hypothetical example a claim that one food product has more "food energy" than a competing brand. Since "food energy" is a synonym for calories, use of the term may be literally true, he said, but may "mean something that is untrue" if the consuming public understands it to be synonymous with nutrition. Another "meaning" problem he mentioned was that of words with multiple meanings, one of which may be false or unsubstantiated from a technical standpoint. Dangling comparatives such as "better" or "superior" fall into this category, he said. If the referent is unclear, a "better" product could be taken to mean either better than competitors or better than past versions of the product itself, he said.

Advertising agencies have the technical capability to determine the meaning of their messages, he asserted. "Agencies and advertisers today spend considerable time and money before, during, and after campaigns to determine how their messages are being interpreted by the public," he said. While a legal precedent has been established that it is unfair for an agency to make claims for which it has not technical substantiation, Mr. Rosch said he believed it "equally unfair" for agencies to make ambiguous or potentially confusing claims without substantiation for the way they are being interpreted.

And that direction, he said, is "where advertising should go. Not because of prodding by the FTC, but out of a sense of responsibility to consumers for conveying the whole truth and nothing but the truth, and out of a sense of professionalism and pride in the advertising community's own communication expertise."

Mr. Rosch's remarks were made before a Feb. 26 meeting of the Dallas Advertising League.

Fool's Paradise—Don McLean (United Artists) ■ Latest in a short string of single releases from *Playin' Favorites*, Don McLean's third album, *Fool's Paradise* could find the top-40 acceptance that eluded *Muleskinner Blues* and *Everyday* from the same LP. Like *Everyday*, *Fool's Paradise* is a former Buddy Holly song, the kind that went out of style "the day the music died," as Mr. McLean proclaimed in the chart-buster, *American Pie*. Although the new album contains no songs written by Mr. McLean, the artist continues to pay homage to Buddy Holly through use of Mr. Holly's own material.

Sensitive to the corniness of *Fool's Paradise*, an old-fashioned love song of the 1950's, Mr. McLean chose a simple, thumping rhythm based on a single folk guitar. He carries off the number efficiently by sticking to an innocent vocal style, consistent with his tenor's sweetness, easily transcending lyrics like "I was in heaven when you kissed me." A very pleasing effect all around.

Fool's Paradise is getting air play at some 20 stations, including WHB(AM) Kansas City, Mo.; WIST(AM) Charlotte, N.C.; KILT-FM Houston; WNOE-FM New Orleans; KRNT(AM) Des Moines, Iowa; KJRB(AM) Seattle, and KUGN(AM) Eugene, Ore.

One Hell of a Woman—Mac Davis (Columbia) ■ Mac Davis is beginning to sound like Tom Jones. He also appears to favor a theme in Mr. Jones's most popular songs, the appreciation of a "good woman." Mr. Davis's new song repeats: "One hell of a woman, makes me feel like one hell of a man."

It is this robust approach, perhaps, that make Mr. Davis's songs so popular with country music stations, even though his writing and singing are a shade more contemporary than that usually found in that category.

The crown prince of MOR, Mr. Davis, 29, has written hit songs for many of the best pop/country stars, including Elvis Presley, Glen Campbell, O. C. Smith and Bobby Goldsboro. Only with *I Believe in Music* did he begin singing his own material. Subsequently, he received a gold record for his single, *Baby Don't Get Hooked on Me*, which should help to set the stage for acceptance of *One Hell of a Woman* as a promising easy-listening love song.

Stations playing *One Hell of a Woman* include WHHY(AM) Montgomery, Ala.; WCAR(AM) Detroit; WKY(AM) Oklahoma City; KJBR(AM) Seattle; and KUDL(AM) Kansas City, Kan.

Still . . . You Turn Me On—Emerson, Lake and Palmer (Manticore) ■ The English classical rockers—Yes, Jethro Tull, Pink Floyd, Procol Harum, and Emerson, Lake and Palmer—have come into their own on pop radio this year.

And it may be that longevity has more to do with that than musical accomplish-

BAR reports television-network sales as of Feb. 3

ABC \$62,773,200 (31.1%), CBS \$69,168,700 (34.2%), NBC \$70,192,100 (34.7%).

Day parts	Total minutes week ended Feb. 3	Total dollars week ended Feb. 3	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	58	\$ 387,700	248	\$ 1,679,100	\$ 2,031,600
Monday-Friday 10 a.m.-6 p.m.	1,011	8,833,000	4,704	42,281,900	40,314,300
Saturday-Sunday Sign-on-6 p.m.	251	3,739,300	1,191	21,336,000	21,155,500
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,281,200	471	11,365,700	10,507,200
Sunday 6 p.m.-7:30 p.m.	20	528,800	84	2,827,400	2,705,600
Monday-Sunday 7:30 p.m.-11 p.m.	352	21,618,700	1,882	112,992,900	108,272,800
Monday-Sunday 11 p.m.-Sign-off	146	2,204,800	689	9,651,000	9,130,300
Total	1,936	\$39,643,500	9,269	\$ 202,134,000	\$ 194,117,300

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

The Broadcasting Playlist™ Mar 4

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			
				5-10a	10a-3p	3-7p	7-12p
2	1	▲	Seasons in the Sun (3:24) Terry Jacks—Bell	1	1	1	1
1	2	▲	The Way We Were (3:29) Barbra Streisand—Columbia	2	2	2	2
4	3	▲	You're Sixteen (2:50) Ringo Starr—Apple	3	4	4	6
7	4	▲	Dark Lady (3:26) Cher—MCA	4	6	6	4
5	5	▲	Rock On (3:13) David Essex—Columbia	6	5	7	3
3	6	▲	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	5	7	5	7
6	7	▲	Boogie Down (3:30) Eddie Kendricks—Tamia	7	3	3	5
16	8	▲	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	12	8	8	9
8	9	▲	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	10	10	9	13
11	10	▲	Last Time I Saw Him (2:45) Diana Ross—Motown	9	9	13	14
9	11	▲	Sunshine (3:18) John Denver—RCA	11	12	10	10
12	12	▲	Let Me Be There (3:00) Olivia Newton-John—MCA	8	13	14	15
10	13	▲	Spiders & Snakes (3:03) Jim Stafford—MGM	13	11	12	11
13	14	▲	Jungle Boogie (3:08) Kool and the Gang—Delite	17	14	17	8
19	15	▲	Jet (2:48) Paul McCartney & Wings—Apple	18	15	15	12
20	16	▲	Love Song (2:50) Anne Murray—Capitol	15	16	11	21
14	17	▲	Doo Doo Doo Doo Doo (Heartbreaker) (3:25) Rolling Stones—Rolling Stones	14	21	16	19
23	18	▲	Eres Tu (Touch the Wind) (3:12) Mocedades—Tara	16	19	20	17
15	19	▲	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	22	18	18	16
24	20	▲	Bennie and the Jets (5:00) Elton John—MCA	24	20	19	18
22	21	▲	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	21	17	22	20
18	22	▲	Show and Tell (3:28) Al Wilson—Rocky Road	19	25	21	26
17	23	▲	The Joker (3:36) Steve Miller Band—Capitol	20	23	24	25
21	24	▲	Come and Get Your Love (3:30) Redbone—Epic	23	22	26	23
29	25	▲	Hooked on a Feeling (2:54) Blue Swede—EMI	25	24	25	22
25	26	▲	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	29	27	23	24
26	27	▲	My Sweet Lady (2:40) Cliff De Young—MCA	26	26	27	28
39	28	▲	The Lord's Prayer (2:59) Sister Janet Mead—A&M	27	28	29	30
34	29	▲	Jim Dandy (2:38) Black Oak Arkansas—Atco	32	37	28	27
48	▲ 30	▲	TSOP (3:18) MFSB—Phila. Int'l.	30	30	31	29
46	▲ 31	▲	The Best Thing That Ever Happened to Me Gladys Knight & the Pips—Buddah	31	29	30	33
37	32	▲	I Love (2:06) Tom T. Hall—Mercury	28	34	33	34
35	33	▲	Last Kiss (2:31) Wednesday—Sussex	33	31	32	31
27	34	▲	Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	34	42	34	32
32	35	▲	Midnight Rider (3:22) Gregg Allman—Capricorn	35	39	36	40
42	36	▲	I Like to Live the Love (3:15) B. B. King—ABC/Dunhill	39	32	37	38
38	37	▲	Energy Crisis '74 (2:00) Dickie Goodman—Rainy Wednesday	38	38	35	35
50	▲ 38	▲	A Very Special Love Song (2:44) Charlie Rich—Epic	41	33	50	43
33	39	▲	Living for the City (3:12) Stevie Wonder—Tamia	45	36	49	39
30	40	▲	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	36	40	52	37
69	▲ 41	▲	Plano Man (4:30) Billy Joel—Columbia	53	41	40	36

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				5-10a	10a-3p	3-7p	7-12p
53	▲ 42	▲	Lookin' for a Love (2:37) Bobby Womack—United Artists	51	35	47	42
41	43	▲	Star (2:58) Steady Wheel—A&M	42	44	39	44
40	44	▲	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	37	52	38	54
36	45	▲	Mighty Love (3:14) Spinners—Atlantic	49	43	45	41
43	46	▲	W O L D (3:56) Harry Chapin—Elektra	46	47	42	45
44	47	▲	One Tin Soldier (3:14) Coven—MGM	44	50	43	47
—	▲ 48	▲	Oh My My (3:39) Ringo Starr—Apple	48	46	44	46
31	49	▲	The Most Beautiful Girl (2:42) Charlie Rich—Epic	43	65	41	50
51	50	▲	Baby Come Close (3:20) Smokey Robinson—Tamia	52	45	46	49
63	▲ 51	▲	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	47	48	48	51
28	52	▲	Never Never Gonna Give You Up (3:58) Barry White—20th Century	40	54	51	48
54	53	▲	Tell Me a Lie (2:59) Sammi Jo—MGM South	50	49	53	58
65	▲ 54	▲	Trying to Hold on to My Woman (4:24) Lamont Dozier—ABC/Dunhill	54	60	56	60
58	55	▲	On a Night Like This (2:57) Bob Dylan—Asylum	60	55	55	52
56	56	▲	Can This Be Real (3:17) Natural Four—Curtom	71	57	54	62
—	▲ 57	▲	Once You Understand (3:55) Think—Big Tree	58	63	57	63
64	58	▲	Must Be Love (3:30) James Gang—ATCO	63	59	61	56
47	59	▲	She's Gone (3:24) Daryl Hall & John Oates—Atlantic	59	64	63	59
59	60	▲	Jessica (4:00) Allman Brothers—Capricorn	68	53	66	61
60	61	▲	There Won't Be Anymore (2:22) Charlie Rich—RCA	55	62	65	*
71	62	▲	Me and Baby Brother (3:30) War—United Artists	*	56	59	53
55	63	▲	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	66	51	74	72
74	▲ 64	▲	Tubular Bells (3:18) Mike Oldfield—Virgin	62	61	62	66
67	65	▲	Star Baby (2:37) Guess Who—RCA	73	67	64	57
52	66	▲	Sexy Mamma (3:05) Moments—Stang	61	71	60	68
57	67	▲	Teenage Lament '74 (3:20) Alice Cooper—Warner Brothers	*	58	*	55
70	68	▲	I've Got a Thing About You Baby (2:20) Elvis Presley—RCA	64	66	69	*
73	69	▲	Virginia (2:30) Bill Amesbury—Casablanca	70	72	67	64
66	70	▲	I Just Can't Get You Out of my Mind (3:42) Four Tops—ABC/Dunhill	65	*	68	65
49	71	▲	I Shall Sing (3:26) Art Garfunkel—Columbia	69	68	70	*
72	72	▲	Rockin' Roll Baby (3:15) Stylistics—Avco	56	*	58	*
68	73	▲	In the Mood (2:35) Bette Midler—Atlantic	67	*	72	*
—	74	▲	She's My Lady (2:50) Don Reed—MGM	72	69	75	69
—	75	▲	Might Just Take Your Life (3:35) Deep Purple—Warner Brothers	*	75	71	67

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (34), Baby Come Close (50), Bennie and the Jets (20), The Best Thing That Ever Happened to Me (31), Boogie Down (7), Can This Be Real (56), Come and Get Your Love (24), Dark Lady (4), Doo Doo Doo Doo Doo (Heartbreaker) (17), Energy Crisis '74 (37), Eres Tu (Touch the Wind) (18), Hooked on a Feeling (25), I Just Can't Get You Out of my Mind (70), I Like to Live the Love (36), I Love (32), I Shall Sing (71), I'll Have to Say I Love You in a Song (51), I've Got to Use My Imagination (40), I've Got a Thing About You Baby (68), In the Mood (73), Jessica (60), Jet (15), Jim Dandy (29), The Joker (23), Jungle Boogie (14), Last Kiss (33), Last Time I Saw Him (10), Leave Me Alone (Ruby Red Dress) (63), Let Me Be There (12), Living for the City (39), Lookin' for a Love (42), The Lord's Prayer (28), Love Song (16), Love's Theme (6), Me and Baby Brother (62), Midnight Rider (35), Might Just Take Your Life (75), Mighty Love (45), Mockingbird (8), The Most Beautiful Girl (49), Must Be Love (58), My Sweet Lady (27), Never Never Gonna Give You Up (52), Oh My My (48), On a Night Like This (55), Once You Understand (57), One Tin Soldier (47), Piano Man (41), Put Your Hands Together (21), Rock On (5), Rock & Roll Hootchie Koo (26), Rockin' Roll Baby (72), Seasons in the Sun (1), Sexy Mamma (66), She's Gone (59), She's My Lady (74), Show and Tell (22), Smokin' in the Boys Room (19), Spiders & Snakes (13), Star (43), Star Baby (65), Sunshine (11), Teenage Lament '74 (67), Tell Me a Lie (53), There Won't Be Anymore (61), Time in a Bottle (44), Trying to Hold on to My Woman (54), TSOP (30), Tubular Bells (64), Until You Come Back to Me (9), A Very Special Love Song (38), Virginia (69), W O L D (46), The Way We Were (2), You're Sixteen (3).

THERE WON'T BE ANYMORE.

The original Charlie Rich hit is the #1 country single.

APBO-0195

THERE WON'T BE ANYMORE.

The original Charlie Rich hit is now a Top 20 pop single.

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THERE WON'T BE ANYMORE.

The original Charlie Rich hit is the title song on a new hit album.



RCA
Records and Tapes

Tracking the 'Playlist'. Terry Jacks's *Seasons in the Sun* is the new number-one single this week, ranking first in all dayparts. Carly Simon's and James Taylor's *Mockingbird* (eight) breaks top 10 this week, as does Diana Ross's *Last Time I Saw Him* (10). There are a cluster of bolted records above 40 on the "Playlist" — Sister Janet Mead's *Lord's Prayer* (28), MFSB's *TSOP* (30) and Gladys Knight's *The Best Thing That Ever Happened to Me* (31)—apparently headed to replace long-lived top-10 numbers such as Ringo's *You're Sixteen* (three) and Barbra Streisand's *The Way We Were* (two). Also breaking into the top 40 for the first time besides *TSOP* and *Best Thing* is Charlie Rich's *A Very Special Love Song* (38). *Oh My My* (48), the third cut from Ringo Starr's latest album, is new on the chart this week. Also new are Think's *Once You Understand* (57), Charley Reed's *She's My Lady* (74) and Deep Purple's *Might Just Take Your Life* (75).

ment. These derivative groups blend heavy-metal rock with classical allusions (Emerson, Lake and Palmer have even done Mussorgski's "Pictures at an Exhibition") to form middle-brow pop music.

Hit singles have eluded ELP. *Lucky Man*, from their first album, got some top-40 airplay, but was no smash. *Still . . . You Turn Me On* is moving this week, however. Atlantic has sewn up secondary stations in the West and South for ELP and the East Coast is expected to follow. Those playing it last week included: KGB-AM-FM San Diego; KJRB(AM) Spokane, Wash.; KGW(AM) Seattle, Ore.; KELP(AM) El Paso; KISN(AM) Portland, Ore.; WING(AM) Dayton, Ohio; WFEC(AM) Harrisburg, Pa.; WBBM-FM Chicago; WAKN(AM) Aiken, S.C.; KAAV(AM) Little Rock, Ark., and KEYN(AM) Wichita, Kan.

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

- APPLE OF MY EYE, Badfinger (Apple).
- BEYOND THE BLUE HORIZON, Lou Christie (Three Brothers).

- BICYCLE MORNING, Billy Sans (Atco).
- DANCE WITH THE DEVIL, Cozy Powell (Chrysalis).
- ECSTASY, Ohio Players (Westbound).
- FOOL'S PARADISE, Don McLean (United Artists).
- GET THAT GASOLINE BLUES, NRBQ (Buddah).
- GETTING BY, Jerry Jeff Walker (MCA).
- HELP ME, Joni Mitchell (Asylum).
- HONEY PLEASE CAN'T YA SEE, Barry White (20th Century).
- HOUSTON, Glen Campbell (Capitol).
- I'M A TRAIN, Albert Hammond (Mums).
- LET IT RIDE, Bachman-Turner Overdrive (Mercury).
- LET ME GET TO KNOW YOU, Paul Anka (Fame).
- LIFE IS A SONG WORTH SINGING, Johnny Mathis (Columbia).
- LOCOMOTION, Grand Funk (Capitol).
- MIDNIGHT AT THE OASIS, Maria Muldaur (Reprise).
- MR. NATURAL, Bee Gees (RSO).
- MUSIC EYES, Heartsfield (Mercury).
- PEPPER BOX, Peppers (Event).
- SHE, South Colt (Buddah).
- SIMONE, Henry Gross (A & M).
- SKYBIRD, Neil Diamond (Columbia).
- TAKE GOOD CARE OF HER, Elvis Presley (RCA).
- THANKS FOR SAVING MY LIFE, Billy Paul (Philadelphia International).
- THAT'LL BE THE DAY, Foghat (Bearsville).
- THIS IS YOUR SONG, Don Goodwin (Silver Blue).
- TOUCH A HAND, MAKE A FRIEND, Staple Singers (Stax).
- TRY (TRY TO FALL IN LOVE), Cooker (Scepter).
- UNBORN CHILD, Seals & Crofts (Warner Brothers).
- WOULD YOU LAY WITH ME A WHILE, Tanya Tucker (Columbia).
- YOU WON'T FIND ANOTHER FOOL, New Seekers (MGM South).
- YOUR CASH AIN'T NOTHING BUT TRASH, Steve Miller Band (Capitol).

Music Briefs

Musical (psycho-) analysis. TM Productions, Dallas, is offering psychographic data service on music programming for radio stations. Service is offered in con-

junction with Research Consultants Inc. Dr. Tom Turicchi, who classified successful records by means of psychological characteristics of listeners, is director of Research Consultants. Service will provide programers with information on music selection, fatigue levels of specific records, demographic and psychographic appeal of "oldies" and listener tune-out elements.

Crackdown. Broadcast Music Inc. said it had filed copyright-infringement suits against four radio stations, settled one and planned to file two more this week. Suits are part of continuing drive against use of BMI music by stations whose BMI licenses expired Dec. 31, 1973. Of approximately 60 such stations, BMI officials said, some are negotiating for new licenses, others are being monitored by BMI to determine whether they're playing BMI music. They said suit filed and settled was against WDOT(AM) Burlington, Vt., while those filed and pending are against KZNG(AM) Hot Springs, Ark.; WAYL(FM) Minneapolis and KUNO(AM) Corpus Christi, Tex.

Drake's latest. Drake-Chenault Enterprises, Canoga Park, Calif., will unveil new, automated top-40 programming package, "XT-40," designed by Bill Drake, at National Association of Broadcasters convention this month. Company describes XT-40 as "classic, clean, uncluttered Drake sound" whose format elements (tempo and music mix, jingle placement, etc.) can be customized to subscriber's market.

Off the presses. Atlantic Records ships first Maggie Bell—lead singer for Stone the Crows—solo LP this week. Album was produced by Jerry Wexler, producer of Aretha Franklin (who will also have new single out by mid-month). Dr. John's *Quitters Never Win* single and new Cross Country, *Rock and Roll Music* (both Atlantic), will also be released this month. Neil Young's first studio album in almost two years—(Reprise)—should be released by mid-April. No specific date has been set, however, and there is no word on single. LP is titled *Human High*.

RCA Records strike. Recording technicians who are members of National Association of Broadcast Employees and Technicians threw up picket lines in front of RCA Records recording studios in New York, Los Angeles and Nashville last week. Strike is over dispute with record company on seniority policy and union exclusivity in making of RCA recordings. Union spokesman said it has already accepted pay hike of 6.3% from company.

Due out shortly. Barbra Streisand single (Columbia), *All in Love is Fair*, written by Stevie Wonder, will be sent out this week.

Cat coming. Next Cat Stevens LP, *Buddah and the Chocolate Box*, is due to be released by A&M around midmonth. Single is *Oh, Very Young*.

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Finance

'73 broadcast earnings help ABC eclipse '72

TV network, O&O's set records; radio earnings below year-ago levels

ABC Inc. achieved record revenues and earnings in 1973.

Chairman Leonard H. Goldenson and President Elton H. Rule, in issuing the financial report, said that the fourth quarter was the ninth straight quarter in which operating earnings reached record levels compared with the corresponding period of prior years.

"In broadcasting, the television net-

work had record revenues and earnings and contributed the major portion of the earnings in the broadcast division," they reported. "The owned television stations also had record revenue and earnings.

"The radio network was profitable for the second consecutive year although revenues and earnings were lower. Revenues and earnings were slightly lower for the owned AM radio stations. The owned FM radio stations had substantially higher revenues and reduced its loss, with three of the seven stations operating profitably for the first time."

A summary of the results of other operations: theater earnings were slightly higher on lower revenues; record production had substantially higher revenue

and earnings; record and tape sales distribution operated at a loss but is expected to be profitable in 1974, and motion-picture production had a small profit, compared with a substantial loss in 1972.

ABC had earnings from discontinued operations in 1973 of \$1,372,000, as against \$1,223,000 in 1972. In 1973 the earnings reflected the business of the ABC television program subsidiary (ABC Films) through March 31 and of the Northern Theatre Group through Sept. 28.

For the year ended Dec. 31:

	1973	1972
Earned per share	\$ 2.79	\$ 2.10
Revenues	880,505,000	819,498,000
Net income	47,254,000	35,637,000

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
ABC Inc.	year 12/31	880,505,000	+ 7.4%	47,254,000	+ 32.6%	2.79	819,498,000	35,637,000	2.10
American Electronic Laboratories Inc.	39 wks. 11/23	23,759,975	+ 22.0%	837,973	+219.7%	.50	19,465,936	381,472	.22
Ampex Corp.	9 mo. 1/26	196,017,000	+ 3.7%	4,108,000	+437.0%	.38	188,982,000	940,000	.08
BBDO International Inc.	year 12/31	62,746,000	+ 32.4%	5,526,000	+ 13.1%	2.17	47,377,000	4,886,000	2.01
Foots, Cone & Belding Communications Inc.	year 12/31	326,533,000	+ 20.4%	3,348,000	+ 79.6%	1.58	271,291,000	1,864,000	.87
Interpublic Group of Companies	year 12/31	969,081,000	+ 7.2%	6,838,000	+ 9.1%	2.74	904,315,000	6,268,000	2.38
McCaffrey & McCall Inc.	year 12/31	61,618,909	+ 9.0%	1,308,677	+ 24.2%	2.25	56,532,349	1,053,946	1.80
Mooney Broadcasting Corp.	year 12/31	4,414,103	+ 2.2%	(516,399)	*	#	4,317,752	320,534	.92
Oak Industries Inc.	year 12/31	117,983,983	+ 21.3%	4,849,208	+ 61.7%	2.75	97,231,396	2,998,149	1.62
PSA Inc.	year 12/31	121,086,000	+ 7.9%	627,000	*	.18	112,207,000	6,940,000	1.71
Ridder Publications Inc.	year 12/31	166,001,000	+ 16.1%	14,380,000	+ 18.4%	1.57	142,920,000	12,147,000	1.33
Schering-Plough Corp.	year 12/31	632,271,000	+ 22.2%	105,977,000	+ 37.0%	1.97	517,357,000	77,349,000	1.44
Sonderling Broadcasting Corp.	year 12/31	23,673,000	- 1.4%	1,967,000	+ 44.2%	2.16	24,015,000	1,364,000	1.36
Teletronics International Inc.	6 mo. 12/31	3,500,000	+ 59.1%	250,000	+ 13.6%	.30	2,200,000	220,000	.24
Time Inc.	year 12/31	728,266,000	+ 19.7%	47,520,000	+ 49.2%	4.58	608,558,000	31,849,000	3.07

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

Not given.

Broadcasting's index of 139 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Feb. 27	Closing Wed. Feb. 20	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Broadcasting											
AHC	ABC	N	24 1/4	23 1/8	+ 1 1/8	+ 4.86	34 1/4	20	9	16,584	402,162
CAPITAL CITIES COMM.	CCB	N	35 1/4	33 1/4	+ 2	+ 6.01	62 1/2	29	14	7,198	253,729
CBS	CBS	N	32 5/8	30 5/8	+ 2	+ 6.53	52	24 7/8	10	28,315	923,776
CONCERT NETWORK*	O		3/8	5/8	- 1/4	- 40.00	5/8	1/4	8	2,200	825
COX	COX	N	16 1/2	15 1/8	+ 1 3/8	+ 9.09	40 1/4	13 3/8	9	5,831	96,211
FEDERATED MEDIA*	O					.00	5 1/2	2	18	820	4,510
GROSS TELECASTING	GGG	A	13 1/4	13 1/8	+ 1/8	+ .95	18 3/8	10	8	800	10,600
LIN	LINB	O	4 3/4	4	+ 3/4	+ 18.75	14 3/4	3 1/4	5	2,296	10,906
MOONEY*	MOON	O	2 5/8	3 1/4	- 5/8	- 19.23	10 1/4	2 1/4	7	385	1,010
PACIFIC & SOUTHERN	PSOU	O	5 1/2	4 1/2	+ 1	+ 22.22	13 3/4	4 1/2	79	1,751	9,630
RAHALL	RAHL	O	5	5		.00	12 1/4	2 3/4	8	1,297	6,485
SCRIPPS-HOWARD	SCRIP	O	16	15 3/4	+ 1/4	+ 1.58	21 1/4	14 3/8	8	2,589	41,424
STARR	S8G	M	8	8 1/4	- 1/4	- 3.03	24 1/2	7	7	1,069	8,552
STORER	S8K	N	14 5/8	14 1/2	+ 1/8	+ .86	44	12	7	4,751	69,483
TAFT	TFB	N	18	17 1/2	+ 1/2	+ 2.85	58 5/8	15 1/2	7	4,219	75,942
WOODS COMM.*	O		3/4	5/8	+ 1/8	+ 20.00	1 5/8	1/4	6	292	219
Broadcasting with other major interests									TOTAL	80,397	1,915,464
ADAMS-RUSSELL	AAR	A	2 1/8	2 1/8		.00	5 3/8	2	6	1,259	2,675
AVCO	AV	N	7 1/2	7 1/8	+ 3/8	+ 5.26	16	6 3/8	3	11,482	86,115
BARTELL MEDIA	BMC	A	1 1/2	1 1/2		.00	3 1/2	1	4	2,257	3,385
JOHN BLAIR	BJ	N	7 1/8	6 5/8	+ 1/2	+ 7.54	13	4 7/8	6	2,403	17,121
CAMPTOWN INDUSTRIES*	O		3/8	3/8		.00	2	1/4	5	1,138	426
CHRIS-CRAFT	CCN	N	3 1/4	3 3/8	- 1/8	- 3.70	6 5/8	2	9	4,162	13,526
COMBINED COMM.	CCA	A	11	10	+ 1	+ 10.00	44	10	8	3,274	36,014
COWLES	CWL	N	6 1/4	5 7/8	+ 3/8	+ 6.38	9 5/8	4 3/4	13	3,969	24,806
DUN & BRADSTREET	ONB	N	32 1/2	30	+ 2 1/2	+ 8.33	42	30	22	26,305	854,912
FAIRCHILD INDUSTRIES	FEN	N	5 7/8	5 1/8	+ 3/4	+ 14.63	13 3/8	4	53	4,550	26,731
FUQUA	FOA	N	8 7/8	7 7/8	+ 1	+ 12.69	20 3/8	6 3/4	3	8,560	75,970
GENERAL TIRE	GY	N	15	15 1/4	- 1/4	- 1.63	28 3/4	12	4	21,505	322,575
GLOBETROTTER	GLRTA	O	3 7/8	3 7/8		.00	8 1/8	1 7/8	5	2,759	10,691

Stock symbol	Exch.	Closing Wed. Feb. 27	Closing Wed. Feb. 20	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. share out (000)	Total market capitalization (000)	
GRAY COMMUNICATIONS	D										
HARTE-HANKS	HHN	N	9								
JEFFERSON-PILOT	JP	N	32 1/2	30 1/4	+ 2 1/4	+ 7.43	40 7/8	27	15	24,082	
KAISER INDUSTRIES	KI	A	7 5/8	7 1/4	+ 3/8	+ 5.17	9 3/8	4	6	27,487	
KANSAS STATE NET.*	KSN	D	3 1/4	3 1/4		.00	6 1/8	3 1/4	6	1,741	
KINGSTIP	KTP	A	4 7/8	4 7/8		.00	14 1/4	4 1/4	4	1,154	
LAMB COMMUNICATIONS*	P					.00	2 5/8	1 1/2	30	475	
LEE ENTERPRISES	LNT	A	12 1/8	12 1/2	+ 3/8	+ 3.00	25	9 7/8	9	3,352	
LIBERTY	LC	N	14 1/2	13 3/4	+ 3/4	+ 5.45	23 7/8	13 3/8	7	6,631	
MCGRAW-HILL	MHP	N	7 1/4	6 3/4	+ 1/2	+ 7.40	16 7/8	6 3/8	7	23,525	
MEGIA GENERAL	MEG	A	23 1/2	20 1/2	+ 3	+ 14.63	43 1/2	20 1/2	9	3,546	
MEREDITH	MDP	N	10 1/4	10 1/2	- 1/4	- 2.38	20 1/2	8 3/8	5	2,887	
METROMEDIA	MET	N	8 1/4	8 3/8	- 1/8	- 1.49	32 1/4	7	5	6,493	
MULTIMEDIA	MMED	O	11 1/2	11 1/2		.00	30 1/4	11 1/2	8	4,388	
OUTLET CO.	OTU	N	8 3/4	9	- 1/4	- 2.77	17 5/8	8	5	1,379	
POST CORP.	POST	O	10 1/2	10 1/2		.00	17	8	5	893	
PSA	PSA	N	9 5/8	8 3/8	+ 1 1/4	+ 14.92	21 7/8	6 1/8	14	3,768	
REEVES TELECOM	RBT	A	1 1/2	1 1/2		.00	3 1/4	1 1/4	9	2,376	
RIODER PUBLICATIONS	RPI	N	13 3/8	12	+ 1 3/8	+ 11.45	29 7/8	11 3/8	9	8,312	
ROLLINS	ROL	N	16 1/4	17	- 3/4	- 4.41	36 1/2	14 1/4	14	13,305	
RUST CRAFT	RUS	A	9 1/8	8 1/2	+ 5/8	+ 7.35	33 3/4	7 1/2	5	2,366	
SAN JUAN RACING	SJR	N	11 3/8	11 1/2	- 1/8	- 1.08	23 3/4	11 3/8	10	2,367	
SCHERING-POLOUGH	SGP	N	67 1/4	68 1/2	- 1 1/4	- 1.82	87 5/8	62 1/2	35	52,590	
SONDERLING	SDB	A	8 1/8	8 3/4	- 5/8	- 7.14	16 3/8	6 3/8	5	816	
TECHNICAL OPERATIONS	TO	A	5 5/8	5 1/4	+ 3/8	+ 7.14	13 1/2	4	6	1,359	
TIMES MIRROR CO.	TMC	N	14 7/8	13 7/8	+ 1	+ 7.20	25 7/8	13 7/8	9	31,145	
TURNER COMM.*	O					.00	6	3	7	1,486	
WASHINGTON POST CO.	WPO	A	17 3/4	17 5/8	+ 1/8	+ .70	37	15 3/4	6	4,749	
WOMETCO	WOM	N	9	8 7/8	+ 1/8	+ 1.40	19 3/8	7 7/8	7	6,295	
Cablecasting									TOTAL	337,402	7,646,357
AMECO**	ACO	D	1/4	1/4		.00	3	1/8		1,200	300
AMER. ELECT. LABS**	AELBA	O	1 7/8	1 7/8		.00	3 5/8	1		1,673	3,136
AMERICAN TV & COMM.	AMTV	O	14 3/4	14 1/2	+ 1/4	+ 1.72	39	7 1/4	42	3,174	46,816
ATHENA COMM.**	O		3/4	3/4		.00	5 1/2	3/8		2,126	1,594
BURNUP & SIMS	BSIM	D	20 1/4	18	+ 2 1/4	+ 12.50	34 3/4	15 1/8	26	7,907	160,116
CABLECOM-GENERAL	CCG	A	3	3		.00	8 7/8	1 3/4	100	2,536	7,608
CABLE FUNDING CORP.	CFUN	O	6 1/4	5 3/4	+ 1/2	+ 8.69	9 3/4	4 1/2	52	1,121	7,006
CABLE INFORMATION**	O		3/4	3/4		.00	2 1/2	3/4		663	497
CITIZENS FINANCIAL	CPN	A	3 3/8	3 1/2	- 1/8	- 3.57	9 1/2	2 3/8	10	2,390	8,066
COMCAST*	O		1 1/2	1 3/4	- 1/4	- 14.28	5 3/8	1 1/2	6	1,705	2,557
COMMUNICATIONS PROP.	COMU	O	2 1/2	2 1/2		.00	9 3/4	2 1/8	21	4,435	11,087
COX CABLE	CXC	A	10	10 1/8	- 1/8	- 1.23	31 3/4	7 3/4	19	3,560	35,600
ENTRON*	ENT	O	1 1/2	5/8	- 1/8	- 20.00	9 1/4	1/4	4	1,358	679
GENERAL INSTRUMENT	GRL	N	15	14 1/8	+ 7/8	+ 6.19	29 1/2	12 1/4	9	6,792	101,880
GENERAL TELEVISION*	O		1 1/2	1 1/2		.00	4 1/2	1 1/4	75	1,000	1,500
LVO CABLE	LVOO	O	3 1/8	3 3/8	- 1/4	- 7.40	11 1/4	2 3/4	16	1,879	5,871
SCIENTIFIC-ATLANTA	SFA	A	9	8 7/8	+ 1/8	+ 1.40	15 3/8	6 1/4	10	917	8,253
TELE-COMMUNICATIONS	TCOM	O	3 3/4	3 7/8	- 1/8	- 3.22	21	2 5/8	15	4,619	17,321
TELEPROMPTER	TP	N	5 1/8	5	+ 1/8	+ 2.50	34 1/2	3 3/4	30	16,482	84,470
TIME INC.	TL	N	36	34 3/4	+ 1 1/4	+ 3.59	63 1/4	25 3/4	8	10,380	373,680
TOCOM*	TOCM	O	3 1/2	3 1/4	+ 1/4	+ 7.69	12 1/8	2 3/4	8	634	2,219
UA-COLUMBIA CABLE	UACC	O	4 3/8	4 3/8		.00	15	3 3/4	9	1,794	7,848
VIACOM	VIA	N	6	5 7/8	+ 1/8	+ 2.12	20	4 5/8	10	3,851	23,106
VIKOA**	VIK	A	3	3		.00	9 1/8	1 3/4		2,591	7,773
Programming									TOTAL	84,787	918,983
COLUMBIA PICTURES**	CPS	N	3 1/4	3 1/8	+ 1/8	+ 4.00	9 7/8	2 1/4		6,748	21,931
DISNEY	DIS	N	44 3/4	43 1/4	+ 1 1/2	+ 3.46	123 7/8	37	27	29,155	1,304,686
FILMWAYS	FWY	A	5 3/8	5 1/8	+ 1/4	+ 4.87	5 3/4	2 1/8	9	1,801	9,680
GULF + WESTERN	GW	N	25 3/8	24 1/4	+ 1 1/8	+ 4.63	35 3/4	21 3/8	5	13,945	353,854
MCA	MCA	N	23 7/8	22 3/8	+ 1 1/2	+ 6.70	34 1/4	18 1/2	8	8,379	200,048
MGM	MGM	N	12 5/8	12 1/2	+ 1/8	+ 1.00	24	7 5/8	8	5,918	74,714
TELE-TAPE**	O		1/4	1/4		.00	1 3/4	1/4		2,190	547
TELETRONICS INTL.*	O		4	4		.00	10 1/2	2 1/2	8	943	3,772
TRANSAMERICA	TA	N	10	9 3/4	+ 1/4	+ 2.56	17 5/8	6 1/8	8	66,354	663,540
20TH CENTURY-FOX	TF	N	6 1/8	6	+ 1/8	+ 2.08	12 3/8	5	6	8,557	52,411
WALTER READE**	WALT	O	3/8	3/8		.00	1 3/8	1/8		2,203	826
WARNER	WCI	N	16 1/8	14 7/8	+ 1 1/4	+ 8.40	39 1/8	9	7	15,064	242,907
WRATHER**	WCO	A	6 1/8	6 1/8		.00	16 5/8	3 7/8		2,229	13,652
Service									TOTAL	163,486	2,942,568
BBOO INC.	O		13 1/4	13 3/8	- 1/8	- .93	17 7/8	10	6	2,513	33,297
COMSAT	CO	N	38 1/2	36 1/2	+ 2	+ 5.47	64 1/2	32 1/2	12	10,000	385,000
CREATIVE MANAGEMENT	CMA	A	5 3/4	5 1/2	+ 1/4	+ 4.54	9 1/2	3	6	1,016	5,842
DOYLE DANE BERNBACH	DOYL	O	10	11	- 1	- 9.09	23 1/2	8 1/2	5	1,799	17,990
ELKINS INSTITUTE**	ELKN	O				.00	1 1/4	1/2		1,897	1,185
FOOTE CONE & BELDING	FCB	N	9 5/8	9	+ 5/8	+ 6.94	13 3/8	8 1/8	8	2,129	20,491
GREY ADVERTISING	GREY	D	8	7 7/8	+ 1/8	+ 1.58	17 1/4	7 1/2	4	1,264	10,112
INTERPUBLIC GROUP	IPG	N	11	10 1/2	+ 1/2	+ 4.76	25 3/8	9 3/4	4	2,464	27,104
MARVIN JOSEPHSON	MRVN	O	8	8		.00	18 1/2	6 3/4	5	957	7,656
MCCAFFREY & MCCALL*	O		9 1/8	8 3/4	+ 3/8	+ 4.28	10 3/4	5	5	585	5,338
MCI COMMUNICATIONS+	MCIC	O	4 3/4	4 1/4	+ 1/2	+ 11.76	8 7/8	3 3/4		12,825	60,918
MOVIELAB**	MOV	A	1 1/2	1 1/8	+ 3/8	+ 33.33	1 7/8	1/2		1,407	2,110
MPO VIDEOTRONICS**	MPO	A	2 1/2	2 1/2		.00	4 7/8	2		540	1,350
NEEDHAM, HARPER	NOHMA	O	6 1/4		+ 3/4	+ 13.63	26 1/4	5	3	917	5,731
A. C. NIELSEN	NIELB	O	20 3/4	20 1/2	+ 1/4	+ 1.21	40 1/2	19 3/4	19	10,598	219,908
OGILVY & MATHER	OGIL	O	14 1/4	13 1/2	+ 3/4	+ 5.55	32 1/2	12 3/4	5	1,777	25,322
PKL CO.**	PKL	O	1	1		.00	3	1/4	2	818	818

Stock symbol	Exch.	Closing Wed. Feb. 27	Closing Wed. Feb. 20	Net change In week	% change In week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
J. WALTER THOMPSON	JWT	N 10 1/2	10 3/4	- 1/4	- 2.32	24 3/4	8 1/4	5	2,625	27,562	
UNIVERSAL COMM.*	O	3/4	1	- 1/4	- 25.00	12 1/2	1/2	1	715	536	
WELLS, RICH, GREENE	WRG	N 9 1/8	8 3/4	+ 3/8	+ 4.28	21 1/8	7 1/2	4	1,623	14,809	
Electronics									TOTAL	58,469	873,079
ADMIRAL	ADL	N 11 7/8	12 1/4	- 3/8	- 3.06	18	7 1/4	6	5,863	69,623	
AMPEX	APX	N 4 1/8	4 1/8		.00	6 7/8	3 1/8	9	10,878	44,871	
CCA ELECTRONICS*	CCAE	O 3/4	1 1/8	- 3/8	- 33.33	3	3/4	1	881	660	
COMU, INC.	COH	A 3 5/8	3 3/8	+ 1/4	+ 7.40	7 7/8	2 5/8	7	1,542	5,589	
COMPUTER EQUIPMENT	CEC	A 1 5/8	1 5/8		.00	2 7/8	1 3/8	10	2,372	3,854	
CONRAC	CAX	N 18 1/2	16 5/8	+ 1 7/8	+ 11.27	31 7/8	13 1/4	9	1,261	23,328	
GENERAL ELECTRIC	GE	N 57 3/4	56 1/2	+ 1 1/4	+ 2.21	75 7/8	53 7/8	18	182,348	10,530,597	
GRASS VALLEY GROUP	GVG	A 10 3/4	10 3/4		.00	16	5 1/2	13	1,501	16,135	
HARRIS-INTERTYPE	HI	N 29 1/2	28 1/8	+ 1 3/8	+ 4.88	49 1/4	24 1/2	10	6,227	183,696	
INTERNATIONAL VIDEO	IVCP	O 5 1/4	5 3/4	- 1/2	- 8.69	14 3/4	3 3/4	13	2,741	14,390	
MAGNAVIX	MAG	N 7 3/4	8 1/4	- 1/2	- 6.06	29 5/8	6 1/4	16	17,806	137,996	
3M	MMM	N 76 7/8	71 1/2	+ 5 3/8	+ 7.51	91 5/8	71 1/4	29	113,054	8,691,026	
MOTOROLA	MDT	N 44 1/2	46	- 1 1/2	- 3.26	68 3/4	41 1/4	16	27,740	1,234,430	
DAK INDUSTRIES	OEN	N 12	11 1/4	+ 3/4	+ 6.66	20 1/2	9 1/2	5	1,639	19,668	
RCA	RCA	N 20	18 1/2	+ 1 1/2	+ 8.10	39 1/8	16 1/2	9	74,515	1,490,300	
ROCKWELL INTL.	ROK	N 25 1/2	25 1/2		.00	32 5/8	23 1/8	6	27,245	694,747	
RSC INDUSTRIES	RSC	A 1 3/8	1 3/8		.00	2 1/2	1 1/8	9	3,458	4,754	
SONY CORP.	SNE	N 27 1/8	26	+ 1 1/8	+ 4.32	57 1/4	21 1/4	21	66,250	1,797,031	
TEKTRONIX	TEK	N 40	35 5/8	+ 4 3/8	+ 12.28	56 5/8	29 7/8	17	8,179	327,160	
TELEMETION**	TIMT	O 2 1/8	2 3/4	- 5/8	- 22.72	4 3/4	1 1/2		1,050	2,231	
TELEPRD INDUSTRIES*	O	6			.00	6	1/4	38	475	2,850	
VARIAN ASSOCIATES	VAR	N 11 1/8	10 3/8	+ 3/4	+ 7.22	19 1/2	9 5/8	11	6,617	73,614	
WESTINGHOUSE	WX	N 23 3/8	21 7/8	+ 1 1/2	+ 6.85	47 3/8	21 1/8	13	88,595	2,070,908	
ZENITH	ZE	N 29 5/8	27 7/8	+ 1 3/4	+ 6.27	56	25	10	18,888	559,557	
TOTAL									671,125	27,999,015	
GRAND TOTAL									1,395,666	42,295,466	

Standard & Poor's Industrial Average

107.54 104.14 +3.40

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.

Fates & Fortunes®

Media



Shannon

Thomas F. Shannon, VP-general manager, Post-Newsweek's WTOP-TV Washington, moves to station group's New York office as sales executive. He is succeeded by **James T. Lynagh**, VP-general manager, WPLG-TV, Post-Newsweek station in Miami. **G. William Ryan**,



Lynagh



Ryan

VP-general manager, Kaiser Broadcasting's WKBS-TV Philadelphia, named

VP-general manager, WPLG-TV, succeeding Mr. Lynagh.

Robert P. Erburu, senior VP, Times-Mirror Co., Los Angeles, elected president of firm (newspapers, TV stations, cable TV), to succeed **Albert V. Casey**, who resigned to become president and chief executive officer of American Airlines Inc., New York.

Robert E. Dressler, general manager, KOMU-TV Columbia, Mo., named president, Southern Educational Communications Association, regional public broadcasting network headquarters, Columbia.

Boyd Lawlor, VP-broadcast and station manager, KSBW-TV Monterey-Salinas, Calif., elected president of parent company, Central California Communications Corp., succeeding late **John C. Cohan**. Central California also owns KSBY-FM-TV San Luis Obispo, Calif.

Michael J. Winship, staff writer, George Washington University public relations office, named public relations director, National Public Affairs Center for Television (NPACT), division of Public Broadcasting System, Washington.

Warren P. Williamson III, executive VP, WKBN Broadcasting Corp., Youngstown,

Ohio, named president. He succeeds father, **Warren P. Williamson Jr.**, elected chairman of board. **Joseph D. Williamson II**, general manager, WKBN-FM, named director, WKBN Broadcasting, which also includes WKBN-AM-TV.



Knautz



Callbraro

Donald H. Knautz and **Daniel D. Callbraro**, VP's, WGN Continental Broadcasting Co., named VP-assistant to acting general manager and VP for corporate relations, respectively.

William A. Schwartz, VP-operations, Telerep Inc., New York, named general manager, KTVU(TV) Oakland-San Francisco. Both are Cox Broadcasting Corp. properties. **Roger Rice**, Cox West Coast VP, had been KTVU general manager.



Not quite knight. Robert W. Sarnoff, (l) chairman and chief executive officer of the RCA Corp., receives the Commander Cross First Class award "for distinguished service" to the Republic of Austria. Making the award is Arno Halusa, Austrian ambassador to the United States. The honor, one of the highest civilian awards accorded by Austria, acknowledges RCA's assistance in designing the Vienna Center, radio and TV broadcasting complex that also serves as a connecting point for international broadcast exchanges. One day later, on Feb. 22, Mr. Sarnoff received an honorary degree of Doctor of Laws from Johns Hopkins University in recognition of his leadership in the nation's communications industry. In an address during that ceremony, Mr. Sarnoff, advocated creation of a new independent federal agency, the Science and Technology Commission, to bring "the wide diversity of government activities in science and technology into a unified policy framework based on long-term national needs, both civilian and military."

Jim Long, chief operating officer, TM Productions Inc., Dallas, and president of TM Programming, named VP, Starr Broadcasting Group Inc., New Orleans, TM's parent company.

Michael R. Sigelman, general sales manager, KDWB(AM) St. Paul, named general manager, WYOO(AM)-WRAH-FM Richfield, Minn.

James J. Opsitnik, with sales staff, KWJJ(AM) Portland, Ore., named general manager.

Tom Jackson, local sales manager, KGW(AM) Portland, Ore., named station manager.

Jack Perk, assistant general manager, KDON(AM) Salinas, Calif., named general manager.

Stephen Wyman, local sales manager, WGBS(AM) Miami, named general manager, WEAW(AM) Evanston, Ill.

Sally V. Hawkins, general manager, WILM(AM) Wilmington, Del., elected president of licensee, Delaware Broadcasting Co.

Alice Potter, sales manager, KRE-AM-FM Berkeley, Calif., named general manager.

Ed Crump, operations manager-public affairs director, WMPS-AM-FM Memphis, appointed national public affairs director for parent Plough Broadcasting Co.'s 11 radio stations.

Trudy Allyson, co-anchorwoman, KTVU-TV Oakland-San Francisco, joins KNTV-TV San Jose, Calif., as public affairs director.

William J. Clark, VP-engineering, Heftel Broadcasting Corp., assumes additional duties as general manager of Heftel's KEZK-FM St. Louis.

Harry Godsil, president-general manager, KVDO-TV Salem, Ore., named general manager, KTIC-TV Nampa, Idaho.

Charles Smith, sales manager, WTSV(AM) and WECM(FM) Claremont, N.H., assumes additional duties as operations manager.

A. H. (Chris) Christensen, general manager, KPSJ(FM) San Jose, Calif., joins KPSI(AM) Palm Springs, Calif., as VP-operations manager.

Michael Murray, local sales manager, WRNL(AM) Richmond, Va., named general sales manager, WKLX(AM) Portsmouth-Norfolk, Va.

George Kinsley, chief accountant, ABC Inc., New York, named director of broadcast accounting.

Maxine Bracy, public service coordinator, KHJ-TV Los Angeles, named public affairs director, coordinator at affiliated KHJ(AM).

Charles E. Bowman, production operations/set-up supervisor, Avco Broadcasting Corp., named community services director of Avco's WLWD(TV) Dayton, Ohio.

Eric Lasher, former assistant to Frank Stanton when latter was vice chairman of CBS Inc., and later aide in office of CBS President Arthur Taylor, named president and chief operating officer of Nash Publishing Corp., Los Angeles. Nash was publisher of Edith Efron's "The News Twisters," book highly critical of networks and object of spirited counterattack from CBS.

Peppy Martin, public relations director, Louisville (Ky.) orchestra, appointed promotion manager, WAVE-AM-TV Louisville.

Broadcast Advertising

Judy Green, with sales staff, WOR-TV New York, named national sales manager, KHJ-TV Los Angeles. Both are RKO General stations.

Joan Rafferty, traffic manager; **Alan J. Sheldon**, director client accounting, and **Bruce E. Wallin**, director of staff services, named VP's, Young & Rubicam International Inc., New York.

Kenneth A. Longman, associate research director, J. Walter Thompson, New York, elected VP.

Harold Payne, station manager, WTVR-

AM-FM Richmond, Va., named station manager of WRXL(FM) Richmond.



Ozer department.

Martin H. Ozer, VP-eastern sales manager, Metro TV Sales, New York, appointed VP-general sales manager.

Michael Drexler, senior VP-media director, Ogilvy & Mather, New York, joins Doyle Dane Bernbach Inc., New York, to head media



Barlow

general sales manager. **Dick Wagschal**, with sales staff, succeeds Mr. Twibell.

James I. Stansell, general sales manager, KAFM(FM) Dallas, named sales manager, KZEW-FM Dallas.

David A. Macejko, with sales staff, WEBN-FM Cincinnati, named assistant sales manager.

David Breyer, with sales staff, WISC-TV Madison, Wis., appointed area sales manager.

Richard Westman, VP-media director, Jack Byrne Adv., New York, named VP-director of media and marketing services.

Joseph S. Nathanson, senior VP-director of operations, John de Nigris Associates, New York, joins Young & Rubicam West, Los Angeles, as public relations director.

Louis H. Buron Jr., with sales staff, KDWB(AM) St. Paul, appointed local sales manager.

Programing



Jacobson

Jack P. Jacobson, VP, WGN Continental Broadcasting, and program manager, WGN-TV Chicago, assumes additional duties as acting program manager for WGN Continental, succeeding Sheldon Cooper. **Richard D. Jones**, assistant program manager, WGN(AM) Chicago, named acting program manager, WGN, succeeding Robert Henley. Messrs. Cooper and Henley became acting station managers of WGN-TV and WGN, respectively (BROADCASTING, Feb. 25).

Jim Kefford and **Allen Collier**, both salesmen with Drake-Chenault Enterprises, Canoga Park, Calif., promoted to re-

gional managers for northern and southern regions, respectively.

Ron Nickell, general sales manager, Drake-Chenault Inc., Los Angeles, joins TM Programming, Dallas, in same position.

Kenneth F. Gorman, controller, Viacom International Inc., New York, elected VP in addition to his present duties.

David C. Welsh, program manager, WFIU-(FM) Bloomington, Ind., named program director, KCPT-TV Kansas City, Mo.

Jim Green, administrative assistant, WHPC-FM Garden City, N.Y., assumes additional duties as program director.

Vincent Lupiano, editorial director, WPLJ-(FM) New York, named program director, WFAS(AM)-WWYD(FM) White Plains, N.Y.

William S. Stabler, announcer, WMAL-AM-FM Washington, joins WASA(AM)-WHDG(FM) Havre de Grace, Md., as program manager.

Tom Kennedy, announcer, WKRQ(FM) Cincinnati, joins WEBN(FM) Cincinnati as program director.

Mike Lucas, program director, KNOW-(AM) Austin, Tex., joins KONO(AM) San Antonio, Tex., in same position.

Clarence Pitts, music director, WPAL(AM) Charleston, S.C., named program director.

J. R. (Buck) Buckley, talk show host, WIBX(AM) Utica, N.Y., named program manager.

Henry L. Bonner Jr., former instructional TV coordinator, Phoenix, joins Alabama ETV Commission as director of programming.

Andy Andrews, program director, WRNL-(AM) Richmond, Va., named operations manager WRNL and affiliated WRXL(FM).

Broadcast Journalism



Scott

Howard W. Scott, with news department, KOMO-TV Seattle, appointed news director.

Lesley Stahl, reporter, CBS News, Washington, named CBS News correspondent, Washington bureau.

Ted O'Brien, anchorman, KSTP-TV St. Paul, joins WNAC-TV Boston in same position.

Daniel Schorr, CBS News Washington correspondent, named Poynter Fellow, Yale seminar, modern journalism for 1974.

Barry Peterson, reporter, WITI-TV Milwaukee, joins WCCO-TV Minneapolis in same position.

Mark Miller, with editorial staff, KCAU-TV Sioux City, Iowa, appointed director of editorial research.

Robert E. Perkins, news director, WDAS-(AM) Philadelphia, named editorial director.

Allied Fields



Dragoumis

James Dragoumis, associate media manager, Lever Brothers, New York, joins Arbitron Television, New York, as VP, agency - advertiser sales.

Lou Dorfsman, CBS VP, advertising-design, will also join faculty of Syracuse (N.Y.) University's master of fine arts program for working professionals in advertising illustration and design.

John Jenney, former VP-creative director, Edward Shaw and Associates Inc., Beverly Hills, Calif., named director-instructor, commercial copywriting, Columbia School of Broadcasting, Los Angeles.

Clifford H. Braun, VP-administration/program manager, WFLD-TV Chicago, named district manager-closed circuit television, Illinois Bell Telephone, Chicago.

Cable



Vogel

William L. Vogel, division VP, Cox Cablevision Corp., Atlanta, assumes additional duties as regional manager of company's mid-East region.

C. Steven Henry, manager-chief technician, Continental Cablevision of Ohio, Findlay, appointed to Galion, Ohio, system in same position.

Rodney R. Maddison, VP-marketing, Commercial Electronics Inc., Mountain View, Calif., named president. He is succeeded by **George A. Grasso**, national sales manager.

Robert F. Finnerty, with sales staff, Magnavox CATV Division, Manlius, N.Y., named national sales manager of passive devices group.

Thomas A. Rourke, VP-industrial relations, Lynch Communication Systems Inc., Reno, named president, Lynch Circuits Inc., Mountain View, Calif.

Reed Thomas Rollo, 69, retired communications lawyer and partner in Washington office of Kirkland, Ellis and Rowe, Chicago, died Feb. 24 in Washington after long illness. He is survived by his wife Vera, daughter and son.

Bruce Wallace, 69, executive director, Wisconsin Broadcasters Association, died of cancer Feb. 23 in Deaconess hospital, Milwaukee. He was formerly president of association and was with WTMJ-AM-FM-TV Milwaukee for 22 years, retiring as director of promotion and public service. He is survived by his wife, Olive, and two daughters.

Didrikke S. Hubbard, 69, board member, Hubbard Broadcasting Inc., St. Paul, died in Bal Harbour, Fla., Feb. 1, of cerebral hemorrhage. Mrs. Hubbard is survived by her husband, Stanley E. Hubbard, board chairman of Hubbard stations, and son, Stanley S. Hubbard, general manager of corporation.

Arthur Colvin Perry, one-time aide to President Johnson and FCC attorney in thirties, died Feb. 24 in Washington. He is survived by his wife, Katharine.

Earl Henderson Gammons, 80, former CBS vice president and for 27 years Washington spokesman for broadcast interests, died last Wednesday (Feb. 27) in a Bethesda, Md., nursing home. He had been in failing health for a number of years, succumbed to sudden onset of pneumonia.

A newspaper reporter before and after World War I service with the American Expeditionary Force in France, Mr. Gammons joined the Washburn-Crosby Co. in 1919 and, when the milling company acquired WLAG(AM) Minneapolis in 1924 and renamed it WCCO, began handling publicity for the pioneer station. He successively handled news and sports announcing on a part-time basis before joining WCCO full-time in 1925 and becoming sales manager.

Mr. Gammons is credited with an innovation in radio advertising, begun on Christmas Eve 1926, when he started using a quartet to sing the commercial, "Have you tried Wheaties?" for the breakfast cereal of Washburn-Crosby. In 1933, when CBS acquired full ownership of WCCO from General Mills, successor to Washburn-Crosby, Mr. Gammons was appointed manager. In 1942, the network transferred him to Washington as director of its office there. In 1946, he became vice president of CBS Inc. in charge of Washington operations for all divisions of the corporation.

Mr. Gammons retired from daily duty in 1955, remaining as a consultant for CBS and later for Storer Broadcasting until going into full retirement in 1969. He is survived by a daughter, Jeanne, and three grandchildren. Services are to be held today (March 4) from Gawler's funeral home in Washington, with interment in Arlington National Cemetery.



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For the Record®

As compiled by BROADCASTING Feb. 19 through Feb. 22 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

Application

■ *Washington—Howard University. Seeks UHF ch. 32 (578-584 mhz); ERP 784 kw vis., 155.2 kw aur. HAAT 771 ft.; ant. height above ground 805 ft. P.O. address 2600 4th Street N.W., Washington 20001. Estimated construction cost \$597,000; first-year operating cost \$400,000; revenue none. Geographic coordinates 38° 57' 49" north lat.; 77° 06' 18" west long. Type trans. RCA TTU-60C. Type ant. RCA TFU-30J. Legal counsel Arnold and Porter, Washington; consulting engineer Cohen and Dippell, Washington. Principals: James E. Cheek is president of Howard University. Ann. Jan. 29.

Call letter application

■ Southern Capital Television Inc., Tallahassee, Fla.—Seeks WSCT(TV).

Existing TV stations

Final actions

■ KDUB-TV Dubuque, Iowa—FCC denied application of Broadcast Bureau, filed Jan. 14, for review of review board's decision which granted application of Dubuque Communications Corp. for license to cover its outstanding CP for KDUB-TV. Action Feb. 21.

■ *WCVN(TV) Covington, Ky.—Broadcast Bureau granted CP to change ERP vis. 135 kw, aur. 13.5 kw; change type trans. (BPET-484). Action Feb. 14.

■ KODE-TV Joplin, Mo.—Broadcast Bureau granted CP to change type of trans. (BPCT-4698). Action Feb. 15.

■ WNET(TV) New York—Chief, complaints and compliance division informed Accuracy in Media Inc. that no further commission action is warranted on AIM's complaint that WNET(TV) violated fairness doctrine in January 1973 broadcasts of WNET program *Behind the Lines*. Action Feb. 15.

■ WSNL-TV Patchogue, N.Y.—Broadcast Bureau granted CP to change ERP vis. 1820 kw, aur. 186 kw; change type trans. (BPCT-4694). Action Feb. 15.

■ *Wouc-TV Cambridge, Ohio—Broadcast Bureau granted request for authority to operate trans. by remote control from Telecommunications Center,

Ohio University Campus, Athens Ohio (BRCETV-61). Action Feb. 15.

■ WHIO-TV Dayton, Ohio—Broadcast Bureau granted license covering changes and installation of alt. main trans. and main ant. (BLCT-2264). Action Feb. 19.

■ *WBGU-TV Lima, Ohio—Broadcast Bureau granted request for authority to operate trans. by remote control from South Hall and Troop Avenue, Bowling Green State University. Bowling Green, Ohio (BRCETV-60). Action Feb. 15.

■ WNEP-TV Scranton, Pa.—Broadcast Bureau granted CP to change ERP vis. 661 kw, aur. 66.1 kw; change ant. structure, ant. height 1670 ft. (BPCT-4633). Action Feb. 15.

■ KRIS-TV Corpus Christi, Tex.—Broadcast Bureau granted request for authority to operate trans. by remote control from 409 South Staples Street, Corpus Christi (BRCTV-178). Action Feb. 15.

Action on motion

■ Chief, Office of Opinions and Review, in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.), TV proceeding, granted petition by RKO General to amend application (Docs. 16679-80). Action Feb. 13.

Other action

■ Review board in Las Vegas, TV proceeding, denied applications for review of two review board interlocutory memorandum opinions and orders granting in part and denying in all other respect two petitions to add issues in Las Vegas television proceeding involving mutually exclusive applications of Western Communications Inc. for renewal of its license for KORK-TV and of Las Vegas Valley Broadcasting Co. for same facilities. Action Feb. 21.

Call letter application

■ KUDO(TV) San Francisco—Seeks KVOF-TV.

New AM stations

Application

■ St. George, Utah—Albert L. Crain. Seeks 890 khz, 50 kw-D, 10 kw N. P.O. address 4554 Fleming Road, Collierville, Tenn. 38017. Estimated construction cost \$187,765; first-year operating cost \$36,800; revenue \$90,000. Principals: Mr. Crain (100%) also owns WMSO(AM) Collierville, Tenn. and KBSN(AM) Crane, Tex. Ann. Feb. 4.

Final actions

■ Lebanon, Va.—J. T. Parker Jr. FCC granted 1380 khz, 500 w. (BP-19459). P.O. address c/o Phil Roberts, Box 1369, Kingsport, Tenn. 37662. Estimated construction cost \$35,500; first-year operating cost \$28,000; revenue \$36,000. Principal: J. T. Parker Jr., president (100%). Mr. Parker owns WGOC(AM) Kingsport, Tenn. He also has 50% interest in WCBR-AM-FM Richmond, Ky. Action Feb. 21.

■ WNJR Newark, N.J.—FCC approved agreement for merger of Fidelity Voices Inc., Community Action Radio Enterprises, Brown Broadcasting Corp. and Greater Newark Broadcasters Inc., four of nine

applicants competing for deleted facilities of WNJR (1430 khz, 5 kw, DA-N, U). On its own motion, commission waived rules and accepted amendments to Fidelity's application implementing merger agreement. Commission also dismissed Community, Brown and Greater Newark applications. (Rules provides that if original parties do not retain interest of 50 percent, new file number will be assigned to application.). Action Feb. 21.

Call letter applications

■ James A. Calderon, Yabucoa, Puerto Rico—Seeks WXEW.

■ Panhandle Broadcasting Corp., Plainview, Tex.—Seeks KKYN.

Existing AM stations

Final actions

■ KSRM Soldotna, Alaska—Broadcast Bureau granted request for waiver of rules to identify as Soldotna-Kenai, Alaska. Action Feb. 12.

■ KSAY San Francisco—Broadcast Bureau granted CP to change ant.-trans. site to Hayward Landing, edge of San Francisco bay, Alameda County, Hayward, Calif.; trans.; conditions (BP-19562). Action Feb. 13.

■ KDHI Twenty-Nine Palms, Calif.—Broadcast Bureau granted CP to change ant.-trans. site to northwest corner of intersection of California Highway 62 and Montanya Road, Twenty-Nine Palms; change main studio site to 73464 Didsbury Road, Twenty-Nine Palms and operate trans. by remote control from studio location; conditions (BP-19571). Action Feb. 13.

■ WELP Easley, S.C.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only (BL-13537). Action Feb. 15.

■ KILT Houston—Broadcast Bureau granted licenses covering changes and use of former main trans. for alt. trans. (BL-13564, BL-13584). Action Feb. 15.

■ WANT Richmond, Va.—Broadcast Bureau granted CP to change ant.-trans. site to approximately 1000 ft. east of Eanes Lane on Inman Avenue west of Masonic Home Lane, Richmond and waived certain conditions (BP-19609). Action Feb. 14.

Action on motion

■ Acting Chief, Broadcast Bureau, on request of Clear Channel Broadcasting Service, extended through March 25 time in which to file comments and through April 26 time in which to file reply comments in matter of amendment of rules to provide one-hour advancement in sign-on times of daytime AM stations to recoup morning hour lost by enactment of year-round daylight saving time (Doc. 19902). Action Feb. 19.

Other action

■ Review board in Apple Valley, Calif., AM-FM revocation proceeding, granted request by BHA Enterprises Inc., licensee of KAVR-AM-FM Apple Valley, Calif., for acceptance of late filed pleading. Board also dismissed BHA's appeal of adverse ruling of administrative law judge (Doc. 19844). Action Feb. 14.

Fines

■ KINO Winslow, Ariz.—FCC ordered Winslow Communications Inc., licensee, to forfeit \$500 for violation of rules by having third-class radiotelephone operator, whose license was not endorsed for broadcast purposes, in actual charge of station's transmitting system. Action Feb. 21.

■ KFAY Fayetteville, Ark.—Broadcast Bureau notified licensee of apparent liability of \$2,000 for violation of rules by operating station with full daytime power during presunrise and by failure to maintain operating log. Action Feb. 15.

■ WHIT New Bern, N.C.—FCC ordered New Bern Broadcasting Co., licensee, to forfeit \$750 for repeated violations of rules for failure to provide equipment performance measurements within required time for years 1970 and 1971 and failure to keep maintenance log for station from June 1, 1971 to May 25, 1972. Action Feb. 21.

■ KGLC Miami, Okla.—FCC ordered Miami Radio Inc., licensee, to forfeit \$1,500 for repeated violations of rules and failure to observe terms of license by operating station without first-class radiotelephone operator on duty in charge of transmitter; failing to have operator sign on and off operating log and failing to make field intensity measurements each seven days. Action Feb. 21.

NOTE
NEW
ADDRESS

**EDWIN TORNBORG
& COMPANY, INC.**

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

Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

■ KYAL McKinney, Tex.—FCC ordered AHB Broadcasting Corp., licensee, to forfeit \$1,500 for repeated violations of rules and noncompliance with terms of license by operating station with excessive power; failing to log base current; failing to make field intensity measurements and either failing to record actual common point current during presunrise hours or operating station with full power prior to sunrise. Action Feb. 21.

Call letter applications

- WLYV Fort Wayne, Ind.—Seeks WKZZ.
- WNIR Indianapolis—Seeks WNTS.
- WPAW East Syracuse, N.Y.—Seeks WYRD.
- *KCFM Spokane, Wash.—Seeks *KMBI.

Call letter action

- WCOF Immokalee, Fla.—Granted WKEM.

New FM stations

Applications

■ *Borrego Springs, Calif.—Borrego Springs Unified School District. Seeks 89.9 mhz, TPO 10 w. P.O. address 2281 Diegueno Road, Box 235, Borrego Springs 92004. Estimated construction cost \$4,300; first-year operating cost \$500; revenue none. Principal: Geraldine A. Hansen is president of Borrego Springs Unified School District. Ann. Feb. 8.

■ Nampa, Idaho—Idaho Broadcasting Co. Seeks 94.9 mhz, 46 kw. HAAT 2503 ft. P.O. address Box 160, Nampa 83651. Estimated construction cost \$1,700 (equipment to be leased); first-year operating cost \$18,000; revenue \$24,000. Principals: Orval Hansen (33.6%), George A. Freund (24.2%), Wayne C. Cornish (17.9%), et al. Group is also licensee of KFDX(AM) Nampa. Ann. Feb. 11.

■ Huntington, Ind.—DuBois County Broadcasting. Seeks 100.9 mhz, 3 kw. HAAT 300 ft. P.O. address Box 191, Huntington 47542. Estimated construction cost \$37,197; first-year operating cost \$35,518; revenue \$65,000. Principals: Paul E. Knies (100%). Mr. Knies is advertising manager of Holland, Ind., dairy. Ann. Feb. 8.

■ Princess Anne, Md.—Maranatha Inc. Seeks 102.5 mhz, 50 kw. HAAT 500 ft. P.O. address Suite 730, 1100 Connecticut Avenue, Wash. 20036. Estimated construction cost \$9,000 (equipment to be leased); first-year operating cost \$106,680; revenue \$106,000. Principals: Vernon J. Downes, Vincent O. Eareckson and Richard S. Webster are principals of non-profit Maranatha Inc. Messrs. Downes and Webster have various business interests in Maryland. Dr. Eareckson practices medicine in Easton, Md. Ann. Feb. 8.

■ Lincoln, Neb.—Sound Experience Broadcasting Co. Seeks 95.3 mhz, 3 kw. HAAT 117 ft. P.O. address 4503 St. Paul Avenue, Lincoln 68504. Estimated construction cost \$33,000; first-year operating cost \$30,000; revenue \$54,300. Principals: Lawrence W. King (43.85%), Larry J. Brandt (12.48%), et al. Messrs. King and Brandt are employed with KOLN-TV Lincoln. Ann. Feb. 11.

■ Uvalde, Tex.—Big Country Radio Co. Seeks 95.3 mhz, 3 kw. HAAT 260 ft. P.O. address Box 727, Deland, Fla. 32720. Estimated construction cost \$49,284; first-year operating cost \$60,000; revenue \$60,000. Principals: Ashley T. Joyner, Gordon H. Monroe and Gussie E. Lehman (together 100%). Group also owns WKKX(AM) Deland, Fla. Ann. Feb. 11.

■ Richlands, Va.—High Knob Broadcasters Inc. Seeks 105.5 mhz, 400 w. HAAT 798 ft. P.O. address Drawer Q, Richlands 24641. Estimated construction cost \$65,000; first-year operating cost \$42,714; revenue \$85,000. Principals: Charles R. Buskill (50%). Gene Little and Denver Bush (each 25%). Messrs. Bush and Buskill have various business interests in Richlands. Mr. Little is general manager of WRIC(AM) Richlands. Ann. Feb. 8.

Final actions

■ *Fort Kent, Me.—University of Maine. Broadcast Bureau granted 90.3 mhz, TPO 10 w. HAAT 40 ft. (BPED-1710). P.O. address Alumni Hall, University of Maine, Orono, Me. 04473. Estimated construction cost \$5,245; first-year operating cost \$1,500; revenue none. Principals: Thomas McCormack is business manager, University of Maine, Fort Kent. Action Feb. 12.

■ Humble City, N.M.—Media Corp. Broadcast Bureau granted 94.1 mhz, 100 kw. HAAT 334 ft. (BPH-8442). P.O. address Box 149, Humble City 88251. Estimated construction cost \$65,881; first-year operating cost \$24,000; revenue \$30,000. Media Corp. owns KCIA(AM) Humble City. Principals: John A. Parry, president, et al. Action Feb. 19.

Initial decisions

■ Bisbee, Ariz.—Administrative Law Judge James F. Tierney, in initial decision, proposed grant of application of Bisbee Broadcasters Inc. for 92.1 mhz, 60 w. HAAT 1950 ft. P.O. address 101 Bisbee Road, Bisbee 85603. Estimated construction cost \$4,800 (equipment on hand); first-year operating cost \$1,000; revenue \$4,000. Principals: Howard Waterhouse (100%). Mr. Waterhouse owns KSUN-

Summary of broadcasting According to the FCC, as of Jan. 31, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,375	3	17	4,398	52	4,450
Commercial FM	2,447	0	60	2,507	145	2,652
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	191	0	0	194	38	243
Total commercial TV	696	1	10	707	45	763
Educational FM	615	0	29	644	91	735
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	128	0	14	142	1	144
Total educational TV	216	0	17	233	5	240

* Special temporary authorization

(AM) Bisbee. Mutually exclusive application of Wrye Associates for the same facilities would be denied (Docs. 19754-55). Action Feb. 15.

■ Corpus Christi, Tex.—Administrative Law Judge Frederick W. Denniston, in initial decision, proposed grant of application of A. V. Bamford for 99.1 mhz, 100 kw. HAAT 197 ft. P.O. address 300 North Shoreline Drive, Corpus Christi 78401. Estimated construction cost \$51,400; first-year operating cost \$35,000; revenue \$50,000. Principals: A. V. Bamford and Lovelle Morris Beasley (each 50%). Mr. Bamford owns KBER-AM-FM San Antonio, Tex. Mr. Beasley has interest in KLPR(AM) Oklahoma City and KTUW(AM) Sand Springs, both Oklahoma, and KTCS-AM-FM Fort Smith, Ark. Action Feb. 15.

Actions on motions

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, scheduled hearing for April 2 (Docs. 19588-9). Action Feb. 14.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Marshall W. Rowland), FM proceeding, granted joint request by Guy S. Erway, Sandpiper Broadcasting Co. and Mr. Rowland for approval of reimbursement of expenses, insofar as it relates to reimbursement of expenses by Sandpiper to Mr. Rowland in total sum of \$11,949.51 and terminated proceedings (Doc. 19604). Action Feb. 14.

Other action

■ Review board in Santa Paula and Fillmore, both California—FM proceeding, extended time for filing pleadings until May 18 in response to petition to add issues in Santa Paula and Fillmore FM proceeding (Docs. 19865-8). Proceeding involves mutually exclusive applications of Jerry Lawrence, William F. Wallace and Anne K. Wallace, joint tenants, for Santa Paula, and Clark Ortone Inc. and Class A Broadcasters Inc. for Fillmore. Action Feb. 15.

Rulemaking petition

■ Phoenix—Julia S. Zoyzaya and Humberto R. Preciado seek amendment of FM table of assignments by assigning ch. 260 to Phoenix (RM-2315). Ann. Feb. 19.

Call letter applications

- Apollo Broadcasting Corp., Marysville, Kan.—Seeks KNDY-FM.
- Red River Forge Broadcasting Co., Stanton, Ky.—Seeks WSKV(FM).
- *Carlton College, Northfield, Minn.—Seeks *KRLX(FM).
- Las Cruces Broadcasting Co., Mesilla Park, N.M.—Seeks KOPE(FM).
- All American Broadcasting Corp., Oklahoma City—Seeks KAEZ(FM).
- Community Broadcasters Inc., Johnstown, Pa.—Seeks WAAT(FM).
- Mid-South Professional Services Inc., Lobelville, Tenn.—Seeks WTHJ(FM).

Call letter actions

- Lawrence E. Streckline and Janet Sue Bozeman, Hays, Kan.—Granted KJLS(FM).
- *Hunterdon Central High School, Flemington, N.J.—Granted *WCVH(FM).

Existing FM stations

Final actions

■ WDLF-FM Athens, Ga.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1320). Action Feb. 13.

■ WSOY-FM Decatur, Ill.—Broadcast Bureau granted CP to install new ant.; ERP .54 kw; ant. height 450 ft. (BPH-8796). Action Feb. 14.

■ WVFV(FM) Dundee, Ill.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; add circular polarization; ERP 3 kw; ant. height 300 ft.; remote control permitted (BPH-8797). Action Feb. 14.

■ *WVPE(FM) Elkhart, Ind.—Broadcast Bureau granted CP to change trans. location to southeast corner of Ironwood and Kern Roads, South Bend, St. Joseph county, Ind.; make change in ant. system; ERP 10 kw; ant. height 400 ft.; remote control permitted (BPED-1704). Action Feb. 19.

■ KJCK-FM Junction City, Kan.—Broadcast Bureau granted CP to install new ant.; make change in ant. system; ERP 100 kw; ant. height 630 ft.; remote control permitted (BPH-8793). Action Feb. 14.

■ WRSR(FM) Worcester, Mass.—Broadcast Bureau granted mod. of license, CP and SCA to change corporate name to Knight Communications Corp. (BMLH-483, BMPH-13989, BMSCA-359). Action Feb. 14.

■ WCCO-FM Minneapolis — Broadcast Bureau granted CP to install new trans. and ant.; change transmission line; ERP 95 kw; ant. height 1300 ft.; remote control permitted (BPH-8791). Action Feb. 15.

■ KPRS-FM Kansas City, Mo.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz to conduct background music service on multiplex basis (BSCA-1316). Action Feb. 13.

■ *WDWN(FM) Auburn, N.Y.—Broadcast Bureau granted CP to change trans. location to 4th Floor, Health, Business and Technical Building, Auburn Community College, Franklin Street, Auburn; operate by remote control from studio site at First Floor, Health, Business and Technical Building and change transmission line (BPED-1765). Action Feb. 15.

■ WRCN-FM Riverhead, N.Y.—Broadcast Bureau granted CP to install new ant. (BPH-8795). Action Feb. 15.

■ WTOZ(FM) Southern Pines, N.C.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. (BLH-5908). Action Feb. 15.

■ WWDB(FM) Philadelphia — Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz to conduct background music service and storecasting service on multiplex basis (BSCA-1315). Action Feb. 14.

■ KLYX(FM) Clear Lake City, Tex.—Broadcast Bureau granted mod. of license to operate trans. by remote control from aux. studio at 3100 Richmond Avenue, Houston; conditions (BRCH-1193). Action Feb. 14.

■ *WHRM(FM) Wausau, Wis.—Broadcast Bureau granted CP to install new trans. and ant.; change transmission line; ERP 77 kw; ant. height 1120 ft. (BPED-1764). Action Feb. 15.

Call letter applications

- KOA-FM Denver—Seeks KOAQ(FM).
- WILY-FM Centralia, Ill.—Seeks WRXX(FM).
- KUSN-FM St. Joseph, Mo.—Seeks KSFT(FM).
- *KCFM-FM Spokane, Wash.—Seeks *KMBI-FM.
- KAAR(FM) Yakima, Wash.—Seeks KUTI-FM.

Call letter actions

- WSTC-FM Stamford, Conn.—Granted WYRS(FM).
- WCOF-FM Immokalee, Fla.—Granted WKEM-FM.
- WMAQ-FM Chicago—Granted WJOI(FM).
- WLOI-FM La Porte, Ind.—Granted WCOE(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses, co-pending aux. and SCA's when appropriate for following stations: KWIX(AM) Moberly, Mo.; KWNT(AM) Davenport and KWPC(AM) Muscatine, both Iowa; KWRT(AM) Booneville, KWTO(AM) Springfield and KWWC-FM Columbia, all Missouri; KWVL(AM) Waterloo and KXGI(AM) Fort Madison, both Iowa; KZYM(AM) Cape Girardeau, Mo.; WCND(AM) Shelbyville, Ky.; WDAF(AM) Kansas City, Mo.; WEEK-TV Peoria, Ill.; WEW(AM) St. Louis; WGIC(AM)-WBZI(FM) Xenia, Ohio; WIXN-AM-FM Dixon and WKWL(FM) Belvidere, both Illinois; WKYH-TV Hazard, Ky.; WLDDY(AM) Ladysmith, Wis.; WOC(AM) Davenport, Iowa; WZZW(FM) Augusta, Ga.; KFMM(FM) Muscatine, Iowa; KFMP(FM) Cape Girardeau, KFMU-FM Kansas City, KFSS(AM) Joplin, KFTW(AM) Fredericktown and KGBX(AM) Springfield, all Missouri; KHAK-AM-FM Cedar Rapids, Iowa; KHMO(AM) Hannibal, Mo.; KTIK(FM) Davenport and *KIIN-TV Iowa City, both Iowa; KILT(FM) Houston; KKCA-FM Fulton, Mo.; KRUZ(AM) Burlington and KLEM-FM Le Mars, both Iowa; *KLSR(FM) St. Louis; KLSF(FM) Mason City, Iowa; KLTB(FM) Bolivar, Mo.; KLWW(AM) Cedar Rapids, Iowa; KMBZ-AM-FM Kansas City and KMPL(AM) Sikeston, both Missouri; KNIA(AM) Knoxville, Iowa; KNIM-AM-FM Maryville, and KRRS-FM Kansas City, both Missouri; KRCB-FM Council Bluffs, Iowa; KREP(AM) Farmington, KRES(FM) Moberly, KRKG(AM) Carthage and KRMO(AM) Monett, all Missouri; KSCJ(AM) Sioux City, Iowa; KSCM-FM Houston, KSGM-FM Ste. Genevieve and KSIS-FM Sedalia, all Missouri; KSMN(AM) Mason City and KSTT(AM) Davenport, both Iowa; KTGH-AM-FM Columbia, Mo.; KTVI(TV) Sioux City, Iowa; KTTN(AM) Trenton and KTTA-AM-FM Springfield, both Missouri; KYFD(AM) Fort Dodge, Iowa; KWFC(FM) Springfield and KBHM(AM) Branson, both Missouri; KASI-FM Ames, KAYI-AM-FM Storm Lake and KBOE-FM Oskaloosa, all Iowa; KBTC(AM) Houston, KBUG(AM) Springfield, KBXM(AM) Kennett and KCCV(AM) Independence, all Missouri; KCHA-AM-FM Charles City, KCHE(AM) Cherokee and KCLN-AM-FM Clinton, all Iowa; *KCPT(TV) Kansas City, Mo.; KDVR(FM) Sioux City, Iowa, and KEMM(AM) Marshfield, Mo. Action Feb. 15.

Modification of CP's, all stations

■ *WNIU-FM DeKalb, Ill.—Broadcast Bureau granted mod. of CP to change trans. and ant. (BMPE-1076). Action Feb. 14.

■ WLRC-FM Whitehall, Mich.—Broadcast Bureau granted mod. of CP to change trans. location to Blank Road and White Lake Drive, Whitehall; change trans. and ant.; make change in ant. system; ERP 1.50 kw; ant. height 410 ft.; remote control permitted (BMPH-13965). Action Feb. 14.

■ *WMAE(TV) Booneville, Miss.—Broadcast Bureau granted mod. of CP to change type trans. (BMPE-812). Action Feb. 15.

■ KSGM-FM Ste. Genevieve, Mo.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from trans.-studio site at Maxwell Hill Road, Ste. Genevieve, Mo. (BMPH-13998); granted mod. of license to operate trans. by remote control from trans.-studio site (BRCH-1194). Action Feb. 13.

■ KMTC(TV) Springfield, Mo.—Broadcast Bureau granted mod. of CP to change ERP vis. 479 kw, aur. 95.5 kw; change type trans. (BMPCT-7481); granted mod. of CP to extend completion date to Aug. 15 (BMPCT-7487). Action Feb. 15.

■ WMYK(FM) Moyock, N.C.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from aux. studio at 213 North Road Street, Elizabeth City, N.C. (BRCH-1191). Action Feb. 13.

Translator actions

■ W03AL Del Rio, Tenn.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 3 by rebroadcasting programs of WBIR-TV Knoxville, Tenn. (BPTTV-4907). Action Feb. 14.

Ownership changes

Applications

■ KSEK(AM) Pittsburg, Kan.—Seeks assignment of license from Great Plains Broadcasting Co. to Douglas Broadcasting Corp. for \$166,000. Seller: William S. Morgan, president, et al. (100%). Buyer: James D. Harbart (100%). Mr. Harbart is employed with United Business Communications, telephone interconnect supplier in Shawnee Mission, Kan. Ann. Feb. 12.

■ WFKN(AM) Franklin, Ky.—Seeks transfer of control of Franklin Favorite-WFKN Inc. to form Howard H. Ogles, L. L. Valentine, et al. (together 80% before, none after) to Gleaner and Journal Publishing Co. (none before, 80% after). Consideration: estimated \$290,000. Principals: Ralph C., Wal-

ter M. and David R. Dear (each 18.44%), et al. Dear family has newspaper interests in Kentucky and elsewhere. Ann. Feb. 12.

■ WKLK-AM-FM Cloquet, Minn.—Seeks assignment of license from Cloquet Broadcasting Co. to Empire Broadcasting Stations for \$128,000. Sellers: Harry Newby, president, et al. (100%). Mr. Newby is also president of board of directors of *WDSE-TV Duluth, Minn. Buyers: Otto A. Korp (28%), Donald H. Fritzell (25.77%), et al. Empire Broadcasting Stations is licensee of KBRF-AM-FM Fergus Falls, Minn. Ann. Feb. 12.

■ WPAW(AM) East Syracuse, N.Y.—Seeks assignment of license from Houston Broadcasting Co. to Richard T. Crawford for \$104,000. Sellers: Bruce A. Houston, president, et al. (100%). Buyer: Mr. Crawford (100%) has interest in KPBC(FM) Dallas, KFMM(FM) Houston; WMUZ(FM) Detroit; WYCA(FM) Hammond, Ind.; WWGM(AM) Nashville; WDAC(FM) Lancaster, Pa.; WDCX(FM) Buffalo, N.Y.; WDJC(AM) Birmingham, Ala.; KELR(AM) El Reno, Okla. and WPEO(AM) Peoria, Ill. Ann. Feb. 7.

■ WGAI(AM) Elizabeth City, N.C.—Seeks assignment of license from Smiles of Elizabeth Inc. to Campbell Broadcasting Inc. for \$300,000. Sellers: Norman J. Suttles, Derwood H. Godwin, et al. (100%). Messrs. Suttles and Godwin also have interest in WFBS(AM) Spring Lake, WISP(AM) Qinston, WSM(AM) Graham, WRNC(AM) Raleigh, WSMY(AM) Weldon and KGAI(AM) Elizabeth City, all North Carolina. They have also filed application to purchase WLPAM(AM)-WFOG(FM) Suffolk, Va. (see below). Buyers: A. Hartwell Campbell. Mr. Campbell owns apartment houses in Raleigh, N.C. Ann. Feb. 12.

■ WKHJ(AM) Holly Hill, N.C.—Seeks transfer of control of Radio Holly Hill Inc. from A. J. Flounders Jr. (70% before, none after) to J. Ardell Sink (none before, 70% after). Consideration: \$16,000 and other considerations. Principal: Mr. Sink has interest in WKYK(AM) Burnsville and WCSL(AM) Cherryville, both North Carolina; WKRR(AM) Pickens, S.C., and applicant to acquire WBHN(AM) Bryson City, N.C. Ann. Feb. 12.

■ KRDR(AM) Gresham, Ore.—Seeks transfer of control of Action Broadcasting Co. from John E. Grant and George O. DeWitz (each 50% before, none after) to Community Communications Corp. (none before, 100% after). Consideration: \$575,000. Principals: David J. Benjamin (38.5%), Charles W. Banta (38.5%), et al. Mr. Benjamin is broadcasting consultant in New York. Mr. Banta was executive assistant to budget director, mayor's office, New York. Ann. Feb. 7.

■ KCCT(AM) Corpus Christi, Tex.—Seeks assignment of license from International Radio Co. to Radio KCCT Inc. for \$300,000. Sellers: Hector De Lena, Gabriel Lozano, et al. (100%). Buyers: Manuel G. Davila, Manuel Davila Jr. (each 40%) and Willie G. Egerton (20%). Messrs. Davila and Egerton own KEDA(AM) San Antonio, Tex. Ann. Feb. 12.

■ WLPAM(AM)-WFOG(FM) Suffolk, Va.—Seeks transfer of control of Suffolk Broadcasting Co. from Hynda B. Gerstenfeld, Marsha B. Shiff, Marilyn B. Lane and Edmund D. Baydush (together 100% before, none after) to Smiles of Tidewater Inc. (none before, 100% after). Consideration: \$1.3 million. Principals: Norman J. Suttles, and Derwood H. Godwin, et al. Messrs. Suttles and Godwin have filed application to sell WGAI(AM) Elizabeth City, N.C. (see above). Ann. Feb. 12.

■ KCEA-AM-FM Spokane, Wash.—Seeks assignment of license from Christian Services Inc. to Moody Bible Institute of Chicago for \$110,247. Sellers: Norman H. Huff, president, et al. (100%). Buyers: E. Brandt Gustavson is director of broadcasting, nonprofit Moody Bible Institute. Assignee intends stations for educational use. Ann. Feb. 7.

Actions

■ KSJO(FM) San Jose, Calif.—Broadcast Bureau granted transfer of control of SRD Broadcasting Co. from Scott M. Elrod, Donald M. Bekins, et al. (100% before, none after) to Comet Theatre Enterprises Inc. (none before, 100% after). Consideration: \$768,750 (BTC-7253). Principal: Frederic A. Danz owns as individual or as trustee and executor of estates of John Danz and Jessie Danz, KBFW(AM) Bellingham, KALE(AM) Richland, KEDO(FM) Longview, all Washington; KGLX(AM) The Dalles, KASH(AM) Eugene, both Oregon. Mr. Danz also has majority interest in KTW-AM-FM Seattle. Action Feb. 14.

■ KVAS(AM) Astoria, Ore.—Broadcast Bureau granted transfer of control of Lower Columbia Broadcasting Co. from William Tracy Moore, et al. (75% before, none after) to Charles A. Farmer (25% before, 100% after). Consideration \$67,650. Principal: Mr. Farmer is vice president and general manager of KVAS(AM); he also owns KDTO(AM) Toledo, Ore. (BTC-7233). Action Feb. 15.

■ WVMC(FM) Moncks Corner, S.C.—Broadcast Bureau granted assignment of license from William T. Friddell to Double R Broadcasting Inc. for \$24,500. (BALH-1913). Seller: Mr. Friddell (100%). Buyers: Carl D. Roach and Betty T. Roper (each 50%). Mrs. Roach owns WYMB(AM)-WTWE(FM) Manning, S.C. and Mr. Roach is general manager there. Action Feb. 15.

■ KGRI-AM-FM Henderson, Tex.—Broadcast Bureau granted assignment of license from Henderson Broadcasting Corp. to George A. Freeman for \$88,150 (BAL-7980, BALH-1895). Sellers: Mary Reeves, president, et al. (100%). Henderson Broadcasting also owns WMTS-AM-FM Murfreesboro, Tenn. Buyer: George A. Freeman (100%). Mr. Freeman owns WGON(AM) Munising, Mich. Action: Feb. 14.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Feb. 19 (stations listed are TV signals proposed for carriage):

■ Teleservice Corp. of America, 3027 Southeast Loop 323, Tyler, Tex. 75701, proposes for Fordyce, Ariz. (CAC-3456), to delete KERA-TV Dallas.

■ Dixon Cablevision Inc., 27888 Via Ventana, Los Altos Hills, Calif. 94002 proposes for Dixon, Calif. (CAC-3566), KCRA-TV, KXTV, KTXL, KVIE-TV and WMUW-TV, all Sacramento; KOVR and KAJCT, both Stockton, KLOC-TV Modesto, KTVU Oakland, KPX, KGO-TV, KRON-TV, KBHK-TV and KEMO-TV all San Francisco; KTLA Los Angeles, KGSC-TV San Jose and KQED San Francisco, all California.

■ Storer Cable TV Inc. proposes for South Laguna (CAC-1708), Laguna Nigel (CAC-1709), San Juan Capistrano (CAC-1710), San Clemente (CAC-1711) and Dana Point (CAC-1712), all California, to delete KFMB-TV, KOGO-TV and KCST, all San Diego.

■ Feather River TV Cable Systems Inc., Box 346, Quincy, Calif. 95971 proposes for Graeagle (CAC-3571), Portola (CAC-3572) and Loyalton (CAC-3573), all California, to add KVIE and KTXL, both Sacramento, Calif.

■ Storer Cable TV Inc., 1177 Kane Concourse, Miami Beach, Fla. 33154 proposes for Laguna Beach, Calif. (CAC-1707), to delete KBSA-TV Guasti, KFMB-TV, KOGO-TV and KCST, all San Diego, both California.

■ Telecommunications Contracting International, Box 1131, Deerfield Beach, Fla. 33441 proposes for Homestead AFB, Fla. (CAC-3565), WPBT, WTUV-TV, WCIX-TV, WCKT, WPLG-TV, WSEC-TV and WLTV, all Miami and WKID Fort Lauderdale, Fla.

■ Bannock TV Co., Box 4790, 156 South Third Street, Pocatello, Idaho 83201 proposes for Chubbuck (CAC-1329), Inkom (CAC-1330), Pocatello (CAC-1333) and Bannock county unincorporated areas (CAC-2879), all Idaho, to delete CJOC Lethbridge, Alberta, and add KWGN-TV Denver.

■ All-Channel Cable TV of Illinois Inc., 1253 Diamond Avenue, Evansville, Ind. 47727 proposes for Chanute AFB, Ill. (CAC-3564), WIGS Springfield, WCIA and WICD, both Champaign; WAND Decatur and WILL-TV Urbana, all Illinois; WTTV Bloomington, Ind. and WGN-TV Chicago.

■ Warrick Cablevision Inc., 1253 Diamond Avenue, Evansville, Ind. 47727 proposes for Newburgh (CAC-3569) and Warrick county (CAC-3570), both Indiana, WEHT, WFIE-TV, WTVW and WJN1, all Evansville, WTTV Bloomington, both Indiana and WDRB-TV Louisville, Ky.

■ Mississippi Valley Cablevision Inc., 401 First National Building, Davenport, Iowa 52801 proposes for Davenport, Iowa (CAC-3563), WHBF-TV Rock Island, Ill.; WOC-TV Davenport, Iowa; WQAD-TV Moline, Ill.; WTTW, WGN-TV and WSNS, all Chicago and KIIN-TV Iowa City.

■ Karlen Communications Inc., 1205 Main, Great Bend, Kan. 67530 proposes for Ellinwood, Kans. (CAC-3575), KPST and KTVH, both Hutchinson, KCKT Great Bend, KAYS-TV Hays, KAKE-TV Wichita and WIBW-TV Topeka, all Kansas; WDAF-TV, KCMO-TV, KMBC-TV and KBMA, all Kansas City, Mo.

■ Northern Valley Cable Company Inc., 100 Portland Avenue, Bergenfield, N.J. 07621 proposes for Bergenfield, N.J. (CAC-3568), WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX-TV, WJTV-TV Linden, and WNYC-TV, all New York; WNET Newark, WJMJ Montclair and WXTV Paterson, all New Jersey; WPHT-TV and WTAJ-TV, both Philadelphia.

■ Clear View Cable TV Inc., 29 North State Street, Sutherlin, Ore. 97479 proposes for Oakland, Ore. (CAC-3567), to add KVDO-TV Salem, Ore.

■ Blue Ridge Cable Television Inc., 471 Delaware Avenue, Palmetto, Pa. 18071 proposes for Meshoppen boro, Pa. (CAC-3574), to add WBJA-TV and WICZ-TV, both Binghamton, N.Y., WOR-TV and WPIX-TV, both New York.

Final action

■ Mankato and North Mankato, both Minnesota—FCC, in response to petition by Hubbard Broadcasting Inc., licensee of KSTP-TV St. Paul, directed Minnesota CATV Inc. to show cause why it should not be ordered to cease and desist from further violation of nonduplication rules on its Mankato and North Mankato systems (Doc. 19944). Action Feb. 21.

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Classified Advertising

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

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

RADIO

Help Wanted Management

Las Vegas radio station has immediate opening for General Sales Manager who will earn the GM job within 1 year. Also opening for 2 sales people. Prefer individuals who are RAB trained and who have sold Ethnic radio. Should be available on short notice. Send resume, including income requirements, to Cy Newman, KVOV, PO Box 400, Henderson, NV 89015. 702-564-2591.

Help Wanted Sales

California daytimer seeks experienced salesperson, preferably RAB trained. Good account list, salary, bonuses, incentives, Box A-246, BROADCASTING.

Northern Ontario Radio/TV complex is looking for a sales person with good experience who is looking for a good step into sales management and a chance at station management. Forward application to: Box B-188, BROADCASTING.

Sales person needed . . . Suburban Detroit radio station. Write in care of Box C-42, BROADCASTING.

No. 1 Rated Soul Station in top 50 Southern Market needs experienced sales people with management potential, top earnings. Large Group. Box C-72, BROADCASTING.

Learn a powerful sales presentation. Continuous sales training. Midwest background only. Written resume only. Dale Low. KLSS & KSMN. Mason City, IA.

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Florida East Coast, needs experienced sales person who would like to develop into management. We offer salary plus commission plus great living. Would prefer RAB trained. At our station you are limited by your own ability. WDAT Radio Daytona Beach 904-677-4122 Bill Hunter.

Sales Manager. Open to experienced sales person. Growth opportunity! FM stereo station 30 minutes south of Washington, D.C. Beltway. WMJS, Box 547, Prince Frederick, Md. 20678.

Growing Country Station needs experienced salesperson. We offer an excellent opportunity for earnings during the first year, with significant growth after that. Guarantee plus commission and fringe benefits. Mail replies, including resume, to WTVR Radio, 3301 W. Broad Street, Richmond, VA.

Kentucky—Excellent opportunity for right individual. Sales-Announcing. Call 248-5842, J. Ballard.

Young energetic salesperson for small market New Hampshire radio station. Good opportunity for hard worker. Write E. H. Close, Box 466, Keene, NH 03431.

Northeastern large market station looking for salesperson who can double in news or production. Send resumes/tapes to: P.O. Box 5081; Albany, NY 12205.

Help Wanted Announcers

New England rocker wants you! Join a stable organization and be a top jock in this medium market. Minimum two years experience necessary. If you're looking for a place to grow, send your resume now. An E.O.E. Box B-103, BROADCASTING.

Staff Announcer needed by leading adult music station. Continuous music format. Good wages, stability, new facilities & equipment. Equal Opportunity Employer. Box B-162, BROADCASTING.

New England 5kw offers stepping stone to right ambitious, creative personality jock willing to assume programming leadership. Box B-181, BROADCASTING.

Middle size Northern Ontario Market needs a top announcer for mid-morning or afternoon shift. Right person will be paid top dollar for top job. Send resume to: Box B-186, BROADCASTING.

SW Desert station. 1st phone announcer with news or sales background. Experience required. Equal Opportunity Employer. Box B-200, BROADCASTING.

Wisconsin Modern Country AM-FM seeks aggressive capable, creative personality with production abilities. Lots of potential for hard worker. Send resume to Box C-2, BROADCASTING.

Central Florida 100 KW FM desires responsible, mature, DJ with good delivery, smooth ad-lib for night shift. Send resume to Box C-6, BROADCASTING.

Help Wanted Announcers Continued

Need bright, dynamic DJ-Salesperson (minorities preferred) who wants and has ability to be "number 1". We're #1 major eastern city. Must know rock, no R&B, Soul. Be dependable, no hang-ups. Box C-8, BROADCASTING

Experienced Announcer: MOR format in middle-sized market, CBS affiliate. Afternoon and evening shift. Two years experience preferred. Send resume. Box C-26, BROADCASTING.

Jock with 1st phone needed for Central Virginia full timer. 7-midnight air shift, plus production. Send tape and resume to Don Martin, WCHV, P.O. Box 5387, Charlottesville, VA 22903.

Personality Jock needed for morning show on extremely professional West Kentucky rocker. E.O.E. Send tape of commercials and/or music show to WKYX, Paducah, KY 42001.

Top-rated FM-Stereo beautiful music station would like to hear from staff announcers interested in future vacancies. Good wages, stability, new facilities and equipment. E.O.E. Tape & resume to Les Ross WSRP P.O. Box 961, W. Side Sta., Worcester, MA 01602.

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Record your audition at broadcast performance, 4319 N. 76th, Milwaukee, WI 53222.

Jock with good production. Good bread. Tightly formatted rocker. Tape of production and aircheck plus resume to Drawer 14, St. Louis, MO 63188.

It's about time that there was a way for good people to find new and better jobs in broadcasting . . . If you are looking for work and are willing to be honest about your qualifications and realistic about the salary you need . . . We can help you find work . . . 305-772-2300.

Coming soon: "The Truth About Announcers or How Conceited They Are". Watch for it!

Help Wanted Technical

Chief Engineer, Midwest. AM-FM Stereo with automation. Immediate opening for experienced person. Opportunity for growth. EOE. Send resume to Box B-167, BROADCASTING.

Small chain of growing New England Stations wants Chief Engineer. Must be able to repair, "trouble shoot", etc . . . excellent opportunity in all respects. Box C-37, BROADCASTING.

Engineer Wanted, North Plains area, to maintain AM/FM Pair. Experience preferred but interest and potential given consideration. Salary up to \$200.00 per week if experienced, with \$300.00 potential depending on proven ability. Excellent hunting-fishing area. Small market. Box C-43, BROADCASTING.

Chief Engineer who cares about equipment and believes in maintenance. Long established east coast Class IV with new facilities. Consider any qualified engineer but job may be best for older man for whom adult, low pressure atmosphere and starting salary of \$10,000 makes sense. No board shifts, Box C-44, BROADCASTING.

Immediate opening experienced broadcast engineer to assume duties of chief AM/FM/Stereo knowledgeable automation and solid state electronics. Need good technician, good maintenance. Call or write Samuel Yousse, General Manager, WGS/A/WIOV, Ephrata, PA 17522. 717-733-2226.

Chief Engineer for 5kw-D, Da. WGS—automated 3kw WCTO Stereo, Long Island, New York. Experienced, hard working, deeply committed technical and administrative pro needed. Chiefs at smaller operation ready to move up or Number Two person at larger stations ideal. All details, resume, salary requirements—Contact—Richard J. Scholem, General Manager, Box 740, Long Island, NY 11746—516-423-6740.

Appleton-Oshkosh, Wisconsin—Chief Engineer—AM-FM—Recently updated equipment—Contact Phil Robbins-WOSH-Oshkosh—A Midwest Family Station.

Help Wanted News

California daytimer has immediate opening for experienced news reporter, who can really dig, write and present news on the air. Box A-247, BROADCASTING.

News Director for Top 40 station—competitive medium market. Must be take-charge type, strong on writing, delivery. An excellent opportunity for the right individual in a smaller market to move up. Send resume to Box C-7, BROADCASTING.

We've had the same newsmen for 7 years. Now he's gotten himself a local government job for 15M. Jersey shore "AM" looking for a real go-getter; take charge newswoman. If you believe in yourself . . . sell us . . . we will satisfy the right individual. Send resume to Box C-41, BROADCASTING.

News Director. Male or Female. College graduate, experienced. \$150 a week plus opportunity for part ownership. Rush resume with three references to George Freeman, KGR1, Henderson, TX 75652. Equal opportunity employer.

Aggressive Area news operation needs good writing and delivery. Send tape and complete resume. KLSS & KSMN, Box 1446, Mason City, IA 50401.

News Director. Journalism major or experienced newswoman. Good writer, typist, voice and digger. WCSS Amsterdam, NY 12010.

WFUN in Miami has an immediate opening for an experienced, aggressive newswoman. Writing ability and news sense just as important as delivery. Send tape and resume to: News Director, WFUN, 6101 Sunset Drive, Miami, 33143. An equal opportunity employer.

Number 2 Rated adult station seeking news director. 5,000 watts, 24 hours, easy listening, friendly staff. Send tape, picture, resume, salary requirements to Bob Young, or Al Jones, WGAC, P.O. Box 1131, Augusta, Ga. 30903.

Super Sports minded E.O.E. midwest rocker wants energetic sports director. Tape and resume only to Mike Anderson, WSJM St. Joseph, MI 49085.

News Director for public radio station. Five years experience and masters degree preferred. Write: Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074. OSU is an equal opportunity employer. Applications from women and minority group members are encouraged.

Help Wanted Programming Production, Others

Medium size Canadian market is in need of two copy writers for Radio and/or TV. Good experience necessary. Box B-187, BROADCASTING.

Wanted professional program director for black-oriented station, a professional who can pull an air shift and knows what new sound of contemporary soul is all about. Must have a proven track record in the rating book. Salary is wide open for the right person. Send recent resume, photograph, and salary requirements. Box B-201, BROADCASTING.

PD. Male or Female. Must know country, rock and soul. Salary to \$10,000. Rush air check and resume with three references to Dan Lubeski, KGR1, Henderson TX 75652. Equal opportunity employer.

KWIZ needs a production wizz!!! The position is full-time production and part time jock. Please do not apply if you're not a pro! Send complete tape and resume to Earl L. Trout, III c/o KWIZ, 3101 W. Fifth St., Santa Ana, CA 92703.

Program Director, News Director and Top Production/Jock. Good pay plus benefits for top forty station. Don't apply unless you're major market material. Send resume and tape to: OPENINGS, 1802 West Ave., #212, Austin, TX 78701. Employer aware of ad.

Instructor (with Masters, to pursue doctorate) and assistant professor (Ph.D) openings in TV-Radio-Film department, fall, 1974. Experience required. Courses include, varied combinations possible: TV color production, film production, writing, management, mass media studies, advertising. Send resume, statement of interests including research to: Chairman, TVR Dept., S. I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13210. An Equal Opportunity/Affirmative Action Employer. Applications from minority groups and women solicited.

Mass Communications instructor (with Broadcast emphasis) beginning Fall, 1974 semester. Teach radio-TV courses and help supervise campus FM station. M.A. Broadcast and teaching experience desired. \$9500 plus Contact: Jim Porchey, Communications Division, FVCC 3400 Pershall Rd., St. Louis, MO 63135.

Help Wanted Programing, Production, Others Continued

Northeastern major market station looking for guy or gal Friday who can double in traffic/News/Production . . . Send resume and tape to: P.O. Box 5081; Albany, NY 12205.

Situations Wanted Management

General Manager with 13 years experience, programming, sales and management. Self-starter, proven record. Can inspire and motivate people. Looking for challenge. Box B-132, BROADCASTING.

Six years as a medium market general manager plus an MBA degree make me the right man to run your major market station. 34, family. Box B-206, BROADCASTING.

I'm ready for the challenges of a general manager in a good medium market. BA communications, presently a successful, profit oriented GM in a small eastern market. Married, 30. Interested in career opportunity. Box B-208, BROADCASTING.

Aggressive, young agency account executive wants move back to radio as your General Manager. Small or medium market preferred. Degree, 3 years at large agency, 6 years as medium market sales manager. Married, 32. Let's talk. Box B-210, BROADCASTING.

Top biller at a top 50 market station desires to expand career as your major market sales manager. BA, married, 11 years in the business, 7 in sales. Box B-212, BROADCASTING.

Small market radio sales is my thing, and I do well! Currently number one on a five person staff. Need move as your small market sales manager, 5 years in radio, 3 in sales. 26, degree. Box B-214, BROADCASTING.

True motivator wants step into a solid, growing career as your general sales manager. 27, BS, married, 2 years as rep, 2 at an agency, 3 in radio sales. Box B-216, BROADCASTING.

Getting out of the service and seeking responsible position. Solid professional, helped launch successful FM station, 7 years experience, 25, BS. Box C-3, BROADCASTING.

Currently Sales Manager in large market with track record. Want Small Market station to manage. Also have college play-by-play and air experience. Seven years experience. Box C-16, BROADCASTING.

General Manager 30 years old, 5 years in current position. Station is #1 rated in its market with good numbers in nearby major. Top billings! Can direct sales without sacrificing internal operations. Thorough knowledge of F.C.C. Rules. Can do complete renewal application. Civic leader, strong on community involvement. Experienced in labor negotiations. Prefer Mid-Atlantic Area but will consider all. Box C-17, BROADCASTING.

Professional, experienced medium market selling radio manager, 32, community minded, with finest references, wants to make your medium/major market Southeastern station more profitable as its G.M. Will invest. Box C-24, BROADCASTING.

No energy crisis with this G.M. 10 years experience, last 7 1/2 years same employer in top ten market. Honest, dedicated, oriented in sales and programming. Phone 312-456-0872.

Here is an experienced young pro seeking a station to (re)vitalize. Experienced in rural, medium and major markets. Ready to increase your sales, economize your operation and build your ratings thru superior salesmanship and programming. Good track record. Strong on community relations. M.L., Box 1278, Colton, CA 92324.

Situations Wanted Sales

I am seeking a high paying challenge. I have 8 years of sales and management experience. I am currently in a top 25 market. Box B-194, BROADCASTING.

Sales Manager Available: has proven that efficiency breeds profitability. You need to find out how! Write Box C-67, BROADCASTING.

"Experience-Education . . ." ad under television.

Situations Wanted Announcers

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

Situations Wanted Announcers Continued

Roll a seven, creative young DJ, tight board, imaginative delivery with nose for news looking for first break, ready, willing, able. Box B-182, BROADCASTING.

Articulate, Black Pro. No nonsense announcer looking. Polished, on air performance, no floater, good references, lets talk. Box C-1, BROADCASTING.

Experienced, Veteran, armed forces radio and TV, commercial 5kw work, college, third endorsed, know FCC regulations. Seeking MOR-classical announcer-production/programming position. But will consider others. Not expensive and will relocate. 313-543-1522. Box C-12, BROADCASTING.

Arizona only. Ten years solid experience, including programming, extensive production, agency voice work, and teaching. Young, family, seeking solid situation, want to settle. Can wait for right opportunity. Box C-13, BROADCASTING.

Attention Virginia and Carolines, Black announcer seeks position. Has three years experience with MOR station, play by play ability, heavy on news and sports. An Equal Opportunity Employer. Box C-34, BROADCASTING.

Move over guys, sincere, experienced female Jock wants work in New York or Long Island. Box C-35, BROADCASTING.

Top Notch play-by-play broadcaster and sports director looking for minor league baseball and/or college football and basketball. Experienced, enthusiastic, and not afraid of hard work. Have major market experience. Box C-36, BROADCASTING.

I've got it! 6 years experience. Tops in production—currently production manager. Superb knowledge of popular music. I'm capable, dependable and creative. I can spark your station. Box C-46, BROADCASTING.

Friendly personality with numbers who writes and produces good clean material, looking for stable contemporary in major or large medium. Reasonable salary. Box C-51, BROADCASTING.

A creative communicator who's more than just an announcer. Well-rounded college grad, married, hard working. 2 yrs. exp.—PD, salesman, effective copywriter, DJ, music services, unlimited desire, plenty of potential. Looking for West or Northwest Progressive or Utempo MOR. Box C-60, BROADCASTING.

Three years experience, some college, endorsed third. Good voice, all formats, speech and theatre background, reliable. Box C-62, BROADCASTING.

Strong Broadcaster: over 10 years staff announcing, Jock, M.D., P.D., News, Talk, Sales & Management, Small to Major Markets. I've done it all. Presently employed but looking for a change. Box C-64, BROADCASTING.

An open letter to country music station owners and/or managers. I've been patient, now time has come today. Are you sick and tired of Jocks with nothing in their head but saw dust? (Among other things.) Nothing honest to say? Nothing in their heart? Well I'm just sick and tired of being sick and tired. Tired of being used, of false promises, jealousy, pride, etc. Somewhere there is a good radio station and I am looking for you. If you program country music, then maybe we can come together. You want ratings, personality, solid listeners, sponsors, I can do it. No matter what the market. Small, medium, large. But one thing, I expect to be paid well. Now before some of you turn off, think about the long range possibilities. I am looking for a permanent home. Now just a little about myself. I believe in God and I have accepted His Son Jesus Christ as my personal Lord and Saviour. I believe in my country. I believe in love, in people, in myself. I love radio and country music. To me radio is not a job but an extension of my hobby which is music and relating to people. I've been in radio for eleven years. I have a First Class License. Now don't ask for a resume, air check or an audition tape. I won't send one. You will just have to trust and believe me. You will just let me. I know you probably have tried it many different ways before and it didn't work. That's why you are reading this right now. Well, guess what? So have I. Now we try it my way. No hassle from anyone. I will give you such a fantastic job that you will be wishing that you hired me six months, one year, three years ago! I know what I can do. Now, I'm looking for that station. Is it you? Just have faith. Country music only. Any market. U.S., Canada or any English speaking country music radio anywhere on this old mud ball. If you think this approach is different, it's because I am. People who really know me know this is true. Very sincerely yours, Box C-65, BROADCASTING.

Everybody starts somewhere, I'm looking for that place: beginner, needs a start, some college, really eager, Top 40/MOR. Prefer NE Area, will consider relocating. You won't be sorry. Call Bill 617-361-4013 or write Box C-69, BROADCASTING.

Situations Wanted Announcers Continued

Personality Jock-of-all-Trades: Creative copy, sharp production (to match with), perceptive MD vast musical savvy. Dedicated, dependable! Relocate. 3rd endorsed. 516-665-1024. Gary Damon, 22 West Lane, Bayshore, NY 11706.

Experienced announcer, creative, humorous, hard working—dedicated, will relocate. Bob Berry, 140 Danube—Apt. C, Fairfield, OH 513-874-2372.

DJ, 1st Phone, tight board, good commercial, conf., top 40, broad, school grad., prefer west, start now, Jim 714-477-0794.

Sportscaster. Three years experience of college play-by-play, all sports. Hosted sports program, also news. Excellent voice, degree in speech, 3rd endorsed. Terry Tobinon, 4025 Hartford St., St. Louis, MO 63116 314-664-5878.

First phone, 27, broadcasting school, college graduate, college radio experience. Available immediately, will relocate. Chris Russello, 24 Seventh Street, New Hyde Park, NY 11040, 516-294-9213.

Country DJ. Excellent 10 year track record. Co-operative knowledgeable, hard worker. Texas or Mountain Zone only. Afternoons call 605-624-8748.

Looking for a start! any format. Young, creative, endorsed third. Part time sales. Jeff Howard, 5704 Hobart St., Pittsburgh, PA 15217, or call 412-521-6225, before 3 P.M.

Enthusiastic, first phone, experienced announcer ready to work. Tape and resume, 6317 Ridgcrest, Apt. 2144, Dallas, TX 75231.

Top 40 DJ, announcer, 2 years experience, 22 years old, married. Good news, production, Viet Nam Vet, just out of Army. Will relocate. Available April 1, Jim Jones, 212 N. Indiana Ave., Watertown, NY 315-788-4897.

Personality Jock looking for a permanent home. Five years exp. at MOR & Modern Country. Seeking P.D. position with salary negotiable. Married, mature, & stable. John Winterbottom, 300 Airport Rd., Seymour, IN.

Serious Minded . . . blind and talented radio and TV major desires summer position in any capacity, summer 74: Available from May thru Sept. 5th; Prefer New York State, Arizona, or travel anywhere. Send Replies to Box 135, 303 Stadium Place, Syracuse, NY 13210.

Top News/DJ. College radio, 1st ticket, creative production. 738 Elm Ave., Chula Vista, CA 92010, 714-422-5723.

Slam Bam! Help me out of a jam! I'm looking for a gig; contemp. or oldies. Go anywhere. 3 yrs. college radio. Bachelor's in Broadcasting. References. Not much comm. exp. Tape, resume + pic ready to go now. Tom Struher, 8646 N. Harding Ave., Skokie, IL 60076. 312-677-5518 or 675-1281.

Young experienced DJ, seeks contemporary music position. Dependable. Third endorsed. I-904-255-6950. Mike Mon, 373 Williams Ave., Daytona Beach, FL.

Beautiful Music . . . EZ . . . TV man wants back to first love, radio. Desire permanent move to medium, small, New England or southern station. Solid Family man. Good voice. Top references. News tape. Third endorsed. 301-320-4664.

For a long time now programers have been looking for a easy way to find and hire good people without every Jock in the world . . . qualified or not . . . calling them . . . if you are looking for good people . . . can offer a solid position . . . and a fair wage for the position you are trying to fill . . . we can help you find the right people without every clown in the nation who is looking for work wasting your time . . . call 305-772-2300 or write on Station Letterhead to Suite 212, Executive Square, 5353 N. Federal Highway, Ft. Lauderdale, FL 33308.

Situations Wanted News

Excellent female reporter with solid experience seeks medium market staff position or small market news directorship. Northeast preferred. Box B-84, BROADCASTING.

Medium market newsmen and BPP announcer seeking News or Sports Director position, or work in top 50 market. 7 years experience, 25, BS. Box C-4, BROADCASTING.

If your sports department isn't #1 already, I can help. Have excellent knowledge and background in all sports. Aggressive reporting, BPP. Can also do news, boardshifts, sales. Box C-30, BROADCASTING.

Ambitious December graduate, Journalism, Marquette University, seeks spot in news department of radio/TV station. Good writing skills, industrious, personable. 617-646-0079, Box C-45, BROADCASTING.

Situations Wanted News Continued

Medium or larger market position that includes field reporting. Married, College Degree, 20s. East Coast. Box C-49, BROADCASTING.

Mature, hard working professional newsmen seeking new challenge in radio or television reporting. Will consider on-air news director position. Major markets only. Available immediately. Box C-58, BROADCASTING.

Excellent writer/reporter: small market ND, medium market newsmen seeks on or off-air position in sm./med. mkt. Prefer NE. 23, married, Northwestern grad. 907 Melrose Avenue, Melrose Park, PA 19126. 215-ME 5-4689.

News Director, 6 years exp. seeks N.D. or G.M. position. Married, qualified, ambitious. Reply JOB 652B Vandike, Phila., PA 19135.

University R-TV grad experienced in PBP, news, seeks return to broadcasting from metropolitan newspaper position. 3rd, 27, married, excellent references. Tape, resume available. Will relocate. J. Watson, 4517 W. Pt. Loma Blvd., San Diego, CA 92107.

College Graduate: B.S. in Broadcast Journalism. Two years campus radio and seven months professional experience. Contact Rock Southward, 1311 Mears, Colorado Springs, CO 80915. 303-597-1482.

Sports Position Wanted! Will combine with news, music. I need market large enough to provide educational facilities for a blind child. A blind school would be ideal. Ten years in radio; eight in sports. Current employer knows of this ad. Chuck Timanus, Route 2, Colby, KS. 913-462-2148.

Self-Starter who knows news gathering seeks news director's or reporter's position in a medium market. Four years experience, M.A. Ron Colp, 24 N. Liberty St., Delaware, OH 43015. 614-362-1345.

College and broadcasting school graduate desires position in news or sports—3rd phone endorsement—experience lacking, but intensity, desire and determination aren't—contact Tom Ramsey, 2615 West 69th Street, Chicago, IL 60629.

15 yrs. Radio /TV writer, producer, reporter. One series brought Peabody Award. Seeking station desiring Sirloin Nielsons leaving Hamburger Helper to competition. Call 212-757-3574.

Situations Wanted Programing Production, Others

Look No Further—Here's a sports director that will "deliver", experienced play by play—etc.; presently sports & program director. Box C-11, BROADCASTING.

Major Market Personality, with extensive programming and music background, looking for programming opportunity, preferably Northeast. Excellent References. Box C-40, BROADCASTING.

Young Production Manager/Director with busy independent seeks move. Diverse remote/studio directing experience. Impeccable references. 602-968-8072 mornings.

Talk Show Producer. News. Public affairs. Extensive knowledge. College. L.A. experience. Paul Young 1-213-766-7421

Creative modern country programmer presently employed at Number One Country Station in 17 station market of over 500,000 seeks new challenge. Let's talk about getting together; Call Ed Metoyer 602-887-6182.

Experienced Copywriter. Can handle air shift, production, news. Hard worker, perfect for station that needs Jack of all trades. Len Witham, 1822 Beacon St., Brookline, MA 02146.

Production Assistant, 23, B.S. broadcasting and film. College radio experience—production and air work. Anxious to learn. David Hirsch, 4879 Broadway, NY 10034. 212-567-1267.

TELEVISION

Help Wanted Management

Fast growing group owner seeking two general managers. One experienced in small or medium market, and one seasoned assistant general manager or station manager ready to move to general manager. Both should submit documented proof of successful past experience on the job plus evidence that you have a trained replacement on your staff. Please send picture with application. An equal opportunity employer. Box B-164, BROADCASTING.

Help Wanted Management Continued

News Management: The requirements are stringent: TV news experience, Master's Degree, imagination, creativity, flair and intelligence. The demands will be intense. The reward: For the aggressive, an opportunity to grow and participate in broadcast news on a national level. Send photograph with resume to Box C-53, BROADCASTING.

Help Wanted Sales

Aggressive, mature salesperson for WTCN-TV, Twin Cities. Nation's No. 1 independent. Earnings to \$35,000. Top fringe benefits including profit sharing, retirement and medical. Call Jim Wiley, 612-927-8881.

Help Wanted Technical

Tired of snow? We need a good, management oriented Chief Engineer in Gulf Coast resort city where weather and fishing is good year round. Excellent station and equipment. Send complete resume to Box B-135, BROADCASTING.

FCC first class licensed engineer only. Must have tech. knowledge VTR-color-film chains and cameras operations. An Equal Opportunity Employer. Box B-183, BROADCASTING.

Director television engineering. Major broadcasting network seeks a Director of Television Engineering. Candidate should have a minimum of 5-10 years experience in all areas of television operations and engineering plus supervisory experience. Position located in the Midwest. An Equal Opportunity Employer M/F. Please submit resumes including salary history and requirements in confidence to: Box B-196, BROADCASTING.

Energetic Engineer with good technical qualifications for VHF. Texas Resort City. Box C-32, BROADCASTING.

TV Maintenance engineers with four years current TV broadcast experience. Must be capable of training local personnel. Thorough maintenance background with system design and installation experience desired. Two year contract with relocation, housing, and medical services furnished. Send resume to: Chief Engineer KVZK-TV, Pago Pago, American Samoa 96799.

Experienced first phone transmitter and studio technicians for 2 new Idaho (hunt, fish, ski) VHF's. Send resume to Dir. of Engineering, Box B7, Nampa, ID 83651.

Help Wanted News

Newsperson for South Texas television and radio stations. Must be able to gather, write and deliver news. Box C-31, BROADCASTING.

Reporter/Photographer/Standups/ some on air/digger who will take direction. Immediate opening. Send tape, film, resume to KTVB-TV, Box 777B, Boise, ID 83707.

Experienced Anchorperson/Reporter with mature delivery. Nightwork, write, shoot film. Send resume, VTR to Manager, WXL-TV, Box 940, Sarasota, FL 33578. Equal opportunity employer.

Help Wanted Programing, Production, Others

South Fla. station now accepting applications for photographers. Journalistic background and 1 yr. minimum of 16mm TV newsfilm experience required. Equal Opportunity Employer. Send resume to Box B-37, BROADCASTING.

Television Producer-Director for University owned VHF station. Send for job announcement bulletin. No phone calls please. We are an affirmative action/equal opportunity employer. WILL, 228 Gregory Hall, Urbana, IL 61801.

Television Producer/Director. Leading Independent TV Station with heavy remote and studio production looking for a Producer/Director with at least two years experience in program and commercial production. Send letter and resume to: Frank Schweighauser, Production Manager, WPHL-TV, 1230 E. Mermaid Lane, Philadelphia, PA 19118. An Equal Opportunity Employer.

Assistant Professor, Radio-TV, Journalism. MA, professional experience. \$10-11,000 academic year. Teach broadcast news, production; public opinion; international communications; mass media seminars. Write Chairman, Radio-TV Dept., School of Journalism, University of Montana, Missoula, MT 59801, by May 1, 1974. As an Equal Opportunity Employer we encourage applications from minorities and women.

Situations Wanted Management

General manager, started in programing, ended up in sales. Know the best and worst of both. 39, currently GM in medium market. Box B-207, BROADCASTING.

Sales manager, marketing degree and two years management experience. Look at my track record, then show me a challenge and the chance to make big money. Let's talk! Box B-209, BROADCASTING.

Executive Vice President-General Manager for larger market station or group. Thoroughly experienced all phases; all levels. 30 years includes 9 in radio; 21 in television. 47. Specialist in competitive programing, sales (national and local), production, promotion, community-involvement, management-trouble-shooting; corporate administration and development. Nationally recognized as honest, aggressive, quality competitor-industry leader. Can produce substantially-increased profits and enhance prestige and value of your properties. Accustomed to formidable challenges and much responsibility. Box C-29, BROADCASTING.

Situations Wanted Sales

Experience-Education-Talent. Two years radio sales experience (excellent track record). MS degree—Advertising. BJ degree—Journalism. Seven years in commercial broadcasting as announcer, copywriter, sports reporter, TV engineer (First Phone), news director, account executive. Age 24. A professional broadcast salesman. Magnificent references. All replies answered and considered confidential. Available for interviews at NAB end next 90 days. Box C-14, BROADCASTING.

Situations Wanted Announcers

Let's trade. Versatile announcer, experienced in news, sports, production, continuity, for five figures in top 60. Box B-193, BROADCASTING.

Announcer, weather, commercials. Major market experience. Desires permanent move to small or medium, New England or Southern Market. Solid family man, excellent appearance, good voice. Top references, VTR. 301-320-4664.

First Class FCC license. presently employed with N.Y. Telephone Co. working on nationwide video circuits, income \$13,000. Some experience in FM radio. Interested in radio or TV. Willing to relocate. Greg Crossman, 1320 Odell St., Bronx, NY 10462. 212-829-6201.

Situations Wanted Technical

Three years experienced studio engineer, switcher/director, first phone. Box B-125, BROADCASTING.

Experienced chief engineer with good supervisory capabilities. A working administrator, BSEE, now making \$15,000. Box B-217, BROADCASTING.

CATV Station Engineer wants broadcast studio position with promise. Color experience, 3rd endorsed, working on 1st phone. Will relocate. Resumes, Box C-22, BROADCASTING.

Chief Engineer of medium market TV station desires to move up. Has plenty of technical and management experience. Box C-33, BROADCASTING.

Situations Wanted News

Anchorman—Experienced in reporting, writing, performing. Preparing and delivering editorials. Interviews, talkshow moderator. Box B-177, BROADCASTING.

Weathercaster. 3 years top 20 market. 27, degree in speech communications, emphasis on broadcast management. VTR. Require \$12,000. Box B-198, BROADCASTING.

Major market sports reporter seeks full time medium market air slot. 5 yrs. experience. B.A. in journalism. Play-by-play all sports including hockey. Box C-10, BROADCASTING.

Meteorologist: 24 years old, Professional Certification by the American Meteorological Society. 2 years radio experience. Warm, personable delivery. Would like an opportunity to do television work. Box C-15, BROADCASTING.

Getting married. Fiancee wants more money, I want new opportunities with professionals, 4 years TV news, sports, production. Available in April. Box C-18, BROADCASTING.

Journalist—News Director, Anchorman, Reporter with top credentials. Major markets only. Box C-20, BROADCASTING.

Broadcast Journalist, experienced in field reporting, anchoring, film, seeks TV news. No VTR, audio tape. Hard worker, dedicated, 26, degree. Box C-23, BROADCASTING.

Situations Wanted News Continued

Lower Top 100 market midwest working anchor. wants to move east and up. Preference; New England. VTR on request. Box C-25, BROADCASTING.

News Director—Highly motivated newsmen in top 20 market, who has broken top state stories, seeks move up to news director. Good administrative background. Box C-27, BROADCASTING

Radio newsmen wants field reporter position. Married, College Degree, 20s. East of the Mississippi. Box C-48, BROADCASTING.

Persistent, aggressive, six years anchor, investigative reporter, news director, talk host in medium/major market radio-TV. Good on camera, can shoot film, dig for news. Relocate anywhere. Box C-56, BROADCASTING.

Available late March, top quality young announcer/sportscaster, ready to pick up sports dept. of radio/TV combo with heavy local emphasis and pbp football, basketball, baseball. Will relocate. VTR or pbp audio available. Write Box C-57, BROADCASTING.

Anchorman ready to move up. No hang-ups, BS, family reliable, 29. Presently earning 13K. Box C-59, BROADCASTING.

Announcer/Weatherman, currently employed, personable, 10 yrs. experience as weatherman, varied enunciation background including childrens programs, interview and variety shows, desire medium or large mkt. Box C-66, BROADCASTING.

Woman—Reporter, writer, anchor. Both TV and Radio experience. Good knowledge of film. B.A., Broadcasting. M.A., Journalism. Box C-70, BROADCASTING.

TV News Producer-Writer seeks position with major market network affiliate. Experience: 5 years in Top 5 market. Will relocate. 617-744-0466. Homer Cilley, 2 River St., Salem, MA 01970.

Young woman, broadcast-journalism graduate ready for first break as reporter-producer. Have newspaper, radio and some TV experience. 513-434-2493.

Weathercaster, newscaster, announcer. Major market experience. Salary secondary to security. All markets considered. VTR, industry references. 301-320-4664.

Personable young man, good voice, urgently wants into TV news. A degree, one year in radio, and some dramatic work are my only experience—but am willing to work. Terry, 517-646-6727.

Situations Wanted Programing, Production, Others

Executive producer looking for opportunity to do bigger and better things. Impressive list of credits, 37 years old with 10 years experience. Box B-217, BROADCASTING.

Program manager, 34 with 5 years experience in top 50 market. Ready for greater challenge. Production and promotion background, degree. Current income 16.5K. Box B-213, BROADCASTING.

Promotion manager with both independent and affiliate experience. Creative, excellent administrative abilities. I can make your station look super! Box B-215, BROADCASTING.

ETV/Media Center/Industry/Teaching. Instructional Production Specialist with heavy administrative experience. MA plus. Available now. Box C-19, BROADCASTING.

Currently employed with national affiliate television outlet continuity director and assistant team seeking greater rewarding television radio challenges. Florida Central or East Coast. 100% output all phase national regional media production services sharp on details continuity client services. Box C-28, BROADCASTING.

Single 27 year old man, 2 years big city network operations and production experience wishes TV or film production. Willing to relocate. Box C-38, BROADCASTING.

Four years ETV production experience, seeks challenging production position in commercial position in commercial TV. Available May 15. Box C-39, BROADCASTING.

N.Y.C. Network Radio producer/director. News, sports and special events. Ambitious, hard working, professional. Excellent references. Seeking change back to TV. Willing to re-locate and travel. Box C-54, BROADCASTING.

Major Market Producer/Director. Strong background in news, live sports, and commercials. Production pro. Equally at home in studio or on remotes. Box C-71, BROADCASTING.

CABLE

Help Wanted Management

Recent college graduates can move quickly into system management with expanding CATV company. Training program assures rapid advancement for marketing, research and promotion oriented individuals. Call Fred Harms, Management Consultant at 312-693-6171.

WANTED TO BUY EQUIPMENT

Wanted-used equipment to set up radio station on 1350 AM 1.0 kw. Box C-68, BROADCASTING.

1000 feet of 3/8" transmission line in 20 foot sections either flanged or universal for use on Channel 7. E. M. Tink, c/o KWVL-TV, 500 East 4th St., Waterloo, IA 50703.

Small college seeks donation of used TV studio equipment in working condition. Reply: Communications, Elizabethtown College, Elizabethtown, PA 17022.

Wanted: 16mm b&w film processor from Ala., Fla., Ga. area. Working order required. R. Brinsfield, 2526 College St., Montgomery, AL 36111. 205-288-7020.

Wanted: Cash for good condition AM used tower. 400 ft, guyed, insulated. Must support 3 section FM antenna, and 6 ft. open grid parabolic. Call Joe Herold, 209-532-7426. P.O. Box 906 Sonora CA 95370.

110 Kw UHF transmitter which can be used or easily converted for Channel 17. Complete package with all associated equipment only. Send all particulars including asking price to E. R. Wright, 1018 W. Peachtree St., N.W., Atlanta, Ga. 30309

FOR SALE EQUIPMENT

For Sale: 4 MacCarta 500 cart players with 150 HZ sensor . . . \$175.00 each or all four for \$600.00. Sono-Mag 10A cart player with 150 HZ sensor . . . \$275.00 Sono-Mag 90A Record/playback with 150 HZ generator and sensor . . . \$400.00. K8RO, P.O. Box 1490, Bremerton, WA 98310. 206-377-3995.

TK 41 Camera with zoom lens. 300 ft. cable reasonable offer . . . WATU-TV, Seventh & Reynolds Streets, Augusta, GA 30902.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

Used transmission line, 4 years old, 500' of 6 3/4" Universal line, 50 ohm; excellent condition together with elbows and hangers. Call or write: Tower Erection, Inc., P.O. Box 188, Menomonee Falls, WI 53051. 414-353-9300.

Marti & Sparta new and used equipment. Remote pickup/STL/Remote Control. Consoles, Revox, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

TR-4 loband colorized with editing, Century lights, dimmer, Sennheiser microphones. SoundDesign, Box 921, Beverly Hills 90213. 213-276-2726.

Cart Decks: Sparta stereo century series record/play (4620) & playback (4525), never used, plans fell thru, both for only \$1200.00 in original cartons. 415-939-1917.

Norelco-PC 70—Complete Chain . . . Best offer over \$35,000.00. 213-982-0800.

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Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

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Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

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, CA 94126.

Miscellaneous Continued

Biographies on 625 Rock Groups. Free sample: Write Rock Bio's Unltd. Box 978, Beloit, WI 53511.

Contemporary Religious Broadcast service free. AM-FM, Small markets, Educational. Station letterhead. Starlight, Box 465, Warwick, NY 10990. Easter-Sunrise Service Ready.

Fidelipac #300 Carts—Unused 85¢. Standard 4x5 size, loaded with untimed album of tape, max. load 10 1/2 min. Also #600 and #1200 available. Send check with order to NVI, 9400 Culver Blvd., Suite 201, Culver City, CA 90230. 213-839-4353.

Radio Stations. Sports Editorials. Tapes air mailed weekly. Femyer Broadcasting, 1602 West Pierson, Phoenix, AZ 85015.

TV Slides \$6. Program topics, news, weather, Quasi-computer style, send for list. Bob Lebar films, 240 E. 55, NYC 10022.

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Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

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

Job opportunities and announcer-d.].—1st class F.C.C. license training at Announcer Training Studios, 55W 43rd St., N.Y.C., Licensed and V.A. benefits.

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First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 5620 N. Western.

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First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

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Broadcasting Engineering. F.C.C. License. Home study. Free brochure. GTI, 5540 Hollywood Bv, 10A, Hollywood, CA 90028.

RADIO

Help Wanted Management

TV STATION MANAGERS

Wondering about the effectiveness of your news? An outside, professional TV news-person can provide you with the objective viewpoint you need. News Director with 15 years in the majors—state of the art awareness—will visit your market to perform a critical analysis of your air product. Within a week you will have a confidential analysis, along with recommendations for an Action Program. Cost? Probably less than your Sales Manager's last visit to New York. For further information write: TV News view.

Box C-52, BROADCASTING

Help Wanted Announcers

P.D./PERSONALITY

Program Director/Air Personality for top ten market adult MOR station. Must have great personality on air—no button pusher! Heavy emphasis on tight supervision of other personalities. Rush resume and salary requirements to

Box C-50, BROADCASTING

NEW MEXICO IS A GOOD PLACE TO LIVE!

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements. New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, NM 87102

Help Wanted Announcers Continued

RADIO ANNOUNCER

We've got an opening for a personable MOR/contemporary jock at an AM-FM station in the tropical location of Micronesia. The studios are all new. You must be able to present a good news delivery. We are non-commercial but patterned after Stateside radio. We have block programming airing various types of music and old radio dramas. We are the only radio station for 5,000 Americans. Your shift would include a MOR/contemporary air shift 6 days a week. The FM station is automated. We are located in the Marshall Islands, SW of Hawaii. Native Islanders speak English. Our company is a logistic contractor for the Government. You will have a 12 month contract, 26 days paid vacation per year, medical benefits, transportation paid to and from site, including your vacation trip. Single applicants are preferred because there is NO FAMILY HOUSING FOR THIS JOB. Experience is necessary. The best part has been left for last. . . . YOUR EARNINGS ARE TAX EXEMPT . . . after 510 days outside the U.S. It's a great way to save some bread and groove in 80° daily. Send tape and resume to: Department R, P.O. Box 12156, Oakland, California 94604.

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An Equal Opportunity Employer

Situations Wanted Management Continued

Available approximately 90 days. At present vice president of major radio group. Active in corporate and individual management for some last 15 years. I've done it all. Single/multiple stations all replies considered. Will invest in good opportunity. Will locate nearly anywhere. \$30,000 plus.

Box C-5, BROADCASTING

Station Manager

Sales and profit oriented. Have run two major FM stations in metro markets. I get results!

Box C-21, BROADCASTING

Within 90 days a substantial increase in all time periods, in any rating, for your radio station. The cost? \$800 a week for: P.D., music library, and complete "live" air staff. Call 1-305-633-6668 before 3 p.m.

Situations Wanted Announcers

Kansas Midwestern School of Broadcasting



PHONE: 1-316-267-2891

Available now for stations in the mid-west, men and women with thorough professional training in radio programming, news, sports play-by-play, commercial productions, and sales.

For auditions, and resumes, write to:

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BOX 13131
WICHITA, KS 67213

"OFFICER VIC"

A Chicago institution for 16 years, 8 yrs. ABC, 8 yrs. NBC. Available April 1st, Chicago stations preferred, experienced all phases radio, TV entertainment. Heavy on public service, proven money maker and key man. Will consider P.R. spot. Write: Victor Petrolls, 5159 So. Luna, Chicago, IL 60638.

AUDIO VISUAL KNOCK, KNOCK NO, IT'S NOT AN OLD JOKE IT'S OPPORTUNITY

Opportunity for you to hire bright, eager, ambitious young man with BS in RADIO-TV-FILM, 2 years exp. all crew positions including: design, construct & light sets, 1 year exp. assistant producer, 1 year exp. copywriter-producer-director. Hard worker—salary open. Willing to relocate. Seek any production, A/V, or other broadcast position. WRITE TODAY: Mr. David Rifkin, 18 Carmen Drive, Nanuet, N.Y. 10954, or call (914) NA 3-7775.

WANTED

**TOP
DAYTIME PERSONALITY
TOP
INTERMEDIATE MIDWEST MARKET
TOP
CONTEMPORARY STATION
TOP
DOLLAR**

Send • Resume • Photo
Only Established Personalities, Please

Box C-55, BROADCASTING

Help Wanted Programing, Production, Others

WANTED—COMPUTER INSTALLATION SPECIALIST

Here is an excellent opportunity for the man or woman who has broadcast operations experience. This is a career position offering good pay, an expense account, travel and independence. We provide complete training. Send resume to: Christopher M. Young, P.S.I., 28 West Bridge Street, New Hope, PA 18938.

Situations Wanted Management

EXEC FOR STATION OR GROUP N.Y.C. OR PHILADELPHIA

Proven Management and Sales in major suburban markets. Creative, innovative. Now with Consulting and Research Firm. Seek return to active broadcast. Meet at NAB in Houston or prior.

BOX B-195, BROADCASTING

Situations Wanted News

I am currently N.D. at upper-medium market operation making great money. Want to be N.D. at progressive top flight operation. BA R-TV/JRNL. Six years experience. For the best write:

Box C-9, BROADCASTING

NATIONAL NEWS EXECUTIVE

For the nation's largest youth organization desires return to broadcast news. Radio or TV. Covered everything from George Wallace to Munich Olympics. NAB interview can be arranged.

Les Coleman
23 Old Millstone Dr. #20
Hightstown, N.J. 08520

TELEVISION

Help Wanted Technical

Opportunity for experienced engineer to assume a supervisory position with a Central Pennsylvania television station. Would be responsible for all studio and transmitter equipment. Major equipment installation planned in near future. Send complete resume and salary requirements to:

Box C-63, BROADCASTING

The Grass Valley Group

needs a regional manager for the New York area sales office. A strong technical background in broadcasting is essential.

Please send resume to Robert Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, N.Y. 11021 or NAB booth 406.

BROADCAST TELEVISION FIELD ENGINEERS!

An opportunity with
MARCONI ELECTRONICS, INC.

based at our Atlanta or Englewood, N.J. facilities.

The successful applicant will be experienced in dealing with state-of-the-art video equipment and be familiar with modern digital circuitry concepts.

They will be ready to learn quickly in our plant and travel on assignments throughout the U.S.

Initial duties will be confined to Marconi live cameras and film equipment. Salary commensurate with experience—excellent company benefits.

Call or write: Barry Holland, Marconi Electronics, Inc. 1309-J Stone Mill Court, Stone Mountain, GA 30083. (404) 469-7471

BROADCASTING

ORDER FORM

— NEXT PAGE —

Help Wanted Technical

- CIRCUIT DEVELOPMENT ENGINEER
- TELEVISION SYSTEMS ENGINEER
- TECHNICAL WRITER

The Grass Valley Group, Inc., a leading manufacturer of professional television studio equipment, has positions available in the following categories:

CIRCUIT DEVELOPMENT ENGINEER

A BSEE degree and a thorough understanding of the latest solid state circuit techniques and devices are basic requirements. The engineer must be able to perform all the tasks necessary for the development of new products to completion with minimum direction.

TELEVISION SYSTEMS ENGINEER

Must have thorough working knowledge of television systems from both a technical and an operational viewpoint. Experience in television broadcasting required, BSEE degree desired.

TECHNICAL WRITER

The position requires a person capable of assuming complete responsibility for preparation of technical instruction manuals. Knowledge of television systems and experience with commercial electronic products highly desirable.

Company benefits include excellent salary and the opportunity for advancement. The plant is located in the Sierra Nevada foothills approximately 50 miles northeast of Sacramento near the rural communities of Grass Valley and Nevada City.

Send resume, including salary history, in strict confidence to William L. Rorden.

THE GRASS VALLEY GROUP, INC.

P.O. Box 1114

Grass Valley, California 95945



An Equal Opportunity Employer

Help Wanted News

WEATHER PERSON

Credible, Authoritative, Personable
Resume and VTR to:

HENRY HICKS — WNYS-TV
Box 9, Syracuse, N.Y. 13214

An Equal Opportunity Employer

Help Wanted Programing, Production, Others

DIRECTOR

Challenging opportunity in top 50 Midwest market for strong news background director. We need a dynamic leader with new ideas who can help make our newscast number one. No followers need apply.

An Equal Opportunity Employer
Send resume and salary requirements to:
Box C-47, BROADCASTING

Employment Service

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Miscellaneous

CASH FLOW A PROBLEM?

PACER/WALDMANN will help you free up cash invested in your present equipment or help you expand by leasing new equipment.

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AT SENSIBLE PRICES. (FROM \$269)

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NEW CONCEPTS IN STATION PRODUCTION

DO-YUR-OWN JINGLES

The most useful small market production aids ever conceived. Absolutely the least expensive way to get professional sounding commercial and station jingles.

KIT #1—Gives you 35 different music beds. Use to produce singing logos, tags, even full-length jingles for your clients. Many styles from rock to country. You get a quality 1/4-inch master tape of samples and music beds, plus sheet music and instructions. Only \$50 complete!

KIT #2—Moog music station ID package. A distinctive six-note logo theme is used as a basis for spot-breakers, news, weather, sports & traffic intros, and backgrounds for station promos. PLUS 7 distinctive commercial backgrounds on the Moog. You get a quality 1/4-inch master tape. A great sound. Only \$50 complete!

KIT #1 & KIT #2 ORDERED TOGETHER . . . \$75.

For exclusive use in your market ask for rates.

For a 3-minute demo on the phone, call: 714-234-4412

For a demo cassette send \$1 to:

SPOTMAKER STUDIO
1415 Sixth Ave., 2d Flr.
San Diego, CA 92101

Wanted To Buy Stations

BROADCASTING GROUP WISHING TO EXPAND SEEKS TO BUY FULL TIME RADIO STATION IN TOP 100 MARKETS. PRINCIPALS ONLY—NO BROKERS.

Box B-73, BROADCASTING

For Sale Stations

Major Midwest Market. 10KW - AM (Daytimer with PSA) & Class B FM. Includes 10 acres, attractive offices and facilities, and FAA approval for sufficient tower height . . . \$650,000, all assets.

Box B-104, BROADCASTING



Where
there is
HOPE,
there is life.

Help HOPE reach out.



Dept. A
Washington, D. C. 20007

For Sale Stations Continued

Medium market Southeastern United States full time regional facility. 10% down and fifteen years on the balance. Perfect for owner-operator who wants to retire in attractive climate and city.

Box C-61, BROADCASTING

GROWING PAINS

America's fastest-growing media brokerage firm is growing: we need one or more men or women with strong sales background and a high-income desire, to help us serve our expanding business activity. Relocation may not be necessary. A desire to learn, work hard, and profit from superior service is essential. If you have these qualifications, we may have a fine career opportunity for you. Contact: Mr. Horton, by letter please. All replies will be held in complete confidence.



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to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
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For Sale Stations Continued

TOP 25 MARKET

5,000 watt non-directional AM daytimer with PSA (500 watts), including real estate. \$300,000 with 20% down and 10 years on the balance.

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Major
Market
FM
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Atlanta—Chicago—Detroit—Dallas
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

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

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

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

No 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.

Applicants: If audio tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. If VTR's are submitted send \$5.00 to cover handling and forwarding. All VTR's forwarded by Parcel Post. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are 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.

Rates, classified display ads:

—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

Riding herd on Park's broadcast spread: John Babcock

John Babcock, who was elevated to executive vice president of Park Broadcasting two months ago, reconstructs the story of the rapid growth of the company over the past decade this way: "It was Roy Park's financial acumen and my knowledge of the day-to-day operation of a broadcast group" that turned a two-station concern into what Mr. Park claims is the largest individually owned broadcasting group in the country.

Mr. Park, the sole proprietor of Park Broadcasting, does hold the most stations by himself: five VHF TV stations, two UHF TV stations, seven AM radio stations and three FM radio stations. (A fourth, KJIB-FM Portland, Ore., is awaiting FCC approval of Park's purchase.)

Although Mr. Babcock gained his basic broadcasting experience in the Midwest with Crosley (now Avco) during the years 1949-63, he started out with Roy Park back in 1947. At that time, Mr. Park owned Agricultural Advertising & Research, an ad agency based in Ithaca, N.Y. (the city that continues to serve as Mr. Park's headquarters, even though none of his radio and TV stations is located there).

Soon after Mr. Babcock's graduation from Cornell in 1948, Mr. Park made him general manager of the agency's Richmond, Va., office. Mr. Babcock found this assignment a piece of cake because the office's sole client, the Southern States' Cooperative, was modeled on the Cooperative Grange League Federation Exchange, a collective that his father had organized for New York State farmers in the 1920's.

His father's death in 1949 drew him back to Ithaca to help manage the family's property for a while. But when he learned through the grapevine of an opening for a farm-news director at Crosley's WLW(AM) Cincinnati, "the allure was too much for me," he says.

In 1952, Crosley shifted him over to its New Idea Farm Equipment division, where, as he puts it, "I absorbed the good, solid procedures and disciplines that go into the making of a successful salesman."

When he returned to WLW in 1954, it was to supervise and manage the farm that Crosley operated. "Crosley wanted its farm reports to be authentic, and this fully stocked farm acted as a sort of mirror to the station's audience."

After this interlude of farm management, Mr. Babcock got down to the more serious business of "redirecting WLW's over-all news operation so it could function in the areas of both radio



John Butler Babcock—executive vice president, Park Broadcasting, Ithaca, N.Y. (WBMG(TV) Birmingham, Ala.; WEBC(AM) Duluth and KRSI-AM-FM St. Louis Park, both Minnesota; WUTR(TV) Utica, N.Y.; WNCT-AM-FM-TV Greenville, N.C.; KWJJ(AM) Portland, Ore.; WNAX(AM) Yankton, S.D.; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WTVR-AM-FM-TV Richmond and WSLs-TV Roanoke, both Virginia); b. Aug. 10, 1922, Ithaca; first sergeant, infantry, 1943-46; BA, liberal arts, Cornell University, 1948; branch manager, Agricultural Advertising & Research, Ithaca, 1948-49; farm-news director, WLW(AM) Cincinnati, 1949-52; promotion manager, New Idea Farm Equipment, Cincinnati, 1952-54; assistant general program manager, Crosley Broadcasting, 1954-56; vice president and general manager, WLWI(TV) Indianapolis, 1956-63; vice president in charge of operations, Park Broadcasting, 1964-73; appointed to present post, Jan. 1, 1974; m. Nancy Keyes, Feb. 7, 1953; children—Susan, 19; Nancy, 17; Jeanne, 14.

and TV," as he puts it.

In 1956, he moved to Indianapolis to help launch Crosley's WLWI(TV).

Throughout those years at Crosley, he had kept in touch with Mr. Park. "During that period," Mr. Babcock says, "Park had built up the Duncan Hines food line, and when he merged it into Procter & Gamble he had a lot of capital on his hands. Now he could have invested that capital in tax-free municipals and sat back for the rest of his life. But he's the kind of entrepreneur who sees capital as a resource to be used rather than held on to. And when he told me he was setting about the task of buying up radio and TV stations, and that he needed someone to help him with the acquisition and the running of these stations, I figured there'd be so much fun involved that I couldn't say no."

Mr. Babcock says he's pleased so far

with the economic growth of Park's TV stations, which is important because "you've got to have a successful commercial operation to launch a successful news operation. The public's reliance on TV news is almost frightening, and a station's position in the market is usually based on how well its news does between 6 and 7:30 in the evening."

And he's convinced that the crucial factor in gaining popularity for a local news show is "believability."

"I'm leery of tricky formats," he continues. "Visual mixes and technical things like chroma-key can be used imaginatively. But they become a danger when they start getting in the way of the hard news."

Mr. Babcock says he's now engaged in an aggressive campaign on behalf of Park's broadcasting properties to drum up new advertiser business because "national spot sales are going nowhere in the first quarter. The oil companies' cut-back is having a ripple effect on a number of other industries." One of the ways Park is countering this loss of business, he says, is "by exploiting the newsprint shortage. We've discovered through combing newspaper morgues that seasonal clients and co-op advertisers, which were fairly big newspaper advertisers in the past, are getting bumped with the shortage of paper in favor of regular sponsors who advertise year-round. For example, industry sources have come up with a figure of a billion dollars in unused co-op money in just one year's time, which we're now trying to ferret out for TV." He cited as an instance the London Fog Co., which may be willing to pay 50% of the cost of a newspaper, radio or TV ad placed by the local clothing dealer. But often the local dealer "leaves this matter on his desk, unattended, because he's got so many other things to worry about" in the day-to-day operation of his business, Mr. Babcock says. And, in addition, "that dealer is probably scared to death of TV. So our job is to pay a call on him, let him know that we're willing to produce his commercial the way he wants it done, and then bring him down to the station and show him the studios and facilities to gain his confidence. In many cases, we win him over so successfully that he becomes a missionary for us, spreading the word to other local merchants."

Business maneuvers like this are what stir Mr. Babcock's passion. When asked to sound off about matters like the fairness doctrine or the current state of the FCC, he says, "I'm not an industry spokesman, I'm a commercial operator of broadcast properties in mid-sized markets. I leave the great crusades to other people. I haven't wasted one single moment on the platform."

Editorials

Reason on renewals

There now appears to be at least a chance for adoption of license-renewal relief in the House this year, and perhaps even in the Senate. The chance depends upon general acceptance of the bill that a unanimous House Communications Subcommittee formally reported out last week.

As recounted elsewhere in this issue, the bill in final form contains a radical amendment of one of its original passages. The passage at first would have required the FCC to conduct a two-year study of the "social, economic, political or other consequences" of multiple ownerships of broadcast stations and crossownerships with other media (*Broadcasting*, Feb. 25). Now it merely directs the FCC to conclude, within six months of the bill's enactment, the various ownership inquiries it already has in work.

The difference was considered vital by at least two of the three television networks, ABC and NBC, which saw a threat to their owned stations in a new study by an FCC under congressional directive to justify multiple ownerships on social, economic and political grounds. Indeed officials of NBC were saying at one point early in the week that the bill in its entirety would have to be killed if the amendment were not accepted.

The other television network, CBS, has expressed concern over another provision that would require licensees to continually ascertain the "needs, views and interests" of their areas. CBS fears this would add a hazard to the ascertainment procedures that the FCC now prescribes. In the CBS view, it could mean that standing would be given to any number of little groups for complaints about unsatisfied programming wants, however parochial.

Maybe so, but it seems to us that whatever defects may reside in the bill's language about ascertainment, they may be overcome by another provision that says licenses may be renewed upon a showing that the incumbent's operations have been "substantially responsive" to the conditions that the station has ascertained. If those words mean what they say, this bill would all but order the FCC to desist from establishing national criteria by which to judge broadcast service. The bill would direct broadcasters to respond to the peculiarities of their own communities, not to a national standard adopted by a handful of federal commissioners.

For its several other virtues — no ad hoc dismemberment of ownerships that abide by rules, no more FCC indulgence of untimely protests filed by dissidents and their foundation-supported lawyers, the transfer of appeals to circuits in which the target licensee is located, extension of license terms to four years — this bill deserves support.

And so does the subcommittee chairman, Torbert H. Macdonald (D-Mass.), who managed to corral a wildly disparate membership on a compromise that gives broadcasters as much protection as they can reasonably request.

The Wiley way

The designation of Richard E. Wiley by President Nixon for the chairmanship of the FCC — fulfilling the worst kept secret in town — seems to mean different things to different people. We expect an even-handed administration.

Mr. Wiley will take over an operation that has been far from optimum. No formula yet has been devised to force members of regulatory bodies to work with anything like the vigor that Mr. Wiley has displayed from the day in

1970 when he assumed the general counselship and, in 1972, a commissionership. To a degree Chairman Dean Burch has been handicapped by vacancies on the commission, which today is two members short.

Among some broadcasters, greatest concern is evinced in the presence of Mr. Burch at the White House in a slot just beneath cabinet rank. Will the outgoing chairman be looking over Mr. Wiley's shoulder, fostering such Burch projects as restrictions on newspaper ownership of TV stations, relaxed rules for pay cable, and government controls on children's programming?

There is no doubt about the magic of White House leverage on broad policies of any of the regulatory agencies. But in the current climate in the wake of Watergate it would be as suicidal for the executive branch to attempt to influence decisions in comparative cases or even broad policy questions as it would be for members of Congress to interfere with the regulatory processes.

Mr. Wiley is dedicated to the laws of the land and the free enterprise system. For these reasons broadcasters will feel comfortable with him in the chairmanship. The emerging and more stable cable industry should welcome him for the very same reasons. So should the common carriers.

Chairman-designate Wiley will set a good example for his fellow commissioners and staff. We suspect there will be more work done at all levels, with less time for traveling to exotic places or for golf and tennis during working days and for just plain goofing off.

Earl Henderson Gammons

The first generation of broadcasters boasted many fabulous characters. At the top of any oldtimers' list was Earl H. Gammons, who slipped away last week at 80.

He wasn't a tycoon or licensee who made it big and retired a millionaire. He was a newsman turned broadcaster in the 1920's who inspired the first jingle (for Wheaties). But he was best known as the CBS Washington vice president who made lobbying an art. It was said he scored more points with his inexhaustible reservoir of stories than most lawyers with their briefs.

In later years, before the frailties of age forced his retirement, Mr. Gammons was consultant in Washington for Storer Broadcasting. Broadcast pioneers as well as the new generation owe him an award for distinguished service and irrepressible good cheer.



Drawn for *Broadcasting* by Sid Hix
"I call it the TV diet. You listen to the news just before meals and immediately lose your appetite."



Time-sharing

Men who cheerfully share some time each week with boys, on a one-to-one basis, are the volunteers sought by the Big Brothers organization. So in their recent recruitment week, the Kalamazoo Big Brothers participated in a program on the local Fetzer radio station.

Since the organization received more than 30 inquiries, the director, Mr. Jack Holtman said, "It is difficult to pinpoint exactly what prompted these men to volunteer, but certainly the opportunity to make an appeal on the Fetzer station contributed greatly to this number."

Helping citizens find worthwhile ways to share their time is all part of the Fetzer total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WWTV Cadillac
WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac	KMEG-TV Sioux City



TALK IS CHEAP

You can produce and run a quality radio spot for a slim fraction of the cost of a spot designed for TV. Some people seem to think that this means that television is more effective than radio. It's not. It's just more expensive.

According to the recent Commercial Impact Study made by W. R. Simmons and Associates Research, Inc., accurate recall of advertised brands is 38% higher on Personality/Middle of the Road radio than on average television. In fact, for commercial recall, radio in general is 85% as effective as average television. But can radio match television in creating a favorable image for your product? Yes. When respondents were asked if the advertising recalled tended to make them feel favorable toward the brand, affirmative answers were virtually equal for the two media.

The "Commercial Impact Study" was made in Los Angeles in March and May, 1973. The percentages quoted here are estimates based on systematic random sampling and are subject to statistical variations inherent in the methodology.

A complete copy of the Simmons Study, including technical data and an explanation of the methodology, is available on request.

COMMERCIAL IMPACT STUDY

CONDUCTED FOR
GOLDEN WEST
BROADCASTERS
AND MAJOR
MARKET RADIO INC.

BY W. R. SIMMONS AND ASSOCIATES RESEARCH, INC.

KMPC Los Angeles • KSFO San Francisco • KEX Portland • KVI Seattle • WBEN Buffalo