

New look at fairness by man who put it into law
Spot TV's first \$1.5-billion year: who spent it

Broadcasting Apr 1

The newsweekly of broadcasting and allied arts

Our 43d Year 1974

NEWSPAPER

Occupation: Audience Builder.

This game wins an average
31% more women than lead-in
programs in 33 markets
(24 in prime-access time!).

This game wins an average
35% larger audience than
lead-in programs in 24 markets
(18 in prime-access time!).

No mystery. It's...

"What's My Line?"

A Goodson-Todman production
distributed by Viacom.

Source: NSI, Nov. 1973. Audience estimates are subject to qualifications available on request.

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“The \$25,000 Pyramid”



When a game show is this popular with young women at 10:30 am...

On CBS, “Pyramid” (with a \$10,000 reward) was watched by a higher concentration of young women than any other morning network game show (November 1973). 55% of its women were 18-49 (That’s 20% above average!), and 40% were 18-34 (That’s 33% above average!).

In 34 of the Top Fifty markets, “Pyramid” reached more 18-49 and 18-34 women than all competing programs.

...and research says 3 times as many young women watch television at 7:30...

An average 219% more young women (18-49) watch television at 7:30 pm than at 10:30 am.

And with 7:30 pm viewing pegged at 37% for this group, there's an enormous potential of non-watching 18-49 women to be induced by a program so appropriate as "Pyramid."

...wouldn't you want to put this show in a prime-access period next season?▲

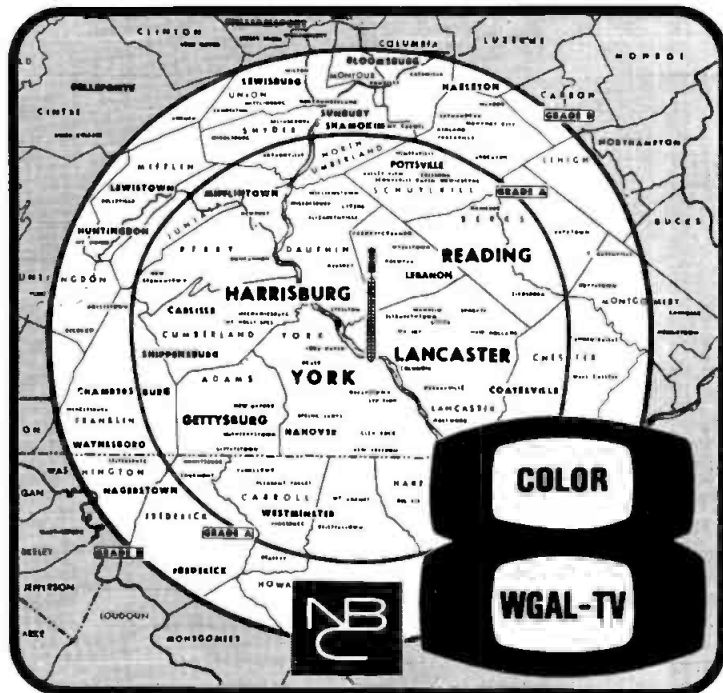
For extra excitement, Viacom has raised the reward of this fast-moving, high-stakes game. The new "\$25,000 Pyramid," with its multitude of celebrities, will be available in September for local showing once a week in prime-access time.

It could give you the audience that advertisers want most. In greater numbers than ever before.

Viacom

▲ First sales to CBS Owned
WCBS-TV, KNXT, KMOX-TV.

25 Years of Community Service



At the time of our founding on March 18, 1949, we made a firm pledge to actively support the concept of public service. Since then, we have devoted an increasing amount of our time and talents to expand the scope and sharpen the focus of that commitment. Upon reaching our 25th anniversary, we pledge again our very best efforts to present innovative programs designed to inform, to stimulate and to entertain . . . programs that are responsive to the public interests and concerns of our diverse and constantly growing audience.

WGAL-TV

Channel 8 • Lancaster, Pa.

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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

Closed Circuit®

Push on civil rights. U.S. Civil Rights Commission is preparing to check into media and their relationship to minority groups and women. Project would include study not only of employment practices of broadcast stations and networks but also of broadcast treatment of minority groups and women in programing. Study, still in design stage, is not expected to be initiated for number of months. Officials say study will be carefully supervised, fully authorized, and bear no connection to attempt by member of New Mexico advisory committee to make unauthorized study, in commission's name, of some Oklahoma stations (see page 8).

Welcome mat. There will be no controversy with program syndicators at next convention of National Association of Broadcasters, April 6-9, 1975, in Las Vegas, if President Vincent T. Wasilewski has his way. He wants adequate accommodations close to convention headquarters to be provided and, to assure syndicators that they're not "second-class" citizens, may find place for them on revised convention agenda.

Advance contingent of NAB staff will blueprint accommodations so there won't be repetition of last month's experience in Houston where syndicators practically boycotted convention, except on token basis, because of remoteness of their assigned hotel (Shamrock) from center of activities. Syndicator-members of National Association of Television Program Executives, still stung over Houston but cheered by success of their own independent venture in Los Angeles last February, later must determine whether Las Vegas arrangement is their cup of tea.

Clerical dispute. Nomination of Luther Holcomb, now vice chairman of Equal Employment Opportunity Commission, to FCC will be opposed in Senate Commerce Committee hearing Wednesday (see page 15). And probably for first time in such hearing opposition will be based on religious grounds. Dr. Carl McIntire, fundamentalist preacher, will argue that appointment would put second Baptist minister on FCC (Benjamin Hooks is first), and that better religious balance should be sought. Dr. McIntire is at odds with what he regards as liberal church groups which he says caused troubles that led to FCC denial of renewals of his WXUR-AM-FM Media, Pa.

Equal time? Although decision hasn't yet been made — and may not be until last minute — chances are that President Nixon will attend National Cable Television Association's Chicago convention April 21-24. NCTA's invitation was circulated for comment to White House staff two weeks ago; returns, reportedly, generally ran in favor of NCTA appearance, particularly in light of Mr. Nixon's much publicized visit to National Association of Broadcasters' Houston gathering (*Broadcasting*, March 25). NCTA staff has kept schedule flexible for convention's opening date (Sunday, April 21), which will also feature pay cable panel that all four FCC commissioners have been invited to attend.

Thus far, FCC Chairman Richard Wiley is only commissioner to formally declare intention to attend convention. He's to make Monday luncheon address. NCTA President

David Foster will be Tuesday speaker. Wednesday's address will be by Senator Edward Brooke (R-Mass.). Other members of Congress definitely scheduled are Representatives Torbert Macdonald (D-Mass.) and Robert McClory (R-Ill.), who will assist in presenting annual cablecasting awards on Sunday. Senator John McClellan (D-Ark.) was invited but declined. OTP Director Clay Whitehead wasn't invited (he'll be at California's Yosemite Institute during convention), but OTP General Counsel Henry Goldberg will be on regulatory panel.

Rescue mission. Warner Bros. TV officials made last-minute attempt to breathe enough life into nine-year-old *The FBI* to assure its renewal in ABC-TV line-up. Production company bought \$50,000 worth of newspaper advertising in major cities for audience promotion, thinks it boosted ratings. Show, seen Sundays at 7:30-8:30 p.m., was down to average 16.9 rating and 28 share this season. With new promotion, March 10 episode drew 16.2 rating and 27 share; March 17, 20.3 and 34; March 24, 19.8 and 32. ABC-TV officials still haven't pencilled it in or out for next season. *FBI* is QM production in association with Warner Bros.

TV networks' new fall program schedules may be later than expected in hitting street. CBS-TV, which with fewest obvious holes to fill had been expected to announce plans in early April, is now talking about mid-April. NBC-TV, expected to be second out, may thus become first; officials say they're still shooting for week of April 8. ABC-TV normally withholds its plans until others are announced. Apparent reason for CBS delay is hope court ruling on FCC's access-time changes will be out by then, eliminating uncertainties.

Softening line? Screen Actors Guild executives, preparing for mid-May start of negotiations with movie and TV producers, are saying there's no inevitability about strike despite alarms sounded by studio and network officials. That Dennis Weaver slogan, used during his winning campaign for SAG presidency, "equal pay for equal play," doesn't mean full payment for performer's second or third time around, SAG sources say. It's only when program is rerun in same season in comparable time period. Even so, establishment of that principle would throw current ratio of originals and repeats out of economic kilter.

Energy priorities. Energy crisis has ameliorated, but federal officials are keeping pressure up for long road back. Order of priorities, according to word last week, will recognize importance of all news media in keeping nation informed, but broadcast is primary because of pervasive coverage. Outdoor is cooperating with reduced illumination. Herbert G. Klein, former director of communications at White House and now vice president, corporate relations, Metromedia, is maintaining liaison with media.

At meeting with energy agency officials and White House executives (Alexander Haig, Ronald Ziegler, former FCC Chairman Dean Burch) representatives of broadcasting, newspapers and other media were briefed on conservation measures and development of new sources of energy. Advertising Council ran spot prepared by Cunningham & Walsh and featuring Jim Ryun, long-distance runner, on "how to prepare for the long run."

Top of the Week

What's fair? *That question, and the much-maligned FCC doctrine it signifies, will be subjected to vigorous review by Senator Pastore's Communications Subcommittee. Announcement follows appeal by persistent Rev. Carl McIntire, who tells subcommittee his flamboyant campaign on behalf of First Amendment is still very much alive. Page 14. Senator Pastore also sheds light on FCC's population problem, promises full complement of commissioners — perhaps as early as April 16 — once Burch successor is known. Holcomb takes stand this week. Page 15.*

Moralist. *Be virtuous or be gone. That's thrust of FCC Chairman Wiley's ethical mandate to broadcasters. But those who have watched commission's increasingly hard-nosed conduct in recent years read it as more new arrangement than new tune. Page 18.*

Innocent. *Justice Department, armed with supportive findings from Watergate special prosecutor's office, maintains that politics played no part in its suit against networks. Page 19.*

Breeze. *It took only 20 minutes for OTP deputy director-designate John Eger to sail through confirmation hearings, session in which Mr. Whitehead's past rather than Mr. Eger's future seemed of greater concern to senators. Page 20.*

Watchdog watch. *House committee sends measure to create Consumer Protection Agency to floor. Despite NAB prodding, provisions giving panel authority to overview other administrative agencies — including FCC — remain intact. Page 24.*

Credibility crunch. *Mobil Oil's attempts to sell image-oriented advertising to networks — offer sweetened by firm's willingness to bankroll counterads — haven't been any more successful recently than they were last October. At that time, it's now revealed, company offered to pay twice going ad rate to "protect" networks against requests for free reply time. That one was turned down too, as has been much of Mobil ad copy before and since. Other oil interests fare better. Page 26.*

Spot spree. *Spot television expenditures by national, regional advertisers hit \$1.5-billion mark last year, TVB reveals, with P&G continuing as biggest benefactor. Page 28.*

Laurels. *NBC and ABC news operations are most honored competitors in this year's Peabody awards. Page 29.*

Both ways on PSA. *Broadcasters divide on prudence of FCC proposal to grant special pre-sunrise authorizations to daytimers victimized by energy crisis. Page 35.*

White House warriors. *To Patrick Buchanan, the networks' treatment of his boss and big business continues to lack balance. He suggests that advertiser embargo could set things straight. Administration deputy Bruce Herschensohn claims evidence to support charges of biased reporting. Page 36.*

Reprise. *Growing popularity of Scott Joplin's ragtime classic, The Entertainer, on today's airwaves suggests return to rock basics. Page 37.*

Lovett leads it. *ATC's Bruce Lovett emerges victorious as new NCTA board chairman, despite last-minute run by "compromise" candidate Burt Harris. Bradley, Henry, Marlowe to join him on executive committee. Copyright stance affirmed; pole panel revised. Page 32.*

Up from anonymity. *Little known, highly regarded Bob Howard is the new head honcho at NBC-TV — and this week's Broadcasting profilee. Page 57.*

Morning line. White House let week slip by without making decision on FCC nominee for Dean Burch vacancy. Candidates were still being interviewed; on Friday, Lynn Wickwire, head of New York's state cable TV commission, talked to Mr. Burch, now counselor to President, as well as to FCC Chairman Richard Wiley. Another figuring in serious speculation is Wade H. Hargrove, executive director and general counsel of North Carolina Association of Broadcasters. Others still in contention: Gene Nordby, University of Oklahoma's vice president for administration and finance, and James Mauze, member of Missouri Public Utilities Commission. Bruce Owen, former chief economist with Office of Telecommunications Policy and now on faculty of Stanford University, has also been mentioned. John Knebel, general counsel of Department of Agriculture, is said to have taken himself off list.

FCC suspends annual broadcast, cable fees; means \$6 million to affected industries

FCC has suspended collection of annual fees for broadcast stations and cable television systems effective today (April 1). Action, taken last Friday, was in response to U.S. Supreme Court opinion overturning annual fees charged cable systems and raising question about annual fees charged broadcasters — and about entire fee schedule as well. Commission notice said annual fees were being suspended "pending revision of the schedule of fees." However, officials said that industries regulated by commission had probably seen "the last of annual fees."

Commission now turns to question of what to do about other fees now being charged and how to restructure fee schedule in line with high court's opinion, which held that value to recipient is only criterion commission may apply in determining fees. Commission had included number of other factors, including over-all commission costs.

Officials said staffs of all bureaus are working on question of establishing rationale, and new structure, for fee schedule. Only certainty is that — again in line with high court's opinion — schedule will be designed to recover something less than 100% of commission's costs — probably substantially less. In meantime, all other fees will be collected.

Schedule now in effect was expected to recover some \$30 million in fiscal year 1974, when commission was operating on appropriation of \$41 million. Cable television annual fees would have been expected to return some \$2 million; broadcasters' annual fees, more than \$4 million. Cable systems were to pay on April 1; broadcasters pay on anniversary of license renewal due date — about 1,200 every two months.

Commission said cable system operators and broadcasters who had paid in advance those fees due April 1 will be reimbursed on request.

CBS standing firm behind Dan Rather

CBS News correspondent Dan Rather will be neither fired nor transferred as result of controversial exchange with President Nixon at March 19 news conference during NAB's Houston convention (*Broadcasting*, March 25). So said CBS News President Richard Salant in response to press inquiries in Cincinnati last week. "About a dozen" network affiliates had recommended such action.

(Mr. Rather was both cheered and booed when he rose to question President. When reaction subsided, Mr. Nixon asked, "Are you running for something?" Correspondent, caught off guard, replied with smile, "No, Mr. President. Are you?")

Mr. Salant believes "unfortunate incident" was product

of "wrong atmosphere" created by those who insisted on reacting to President's answers. It set up "Christians and lions" situation; "A press conference isn't set up for people to applaud and boo," he said. Of broadcasters present, Mr. Salant said: "They shouldn't have been so partisan in the presence of their news directors. It's hard to be an objective reporter when our bosses are forming a cheering section in public. I wish it hadn't happened."

Presidential assistant Patrick Buchanan added fuel to incident with remarks in Pennsylvania speech last week (see page 36). CBS source, however, reported audience mail was running 2-to-1 in Mr. Rather's favor.

Vanderbilt pleads 'right to know' on CBS tapes

Vanderbilt University says CBS's claim of copyright in *CBS Evening News with Walter Cronkite* constitutes violation of public's First Amendment right to know. Vanderbilt further contends there is no basis in 1909 Copyright Act on which television programs can be copyrighted.

Jeff Carr, attorney for university, made those arguments last week in briefs supporting motions asking U. S. District Court in Tennessee to dismiss CBS copyright infringement suit against Vanderbilt Television News Archive. Since 1968, archive has been recording off air three networks' news programs as they are received from Nashville stations, and making them available to scholars on condition material is not duplicated or rebroadcast.

Near stalemate on pole-lines pact

Tentative agreement calling for four-year, \$1 increase in CATV pole-attachment rates, which was endorsed by National Cable Television Association's board of directors last January (*Broadcasting*, Jan. 28, et seq) is "now dead and unacceptable to NCTA." What's more, unless NCTA's newly reconstituted pole-line negotiating committee headed by outgoing NCTA Chairman Amos Hostetter (see page 32) can come to terms with phone company interests on possible joint cable-telco ownership of poles (there will be no agreement on rates) by FCC-imposed May 1 deadline, no compromise is possible and litigation will be probable. Word comes from knowledgeable source within NCTA's negotiating committee, who said cable industry is now "perfectly willing and prepared to litigate."

Development follows accord between NCTA and dissident Teleprompter over industry's pole-negotiating posture. Teleprompter, which previously broke ties with association on issue, is now represented on negotiating committee by its general counsel, Barry Simon. With Mr. Simon, committee source said, came "hardening" of NCTA position. "The net result," he said, "is that there are now people who firmly believe we deserve a roll back" in pole fees. And this, he said, "will never be negotiated."

Pro, con on TV coverage

Senate Majority Leader Mike Mansfield (D-Mont.) is advocating live television coverage of Senate trial of President Nixon if he is impeached. Senator believes there are enough votes in House to impeach Mr. Nixon; if he's right, trial could begin two weeks later. Asked if he shared Senator James Buckley's (R-C-N. Y.) view that televised trial would be a "Roman circus," Senator Mansfield replied: "Quite the contrary, it would be a salutary exposure of democracy in action. It would be a very somber proceeding. Anyone who clowned or acted up would pay a heavy penalty."

In meantime, members of House Judiciary Committee who wanted to ask networks for equal time to respond to Mr. Nixon's criticism of impeachment committee were silenced by House Speaker Carl Albert (D-Okla.) last week. Spokesman for Representative John Conyers (D-Mich.),

member of Judiciary who was fronting for equal-time advocates, said Speaker Albert was concerned with prejudicing Judiciary's case before House, if committee took to airways before its investigation was completed.

Language in House Commerce Committee report on renewal bill has good news for broadcasters

"Good faith negotiations" section of House Commerce Committee's license renewal bill — which had CBS officials, among others, up in arms — has been toned down in legislative report that will serve as primer for interpretation of proposed law. Use of term carries "no intention to incorporate body of law . . . developed in the field of labor law," report says. Rather, it was meant to instruct FCC to draw guidelines for licensees and persons critical of station operations "to meet in good will and confer in good faith . . . in a candid and sincere effort to resolve the issues presented by such criticism."

FCC guidelines, report stipulates, should be addressed to what are significant issues for negotiations, how negotiations should be initiated, who should participate in and chair meetings, where meetings should take place and which matters are not negotiable.

Another area broadcasters wanted clarified was new ascertainment factor, community "views." Some felt that term could be construed to mean that special interest group pressure to air or remove certain programs would necessitate response. But report says ascertainment of views "is not to be regarded as requiring a licensee to seek out individual or community preference for particular programs or program format." Report defines views as "contrasting positions with regard to ascertained needs" (i.e., problems of community).

Report also outlines three-point plan for responding to ascertainment. If licensee (1) determines which needs, views and interests are "most important to the service area and particular audience within that area the licensee serves," (2) "assesses the capabilities and limitations" of operation to meet ascertainment and (3) responds to determinations in "sincere and diligent" manner, FCC should renew its license, report says. Report also allows for specialized formats responding to specialized audiences as long as whole community is served by aggregate of signals covering area.

Another look at cable origination

FCC has returned to question of mandatory program origination by cable television systems with notice of proposed rulemaking and inquiry looking to rule's deletion or modification. Rule, which applies to systems with at least 3,500 subscribers, was suspended in May 1971, after U.S. Court of Appeals for Eighth Circuit held that commission lacked authority to adopt it. Supreme Court reversed that decision year later, but commission did not put rule back into effect.

And developments in recent years have raised doubts in commission's mind as to whether rule should be retained in present form. Commission noted experience of 800 systems indicated that attracting viewers and advertisers to local community programs is slow process. Furthermore, commission pointed out that new rules requiring systems to provide three access channels — for public, educators and government — might have significant bearing on whether systems should also be obliged to originate local programming.

And with additional possibility that users of leased channels might also originate certain "local" programming, commission said, goal of localism in cable origination might better be met through these channels than through mandatory origination channel. Comments are due by May 14, replies by May 23.

In Brief

Megabucks for MCA. New long-term contracts for TV series and theatrical films for TV by MCA Inc. are at record levels, company said in annual report issued last week. Future revenues from existing syndication contracts plus contracts with networks for production and exhibition of TV series and feature-length TV movies now total \$275 million, up from \$230 million year ago. TV contributed \$119.9 million (down 5.8% from 1972) to filmed entertainment gross revenues of \$227.7 million in 1973. TV syndication revenues increased by 3%, to \$40.7 million. MCA's Universal TV provides 13 hours to TV networks weekly, with 7½ hours already renewed for fall. MCA revenues for 1973 were \$417.8 million and net income \$25.6 million (\$3.06 per share).

Ahead of its time. National Association of Broadcasters official acknowledged late last week that National Coalition to Keep Free TV Free, conceived by NAB to lobby for federal controls on pay cable siphoning of TV programming, has not advanced as far as previously indicated. Robert Resor, coordinator of NAB's antipay campaign, said it had been premature to report pledges of "support or interest" in coalition from organizations representing 20 million members (*Broadcasting*, March 25). Report was made by him at NAB convention. NAB is "laying the groundwork" for cooperation of farm, veteran, minority and other organizations. It hopes to get coalition off ground "some time this year."

Riposte. Rebuke of NAB's antipay-cable efforts by Ralph Baruch, Viacom International (page 33), did not go unnoticed. Responded Willard Walbridge, of Capital Cities Communications and chairman of NAB committee: Why, if pay cable does not intend siphoning, does it want change in FCC rules? He suggested Mr. Baruch examine his own statements, and particularly that saying "pay cable, if it is allowed to develop, can offer the American public a free choice of entertainment." Pretty slick propaganda that, said Mr. Walbridge.

Insurance. Convention of National Association of Broadcasters at Houston last month may have been dud for program syndicators, but not for Radio Advertising Bureau. RAB officials say they recruited 20 new station members while there, capping three-month period of unusually strong membership expansion. Signing of Starr (William Buckley) and Cecil Heftel stations earlier in that period, they say, left virtually no major radio group outside RAB fold. Houston signings lifted total station memberships to about 2,000. Surge is credited in part to general economic uncertainty's leading stations to strengthen sales operations wherever possible, with RAB sales tools — especially its cassettes specializing in local sales tips — becoming primary attractions.

Flying false flag. Six television stations in Oklahoma received letter on stationery of Mountain States Regional Office of U. S. Civil Rights Commission asking for copies of their annual employment forms, renewal applications and affirmative action employment programs. Letters said commission is creating file on mass media

in Oklahoma. But person signing letter, Gerald Wilkinson, is not member of commission or its staff. He is director of National Indian Youth Council and is member of New Mexico advisory committee to civil rights commission, but was not authorized by federal agency to make requests. Mr. Wilkinson said nothing "sinister" was intended; he simply wanted information on what stations in neighboring states were doing in employment as possible prelude to establishment by New Mexico advisory committee of subcommittee on media. He said commission stationery was used because committee has none of its own. But in Washington, Civil Rights Commission officials were furious; general counsel's office is expected to recommend Mr. Wilkinson's removal from advisory committee. Commission said it will take steps to prevent issuance of unauthorized letters in future, added that stations wishing to confirm authenticity of letter bearing commission letterhead should contact Marvin Wall, director of Office of Information and Publications, Washington 20425; telephone 202-254-6600.

Second chance. U.S. Court of Appeals in Washington says FCC erred in refusing to reconsider order denying renewal of bankrupt WLUX(AM) Baton Rouge, La., and its proposed sale. Commission had earlier denied receiver's request to terminate renewal hearing and to approve sale, on ground that proposed sale would not satisfy commission policy designed to assure benefits received by persons charged with wrongdoing in operation of bankrupt station are outweighed by public interest in protecting innocent creditors. Receiver, Erwin A. Rose, then petitioned for reconsideration, proposing new sale, to Jimmy Lee Swaggart, that receiver said would offer no possibility of benefit to station's owners. Previous licensee of WLUX was Capital City Communications Inc.

Back to the wars. After long absence from television program production, United Artists Television is set for return. Thinking is to produce series based on motion picture properties to which it has rights, including pre-1948 Warner library.

Late Fates. *Walter W. Clark*, general sales manager of WIL(AM)-KFMS(FM) St. Louis, named president and general manager. *Bruce Belland*, manager of daytime program operations for NBC-TV, Burbank, Calif., appointed director of daytime program development, West Coast. *Lloyd A. Werner*, national sales manager, Television Advertising Representatives, New York, named executive VP-creative services; *George Feldman*, TVAR research director, named VP-creative services. *Jose Alegrett* of Venezuela and *William G. Geddes* of United Kingdom named chairman and vice chairman, respectively, of Intelsat (International Telecommunications Satellite Organization). *J. Warren Tomasene* named manager, Midwestern division, and *James C. Kellner* manager, Mideastern division, of Viacom syndication division, New York. *Fred A. Cohen*, formerly special assistant to ex-FCC Commissioner H. Rex Lee, appointed international coordinator, Public Broadcasting Service, Washington. He will serve as liaison between PBS and foreign interests with aim to facilitate exchanges of programming, concepts. (For earlier reports, see "Fates & Fortunes," page 43.)

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Oakland; KFI-AM, Los Angeles

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Datebook®

■ Indicates new or revised listing.

This week

April 1—Florida Association of Broadcasters 16th annual broadcasting day, University of Florida, Gainesville.

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 Sta-

tions Inc. board meeting, 1 Rockefeller Plaza, New York.

April 3-5—Senate Commerce Communications Subcommittee hearing on Department of Health, Education and Welfare research on violence in television programming, Room 5110, Dirksen Senate Office Building, Washington.

April 4-5—Association of National Advertisers business/industrial/professional marketing symposium, Westchester country club, Rye, N.Y.

■ **April 5-6**—New Mexico Broadcasters Association annual convention. Speakers include John Henry Faulk, former New York talk show host; FCC Commissioner Benjamin Hooks; Elmer Lower, president, ABC News. 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 5-6**—Wisconsin InterCampus Radio Network and WVSS(FM) Menomonee, Wis. will sponsor Wisconsin University Radio Conference, University of Wisconsin-Stout campus, Menomonee.

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

April 5-7—Intercollegiate Broadcasting System national convention, Statler Hilton, New York.

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

Also in April

April 8—Admiral Corp. annual stockholders meeting, 3800 Cortland Street, Chicago.

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

April 11—Avco Corp. annual stockholders meeting Newporter Inn, Newport Beach, Calif.

April 12—Deadline for comments on FCC's further notice of rulemaking on television automatic logging (Doc. 19667).

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

April 15—Deadline Club, New York chapter of Sigma Delta Chi, deadline for entries in United Nations award competition. Awards are offered for distinguished coverage of UN during 1973. Contact: Deadline Club Awards, William P. Mullane Jr., Room 506, 195 Broadway, New York 10007.

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 17-18—Oregon Association of Broadcasters board meeting, Salem, Ore.

April 17-19—Minnesota Broadcasters Association spring meeting, Ramada Inn, St. Paul.

Major meeting dates in 1974-75

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 16-18—American Association of Advertising Agencies annual meeting, Greenbrier, White Sulphur Springs, W. Va.

May 30-June 1—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.

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

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

Oct. 27-30—Association of National Advertisers annual meeting, The Homestead, Hot Springs, Va.

Nov. 13-18—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.

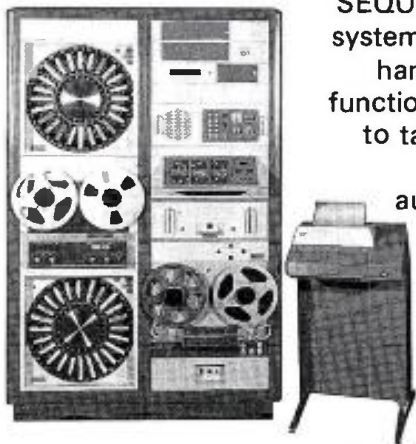
■ **April 6-9, 1975**—National Association of Broadcasters annual convention, Las Vegas convention center, Las Vegas.

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Wrong place, wrong time

EDITOR: Sitting in front of my television set watching President Nixon's press conference before the National Association of Broadcasters convention in Houston March 19, I felt slightly embarrassed when some of the people in the audience began to boo and jeer CBS correspondent Dan Rather as he started to ask the President a question.

I would ask those that felt the need to boo, "Where in the hell did you think you were? At the Super Bowl?" One can appreciate your feelings toward Mr. Rather—or his method of reporting. But knowing that most of you at the convention hall were broadcast facility owners and managers, I wonder what the TV audience at home thought of your "mature" display at a nationally televised presidential news conference? By the way, how many of you editorially scolded George Meany when he encouraged the same kind of actions from an AFL-CIO convention in Miami three years ago?—*Terry D. Boone, manager, WCAT(AM) Orange, Mass.*

Clear's thinking

EDITOR: May I reply to a few statements included in the Feb. 25 report concerning the Daytime Broadcasters Association's praise of the FCC's early sign-on proposal:

▪ The assertion that metro clear channel stations no longer serve the public interest is untrue. WHAS has for decades provided a singular service to the rural families of both Kentucky and Indiana. Our morning farm program is broadcast at a time that competes directly with metro morning drive. Maintaining the service where it's more than a kiss-off is tremendously costly.

▪ The statement was made that there are today 10 times as many AM stations as 40 years ago. That is undoubtedly true. What is not given attention is that the vast proliferation of these stations has been in metro areas. Protecting one more hour of metro service at the expense of rural service definitely is not reflecting the best public interest.

▪ The DBA's advice to the commission against "placing the public interest in an engineering straitjacket" is impressive rhetoric, but it certainly doesn't come to terms with the problem. The statement is a blind assumption that the public is not served by frequency restrictions—when just the opposite has happened. Most metro markets of any size are swimming in variations of already duplicated formats, splintering into ever narrower audiences, and benefiting a very specific segment of the metro population. WHAS as a clear channel serves with broader, in-depth programming that goes beyond specific farm service, although it's a basic element.

The clear channel frequencies were

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established in order to protect and maintain the very type of service being provided. We are not insensitive to the problem, but if the name of the game is service rendered, then not rhetoric but facts and an honest appraisal of what's being done should govern.—Hugh Barr, manager, WHAS-AM-FM Louisville, Ky.

Belay that

EDITOR: We are disturbed by an item which appeared in the "Closed Circuit" section of your March 11 issue, implying that all "pay cable entrepreneurs" are having "problems of piracy" similar to those allegedly experienced by a company involved in a small, 800 subscriber, experiment, in Sarasota, Fla.

Our company is probably the biggest

"pay cable entrepreneur" in the country, with over 22,000 customers in six cities. Yet, to date we have experienced no material piracy problems.—Geoffrey M. Nathanson, president, Optical Systems Corp., Los Angeles.

(A story in the March 18 issue identified companies that reported problems of piracy. Optical Systems was not among them.)

Well done

EDITOR: You and your staff did an outstanding job in reporting the NAB convention fully and accurately. It was an exceptional piece of work, and all on your staff who were involved in it are entitled to take a bow.—James H. Hulbert, executive vice president for public relations, National Association of Broadcasters, Washington.



Separatist. "It is hard to deny the contention of Elton H. Rule, president of the American Broadcasting Co., that 'freedom of the press is indivisible.'

"Indivisible, however, is not the same as identical. The various media are variously adapted. . . . Reporters for the printed media note whatever seems to them important on the floor of Congress or in committees, whenever it happens. Television cameras, geared to program schedules and involving elaborate equipment, would either be forced to record every minute of every session or give the leadership in the two legislative bodies the power to fill a prearranged time slot with whatever segment of a debate might favor their party, their faction or their individual causes. . . .

"The very nature of reporting a legis-

lative body inevitably favors the printed word—just as the nature of reporting a rocket takeoff to the moon, a presidential inaugural or a football game gives the TV screen an edge over the newspaper." —The New York Times in an editorial.

Eyes right. "TV Guide [has] started a new department to keep watch on the television networks. Some old administration hands—led by presidential assistant Patrick Buchanan—will be operating at this new stand.

"TV Guide, of course, is free to keep its eye on the networks, just as the networks are free to keep an eye on the administration. . . . But no one expects TV Guide's news watchers to fill this professional need. Not one of TV Guide's critics has ever worked around a TV newsroom; all are political partisans. Moreover, TV Guide's owner [Walter Annenberg] is a close Nixon friend, contributor and appointee.

"Buchanan, et al, can be expected to guide the magazine's readers on a trail that leads to the far right—or worse, to nowhere at all. Twenty million people deserve better, even at 15 cents a copy." —Edwin Diamond, from a commentary on WTOP(AM) Washington.

NATIONAL ASSOCIATION OF BROADCASTERS



Otiphant in the Denver Post

"Well, you're certainly not kicking Richard Nixon around any more!"

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Monday Memo®

A broadcast advertising commentary from Peter Fox, president, Bodnar Fox Gorton, Farmington, Conn.

Hands across the border: A U.S. agency helps a Canadian retailer recover with broadcast

What do you do with an independent, downtown, deteriorating department store that's been losing money consistently? You bring the bottom line from red to black in 11 hectic months by throwing out the rule book and putting a hell of a lot of faith and advertising dollars into radio and television.

The rule book went out the day Peter Silverman retained us and told us he believed what he heard me say at a National Retail Merchant's Association radio seminar. "Us" is Bodnar Fox Gorton, a Farmington, Conn., advertising agency that specializes in handling retailers' broadcast efforts.

The case of the sickly store—A. Silverman & Sons Ltd. of Sudbury, Ont.—has a happy ending. It's making money again and a lot of the credit goes to broadcasting. The 1973 radio budget was doubled. Newspaper was slashed in half. Television dollars got a good boost too.

It was a case of the perfect situation and a perfect client.

For years we have been preaching broadcast to retailers. It can do everything print can do, and a lot of things print can't do. We're great believers in broadcast promotional advertising. You can sell items. You can create impact. You can measure results and, most importantly, you can move people in the front door. When that happens, merchandise goes out with them.

Sudbury is a booming mining town. Per capita income is 44% higher than the Canadian national average. And nearly 175,000 people live, work and purchase nearly \$250 million worth of goods and services there.

Silverman's, an 81-year-old independent retailer, today is the talk of the province. Radio listeners call local disk-jockeys and ask them to play the Silverman's song.

We saw a big fat chance for Silverman's to establish itself as the only fashion store in the city. We also suggested that the merchandising practice of sale after sale after sale be stopped because it put Silverman's in the bad position of having to compete with the mass merchandisers.

We also saw a lot of fashionably dressed young moderns walking around Sudbury, but none of them walking into Silverman's. Misses' and women's wear of a conservative mode was selling—but even then at mark-down more often than not.

Keeping the customers it had and going after plus dollars in the fashion market was our strategy and became the backbone for our creative tool—a song



Peter G. Fox founded Bodnar Fox Gorton in 1970 and is president of the agency today. Prior to founding BFG, he was marketing director of a major savings-bank organization. He has also worked in radio-television production and as a newsman.

entitled "Silverman's is all of today and just a little bit of tomorrow."

We now have a rock version, a country version, a sweet version, a bossa nova version and a Christmas version, all differently arranged, all designed to reach a specific demographic and psychographic segment of the market. Counting the five versions and 10-, 30- and 60-second variations allowing for fashion-oriented "fun copy" readovers, there are 47 different variations of the "Silverman's is all today and a little bit of tomorrow" musical identity. The logo line is constructed musically so that it is ever present in everything—even under the 10-second ID's with which we blitzed daytime television.

Visually, the identity is a monolithic Silverman's "S", which is always in view and always representing Silverman's futuristic fashion attitude. It is always accompanied by a rather esoteric visual presentation of today's merchandise and a

copy statement written and spoken in a "fun tone."

Even hard-sell "value" spots are designed to get the point across and still be fun. We literally set our Silverman's "S" afire in January and changed a normally drab January clearance into the "Silverman's Scorcher of a Sale" while balmy Sudbury shivered through its sub-zero winter.

The single-sentence creative philosophy is: "When it's fashion, it's fun and frilly . . . when it's a sale, it's fashion, fun, and real value."

Tomorrow went into the store, too. Silverman's created a special shop and told its buyers to take chances—stock it with advanced fashion trends, just a little bit of tomorrow, so to speak. The shop is called Tomorrow.

And it worked. Slowly but surely. Daily and weekly sales figures started to climb and, more significantly, mark-downs decreased. So sales were up and so was gross margin.

About halfway through the year, the black side of the ledger became more than a fantasy and summer clearance was looming large. Electronic media performed again.

For 10 days in July, Silverman's conducted its first annual "Help-a-thon" and proceeded to donate 5% of daily store receipts to a different charity each day. "Help yourself to savings. Help yourself to fashion. Help us help someone else," was the theme in a 12-day media blitz that ran one 30-second radio spot per hour all day, each day on all stations in the market. The same applied to 10-second television.

Each Help-a-thon commercial had a "this hour's special" built into the copy and specifically mentioned the charitable organization which would benefit. The goods moved because the people were moved and Silverman's image continued to change.

Fall fashions were kicked off at a free rock concert and fashion show, featuring Ocean, a big-name Canadian group. Men's furnishings had their best June ever when Silverman's ran a "I'm glad he's my dad" essay contest in grades 2, 3 and 4 and put the young winners on the air reading the essays and telling what they bought at Silverman's for Father's Day.

The 1974 plan is done and broadcast is getting the vote of confidence it justly deserves. We're increasing radio another 75% and TV another 40%. Combined, the radio and TV budgets for Silverman's represent two-thirds of the total media expense planned for the year.

We are planning some very innovative uses of broadcast this year. It has proved itself because Silverman's put its money where our mouths have been . . . in broadcast.

Media

Hill wants another look at fairness

McIntire testimony at oversight session is prelude to Pastore's call for hearing to revisit touchy issue; subcommittee also prods Wiley for FCC report on children's TV

The fabric of the FCC's fairness doctrine, already worn thin as a result of criticism from a variety of sources, including some former supporters, is to be subjected to further strain in a hearing to be held by the Senate Communications Subcommittee.

Senator John O. Pastore (D-R.I.), chairman of the subcommittee, has not set a date. And he holds himself still to be a firm believer in the doctrine.

But, he feels, the time has come for congressional review. "What Congress does"—and it engrafted the doctrine onto the Communications Act—"it can undo," he said. However, he was not saying the Congress will undo it.

Senator Pastore made the announcement last week during an oversight hearing on the activities of the FCC that indicated the subcommittee intends to keep close watch on controversial items coming before the commission. He mentioned, almost in passing, that the subcommittee intends to hold an "oversight" hearing on cable TV carriage of sports programs—a hearing that could easily cover also the more controversial question of pay cable—before the commission acts.

The hearing covered a wide range of other issues, too. And probably the most awkward time for the new FCC chairman

came during a discussion of children's television programing. Under persistent prodding from some of the members, Chairman Richard E. Wiley reluctantly agreed to make available copies of the report the former head of the children's television program unit had prepared. The requests came in response to a Jack Anderson column based on a copy of the report the other three members of the short-handed FCC had not yet seen.

The hearing differed from oversight hearings held in the past in that it was opened to members of the public. And the determining factor in Senator Pastore's decision to hold a hearing on the fairness doctrine was apparently the presentation of Dr. Carl McIntire, whose seminary was denied renewal of its WXUR-AM-FM Media, Pa., on grounds the stations violated the fairness doctrine and its personal-attack rule and misrepresented program proposals.

Dr. McIntire claimed the commission's action denied him his First Amendment guarantees not only of free speech but of freedom of religion. "Free speech is suffering desperately," he said. "There is a crisis of freedom" in the land.

And, noting that he lost not only at the FCC but in the courts—the U.S. Court of Appeals in Washington affirmed the commission on the misrepresentation issue and the Supreme Court refused to review the case—he said he plans a "First Amendment march" to Congress on April 6. He will lead "thousands" on the march to request "return of free speech, free press and free religion to the people."

Dr. McIntire appeared with two other ministers who claimed to have suffered a denial of First Amendment rights as a result of the fairness doctrine—Pastor Ennio Cugini, of Foster, R.I., who said his radio program is censored by broadcasters before they present it, and James Nicholls, who headed KAYE(AM) Puyallup, Wash. (now KUPY) until he was forced out as a result of problems stemming from a renewal hearing involving

allegations of fairness-doctrine violations.

The proposed march is not the only string in Dr. McIntire's bow. He said he has collected 600,000 signatures on petitions urging Congress to reinstate the licenses of WXUR-AM-FM, to investigate the FCC in connection with its alleged "repression of free speech," to abandon the fairness doctrine and to approve the assignment of permanent licenses to all broadcast stations.

He also had an answer for the court action blocking broadcasts by the pirate radio ship of U.S. registry that he had posted off Cape May, N.J. He plans to anchor five foreign-owned ships off the Atlantic, Gulf and West Coasts (one off San Clemente) to broadcast his message. He did not say when they would be on station, but the first ships are not expected to arrive before late summer.

Senator Pastore was not the only member of the subcommittee expressing reservations about the fairness doctrine. Senators Howard Baker (R-Tenn.), ranking minority member, and Marlow Cook (R-Ky.) indicated they had doubts too.

Senator Sam J. Ervin (D-N.C.), whom Senator Pastore called the "great constitutional lawyer," was cited. He has called not for repeal of the doctrine but for a modification which would curtail the commission's authority to apply it to stations in areas receiving four or more radio and television signals (BROADCASTING, Nov. 26, 1972).

Cited, also, were the statements of Supreme Court Justice William O. Douglas, who considers the fairness doctrine unconstitutional, and Chief Judge David Bazelon of the U.S. Court of Appeals in Washington, who has reached virtually the same conclusion.

Senator Pastore, who indicated he was troubled by the prospect of an individual being allowed to use a broadcast station for his own purposes while denying it to others, nevertheless said the allegations swirling around the doctrine require in-depth study. The problem, he said, is "not



Chairman Wiley



Chairman Pastore

sloughed off easily. In due time, we'll consider it as a separate matter." And Senator Pastore indicated a facet of the inquiry will be a review of the wxur case.

Chairman Wiley, who is a strong supporter of the doctrine—if for no other reason than that he fears its repeal would create irresistible pressure for public access to the airwaves—noted that the doctrine has been mandated by Congress and approved by the Supreme Court. It was at that point that Senator Pastore said Congress could undo what it has done.

The hearing will take as a starting point the report on the fairness doctrine that the commission is preparing on the basis of a three-year inquiry. Chairman Wiley, who has headed the task force working on the project, said the report is complete and is awaiting only the arrival of new commissioners before being acted on by the commission.

Senator Pastore may have created an awkward situation for the commission in mentioning the other hearing he had in mind—on sports carriage—before the commission acts. Chairman Wiley said a great deal of staff work has already been completed, and went no further toward acknowledging the senator's remark than saying the commission "will keep the subcommittee informed."

(A commission official said it seems an odd way to regulate — to complete a lengthy proceeding, and then wait until Congress plows the same ground.)

Senator Pastore seemed at least as concerned about pay cable—and its possible siphoning effects—as he was about sports carriage, which involves the commission proposal to mirror Congress's action in protecting the home box office of professional teams against the impact of television coverage. "I don't want to see cable skim off the cream," Senator Pastore told Chairman Wiley, who appeared on Wednesday with Commissioners Robert E. Lee and Charlotte Reid. "Exert every opportunity to maintain free television, and also help cable develop—provided it doesn't do it at the expense of people who can't afford to pay."

And, in an apparent reference to the National Association of Broadcasters' public relations campaign against pay cable, he said he had received letters from elderly people who have been reached by "certain groups" and who say, "'Don't let them take it away.' I don't want them left with Howdy Doody. Cable ought to be given every chance to present something new, not bid for what is already available."

"We agree," said Chairman Wiley. "But movies and sports are staples, and they [cable TV] may need it."

Senator Pastore used the discussion of cable television as an opening for criticizing the Office of Telecommunications Policy for not consulting with the commission in the field of cable television. He noted that OTP has headed a cabinet level committee that studied cable and rendered a report and is now preparing to submit legislation to implement it—"and not one member of the commission

Pastore's promise: full commission by mid-April

But, there's a catch—White House had to send up third nominee, or at least indicate who he might be, by end of last week

The logjam blocking the restoration of the FCC to full seven-member strength was close to breaking up last week. All that was needed was a White House nomination to fill the third vacancy. "If the President sends up an appointment this week, we'll give you all three commissioners by April 16," Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, told FCC Chairman Richard E. Wiley last week.

And to indicate the seriousness of the comment, he scheduled a hearing for April 3 on the nomination of Luther Holcomb, presently vice chairman of the U.S. Equal Employment Opportunity Commission, to fill the vacancy created by the resignation in December of H. Rex Lee.

The promise of three commissioners by April 16, assuming prompt action by the President on the vacancy created by the resignation last month of Chairman Dean Burch, indicates that the long-stalled nomination of James H. Quello will be approved. Mr. Quello, named to succeed Nicholas Johnson, has been the target of consumer-oriented groups because of his career in broadcasting; he is the retired manager and vice president of WJR-AM-FM Detroit.

The April 16 date was not an arbitrary selection. Commissioner Robert E. Lee leaves on April 17 for an international conference in Geneva, and his departure will deny the commission a quorum. (Commissioner Lee's own renomination to a term beginning July 1, which once appeared in some doubt, is now regarded as a virtual certainty, in view of strong support from Congress.)

Chairman Wiley, who has been hobbled by the lack of a full commission and who was fearful of being left without a quorum, received Senator Pastore's pro-

nouncements with delight and relief. "Thank you, senator," he said.

Senator Pastore disclosed his plans on Wednesday, during the second day of an oversight hearing on the commission's activities (opposite page). And the public commitment seemed designed both to put pressure on the White House to transmit a nomination and to keep away from the subcommittee the onus of preventing the commission from operating with a full complement—particularly since Senator Pastore himself has urged it not to deal with major items while so short-handed.

There had been reports that Senator Pastore might delay a hearing on Mr. Holcomb until it could be bracketed with one on the nomination of the person to succeed Mr. Burch. And the April 3 date—the hearing is to start at 9:30 a.m.—will mean a delay in the start of the previously scheduled hearings on television violence (BROADCASTING, March 18).

But during the oversight hearing, Chairman Wiley referred several times to the commission's inability to act on major items until vacancies were filled. And Senator Robert Griffin (R-Mich.), one of Mr. Quello's backers and a subcommittee member, more than once made a point of referring to the length of time the commission has been understrength. (Mr. Johnson left on Dec. 5, Mr. Lee on Dec. 31.)

One possible hitch in Senator Pastore's proposed time table involves the Federal Bureau of Investigation check that is customarily made on all proposed presidential nominees before the nominations are announced. A check could take two or three weeks.

In the event that kind of delay seemed likely, the committee could proceed with the Quello and Holcomb nominations on the basis of informal word from the White House. Senator Pastore seems determined to know who is to be named to the third vacancy before acting on any of the nominations.

has been consulted . . . it doesn't make sense to me." He urged the commission to "stand up and say whether you agree or disagree" on the legislation OTP submits.

Chairman Wiley's agreement to turn over the Elizabeth Roberts report on children's television programming was prompted principally by the requests of Senator Cook. He appeared concerned about the effect on the public of the Anderson column, which said "an explosive Federal Communications Commission study that would reform the inane world of children's television has been stuffed in a government safe."

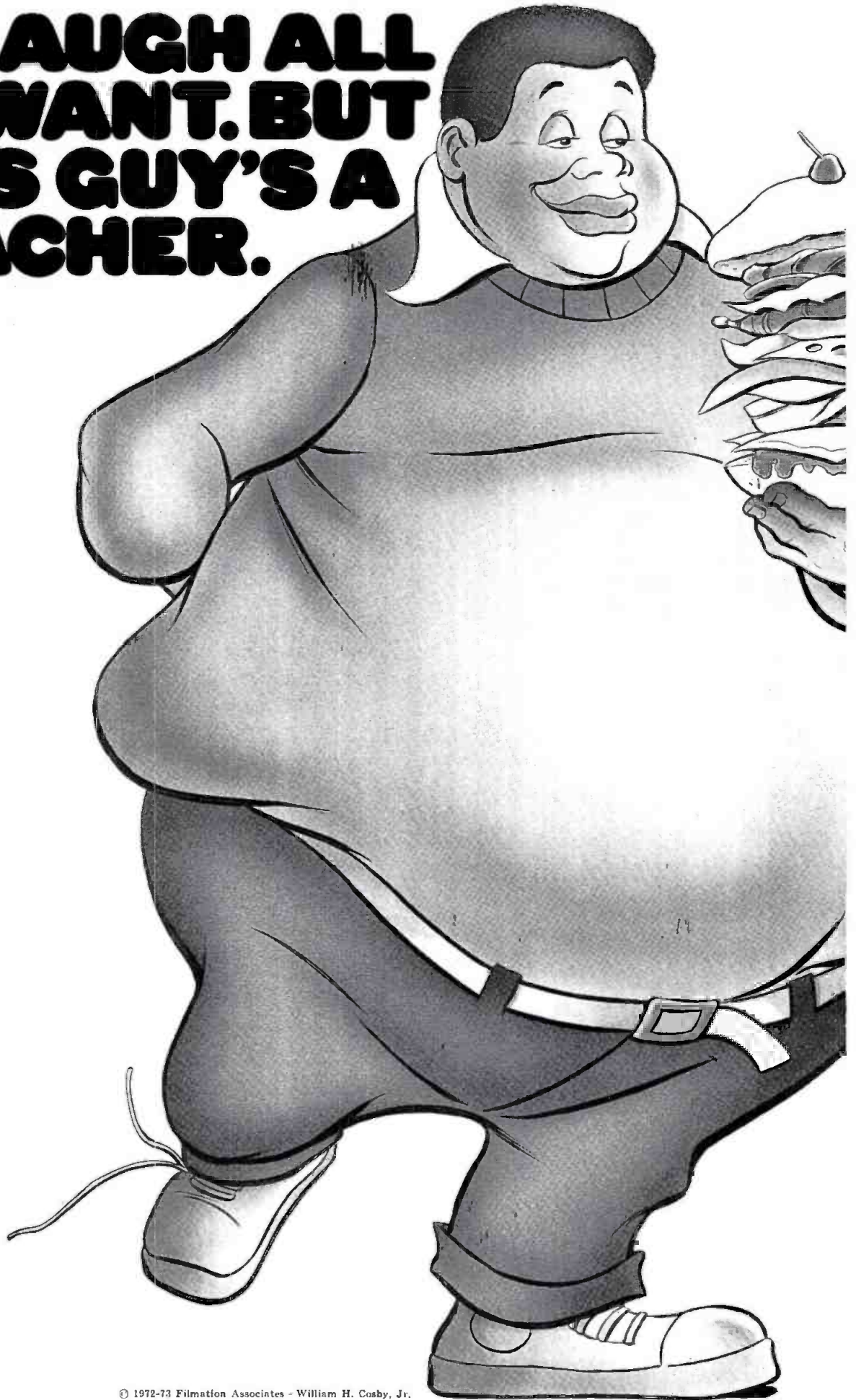
Chairman Wiley said the report was not "explosive" and contained nothing in the way of options that had not been discussed before the commission. (Mrs. Roberts agrees. "Anderson's piece is more exciting than mine," she told BROADCASTING.) He also said that other staffers with responsibility in the children's programming area had not yet had an opportunity to

review the document and that it was poor administrative practice to turn over documents that do not represent the commission's position. But he finally said he would "comply," when Senator Pastore asked for a copy in behalf of the subcommittee. Senator Pastore did not say whether the report would be made part of the public hearing record.

Chairman Wiley was confronted with the request when he was unable to give a date certain for commission action in the children's programming area. Mr. Wiley noted that three new commissioners are coming on board, and will require time to familiarize themselves with the delicate and difficult problems involved. But (Chairman Wiley sees the issue as raising serious First Amendment problems.)

Robert Choate, chairman of the Council on Children, Media and Merchandising, submitted a statement sharply critical of the commission's failure to complete work on the project begun four years ago with the acceptance of a peti-

**LAUGH ALL
YOU WANT. BUT
THIS GUY'S A
TEACHER.**



Funny, he doesn't look like one.
But that's the point.

Fat Albert is a very human hero to many millions of fans every Saturday.

And they empathize with him as he struggles with the value conflicts and peer-group problems that confront kids today.

What does a kid do about a show-off? A braggart? The kid who lies to impress you? The big kid who seems to make a career out of exploiting little kids?

Then there are the problems kids have with themselves.

Frustration. Getting attention. Understanding and accepting differences between people. Playing hookey. Creativity. Personal courage, or the lack of it.

To a kid, these are not abstractions.
They are serious daily challenges.

And Fat Albert, the unlikely hero, provides the example for working them out.

Do the messages get across?
A recent study, involving five episodes of the show, found that nine out of ten (89.3%, to be exact) of the 711 children interviewed received one or more pro-social messages from the episode they viewed.*

The program themes deal with the intangibles of ethics and values, influencing feelings, behavior and value judgment.

This is *attitude* information. It's very different, of course, from the kind of factual, elementary school information with which educational children's programming has largely concerned itself up to now.

Fat Albert, then, is an extraordinary experiment in television education, created under the direct, detailed supervision of a panel of noted scholars and educators.

It is also very funny.

Thanks, mostly, to Bill Cosby. For Fat Albert, Weird Harold and the rest have come hilariously to life out of his comic imagination and the wry memory

of childhood years in Depression-era Philadelphia.

And so the kids love it.

In a medium where kids can vote by simply turning a dial, Fat Albert is one of the most popular children's programs in all television.

But Fat Albert and the Cosby Kids is important, not only for itself, but for its place in the larger framework of CBS Television Network programming experiments for children.

It takes its place among the widely acclaimed "In the News," "The CBS Children's Film Festival," "What's It All About?," "The CBS Festival of Lively Arts for Young People," and the daily "Captain Kangaroo" program throughout the year.

These programs have a common purpose: to expand the child's understanding of self and the world, through the imaginative, unorthodox use of television.

Kid TV has the unequalled potential for combining education with genuine entertainment: in short, for making learning fun.

Which is why Fat Albert delivers its message so effectively.

It makes wonderful sense to kids—not to mention parents and other teachers.

*If you would like a copy of the study, please send your request to: Office of Social Research, CBS/Broadcast Group, 51 West 52 Street, New York, N.Y. 10019

Fat Albert and the Cosby Kids is on every Saturday at 12:30 PM, EDT on the CBS Television Network. You and people

you know in the neighborhood of six to twelve will find a lot in it.



CBS



Dr. McIntire

tion from Action for Children's Television. "If one reviews Chairman Wiley's statements . . . the outlook seems to be for another year of waiting for a very soft decision to come down, he said. "With luck, children will be considered ready for adult commercial restraints. Only if you light a fire under them will the FCC move to really protect children."

Mr. Choate's suggestion was to bridge the division between the responsibilities and duties of the FCC and the Federal Trade Commission in the area of advertising directed at children. Let the commission delegate to the FTC for two years the responsibility for all children's commercial activity—including the number, frequency and repetition of commercials, he said.

Senator Pastore suggested a more direct route. "It strikes me that from time to time you can sit down informally with the networks and discuss their responsibilities," he said to Chairman Wiley. "We've done that in my office, with the three network presidents." He was not talking about "twisting anybody's arm," he said. "But as parents, tell them what their responsibilities are. If you don't, Pastore will."

Senators Pastore, Baker and Cook all appeared concerned about the advertising directed at children. And they indicated they would like to hear from the FTC on the subject. "There is some way to make sure that advertising is not deceitful, and doesn't take advantage of the child," Senator Baker said.

The Roberts report recommends eliminating ads directed at preschoolers, ban-

ning host selling and cutting back to nine and a half minutes per hour the amount of commercial time allowed on any children's programming. It also contains strong exhortations to stations to provide more diversified programming on Saturday mornings, and to provide more children's programming throughout the week; but it contains no proposed rules on programming.

In other matters, Senator Robert Griffin (R-Mich.) expressed concern about negotiated agreements between stations and citizen groups threatening to file petitions to deny their license renewal applications. "Are you aware of the fact that licensees are negotiating away public responsibilities to provide balanced programming to individuals?" He said he was "shocked" when he heard of the practice—a common one for several years.

Chairman Wiley said the commission was walking "a tightrope" in the area, "trying to encourage dialogues" between stations and groups to improve service while at the same time making sure licensees do not "abrogate their responsibilities." He said the commission "will not countenance turning over public interest to private interests."

For his part, Senator Pastore thought it made sense for community groups to let stations know their views "If you didn't have pressures, you wouldn't have blacks on TV," he said.

However, Senator Baker brought up a case he thought involved "an abrogation of license responsibility"—the agreement between KTTV(TV) Los Angeles and a number of local groups under which the station committed itself not to broadcast a number of specific programs the groups considered unsatisfactory for children (BROADCASTING, Oct. 8, 1973).

Chairman Wiley declined comment; the agreement has not yet received commission approval.

The two-day hearing did not go badly for the new chairman, all told. The senators seemed to respect the fact that he was new in the job and was hobbled by an undermanned commission; on the other hand, there seemed little in the commission's review that elicited praise.

In one exchange, Senator Pastore managed at once to ignore the fact that the commission plans a series of regional meetings to solicit opinions from the public, while at the same time urging that it do just that: "You don't find out what's going on [by staying closeted] in Washington," the senator said, suggesting that getting out in the country would serve a great purpose. "You'd come back with a sense of what the people feel at the grass roots. Go back there once in a while. People would like to be heard." (The commission will begin such a swing with a two-day meeting in Atlanta in mid-May. Chairman Wiley will attend.)

At that point, the commission was asked to step down to permit Dr. McIntire and his associates to testify before the morning session ended. And for about an hour, the commissioners heard themselves and their works—the fairness doctrine, in this case—denounced as violators of the First Amendment.

Wiley pledge more a reminder of the old order than a call for a new one

Commission actions in past in areas cited by new FCC chairman at NAB show that the day was already over

"Ladies and gentlemen, the day is over when you can engage in fraudulent billing practices, rigged contests, hoax announcements, misrepresentations to the commission, unauthorized transfers of ownership or control and a number of other very shoddy actions and expect to retain—without jeopardy—your license to operate."—FCC Chairman Richard E. Wiley, before National Association of Broadcasters, in Houston.

The declaration was intended to help sound the keynote for Chairman Wiley's new administration. He would continue his effort to eliminate what he considered wasteful and unnecessarily burdensome rules; but he would impose stiff penalties on those "few irresponsible broadcasters who simply cannot conform to a decent code of professional conduct." He promised a "crackdown."

The passion with which Chairman Wiley addressed the issue made it appear to some as though the commission had somehow been remiss in the past in dealing with fraud. In order to be over, the day during which broadcasters got away with "unsavory" practices had to have had a beginning and a middle. But Chairman Wiley says the remark should not be read as suggesting the commission has done nothing in the past. "I feel a special commitment in this area," he said. "I have always felt strongly on this." And he said he has ideas for providing the commission with additional weapons to fight against fraud. One possibility is a rule dealing with phony contests.

The fact is, the commission has not been entirely sympathetic in recent years to the kind of broadcaster with whom Mr. Wiley dealt in that portion of the speech. Commission records indicate that in the two years Mr. Wiley has been a member of the commission, it voted in 11 hearing cases in which 14 licenses were at stake as a result of allegations of the kind of conduct Chairman Wiley deplored. Five license renewal applications were denied. Five other stations were given sanctions that were less than fatal—fines or short-term renewals. Two emerged with full, unqualified renewals. (In addition, two stations simply gave up—one dismissing its application rather than go through a hearing, another accepting an administrative law judge's initial decision to revoke its license.)

In the cases in which death penalties

were imposed, the commissioners who voted were unanimous in the judgment. But if Mr. Wiley had had his way, the commission would have taken away a couple of more licenses in the last two years.

Whether the commission can improve—if that is the word—on the record of the last two years remains to be seen. The commission under Chairman Burch was not reluctant to designate cases for hearing on character qualification issues. Staffers say recommendations for such hearings were almost invariably accepted. (But the staff approaches its task with considerable caution; it generally does not present a case for hearing unless it feels quite certain it has the goods on the licensee. And there are not many such cases—eight renewal or revocation hearings were designated in fiscal year 1972, nine in fiscal year 1973.)

And Chairman Wiley makes it clear he is not committed to the denial of every renewal that finds its way into a hearing. "I'm a lawyer," he says, "I'll listen to the evidence." There was, for instance, the case involving WCVI(AM) Connellsville, Pa., charged, among other things, with fraudulent billing and programming for the private interests of the licensee. It was the first such case to reach the commission after Mr. Wiley became chairman on March 8. The hearing examiner recommended a one-year renewal and the Broadcast Bureau did not object. The result was a 4-to-0 vote to grant the short-term renewal to the station.

Then there was the decision last September, in which the commission voted 4-to-2 to renew the license of WPDQ(AM) Jacksonville. The station had been accused of a string of violations Chairman Wiley has denounced—unauthorized transfer of control, misleading contests, announcements, among them. But, the staff concedes now, the case was not a strong one. (Former Commissioners Nicholas Johnson and H. Rex Lee, the dissenters, thought otherwise, however.)

Of course, the chairman sets the tone of the commission. And presumably the staff is aware of Mr. Wiley's intention to "crack down" on operators who do not conform to a reasonable standard of professionalism, and will turn to the job of bringing rules violators to book with renewed zest.

Experience indicates, however, that the commission is not likely to be known for the number of scalps that hang from its belt. Even counting the hundreds of stations on which the commission over the years has imposed fines and short-term renewals without hearings, the number of stations caught in the regulatory net is small compared to the total licensee population. But Mr. Wiley said he is concerned about those "few" broadcasters who refuse to behave. As to them, they have had reason to know for some time that the day in which they could commit fraud with impunity was over long ago. If they had forgotten the dangers, Chairman Wiley's speech probably reminded them.

Justice says suit against networks is entirely proper

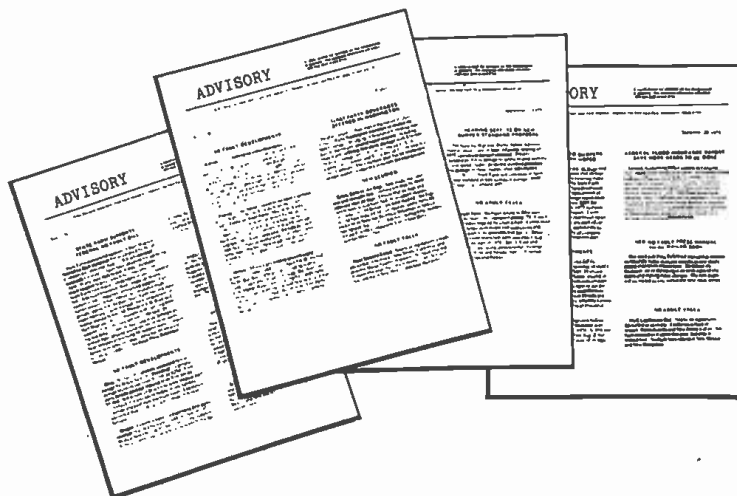
Department submits affidavit from Watergate attorney to refute claim action was politically motivated

The Department of Justice contends the arguments by three major networks that the antitrust suits it filed against them were politically motivated (BROADCASTING, Dec. 31, 1973) are not only irrelevant but wrong in fact. And to support the second assertion it cited an attorney

from the Watergate Special Prosecution Force, who investigated the allegation, and found no basis for it—at least not yet.

However, the department was sufficiently concerned about appearances that it kept a White House aide informed of its plans and delayed the filing of the suits to enable then-White House Director of Communications Herbert G. Klein to assure the networks that the cases were not politically motivated. The only outside influences mentioned in connection with the department's decision to file the suits were representatives of the motion-picture industry, including Jack Valenti, president of the Motion Picture Association of America, who were

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said to have complained of injuries allegedly done their industry by some of the network practices.

The department's response to the network arguments and the background to the filing of the suits were contained in a motion the department filed with the U.S. District Court in Los Angeles, together with supporting affidavits. The motion asked the court to reject the networks' arguments concerning motives as well as their request for documents and for depositions from former White House aides.

The department sued ABC, CBS and NBC on April 14, 1972, charging them with using their control of access to air time to monopolize prime-time television entertainment programming. The suits seek to bar the networks from carrying network-produced entertainment films, including feature films. It said the suits were the result of studies begun in the 1950's. But the networks, in pleadings filed in December, charged that the suits were part of a calculated effort by the administration to intimidate them and violate their First Amendment rights. CBS, which filed the sharpest retort, said the administration was attempting to "inhibit criticism of the President of the United States and his appointees." CBS and ABC also said the suit violates the First Amendment by attempting to restrain them from producing motion-picture films and television programs.

The Justice Department said the question of motive is irrelevant. "The public," it said, "has a right to the benefits of competition and its right cannot be defeated by questioning the motives of those charged with protecting the public."

It also said that ABC and CBS are in effect making the "frivolous" argument that they are immune from the antitrust laws by virtue of the First Amendment because they are engaged in broadcasting. The department, in urging the rejection of that contention, noted that the Supreme Court has ruled that businesses such as newspaper publishers are engaged in business for profit as are those who make steel and, like them, are covered by the Sherman Act.

The department said the requests by ABC and CBS to obtain depositions from such former White House aides as Jeb Magruder, H. R. Haldeman, John Ehrlichman and Charles Colson, and to obtain a variety of documents in connection with the case should also be denied as irrelevant. The requests, it said, show that their purpose "is to inject into these cases the issue of [the department's] purported improper motive or motives in bringing these cases."

But the department does not rely on that argument alone. The motion is accompanied by affidavits from the Watergate special prosecutor's office attorney Hamilton P. Fox III, as well as two heads of the antitrust division.

Mr. Fox, whose affidavit constituted the first public disclosure that the special prosecutor's office was checking into the government's motives in filing the suit against the networks, said he has reviewed "relevant" Justice Department documents and has interviewed Justice

Department personnel involved in the decision to file the suits, as well as some outside witnesses.

"None of this evidence," he said, "supports the claim that these suits were filed for the purpose of influencing network news reports or as a result of campaign contributions by parties having direct or indirect interest in these suits or for any other improper motive or purpose."

He also said that the investigation is not yet complete. But, he added, the evidence thus far examined "indicates that these suits originated with the staff of the antitrust division through normal processes and were motivated by proper, antitrust considerations." He said he would inform the court in the event he subsequently uncovers evidence of improper motivation.

One of the former heads of the division who filed an affidavit is Richard W. McLaren, now a U.S. district judge for the northern district of Illinois. He was assistant attorney general in charge of antitrust from Feb. 1, 1969, until Feb. 2, 1972. The other former chief is Walter B. Comegys, who was acting head at the time the suits were filed and who is now practicing law in Boston. Both said the suits were in preparation for a long time and were filed for legitimate antitrust reasons.

Judge McLaren's affidavit, however, indicates the department moved with some caution toward the confrontation with the networks. Judge McLaren said he finally recommended the suits be filed in a memorandum to then-Attorney General John Mitchell on Feb. 8, 1971. (The suits were among the matters pending in his division when he became its head.) Mr. Mitchell and his special assistant, Richard A. Moore, former head of KTTV-TV Los Angeles who was later to become a presidential assistant, discussed the suits with Mr. McLaren during that spring and summer. It was not until Sept. 30, 1971, that Mr. Mitchell finally signed the suits. However, the filing of the suits "was held in abeyance, pursuant to the attorney general's direction," to enable Mr. Klein to contact the chief executives of the networks to inform them that the cases "were not politically motivated and did not involve the news function," according to Judge McLaren's affidavit.

Mr. McLaren on Oct. 8, 1971, sent a copy of a proposed press release on the networks case to Mr. Moore, by then a presidential assistant, "for his information and comments." And in January 1972, Mr. Moore informed Mr. McLaren that Mr. Klein had "had discussions of some nature in the early part of that month" with executives of the networks. Mr. McLaren passed this along to Mr. Mitchell but did not discuss the matter further with him before leaving the department on Feb. 2, 1972.

The final decision to proceed with the suits was made by Mr. Comegys and Richard Kleindienst, in his role as acting attorney general. After Mr. Mitchell left the department on March 1, Mr. Comegys related in his affidavit, he brought the matter of the suits to Mr. Kleindienst's attention and expressed concern about any further delay in their

filing. Mr. Kleindienst approved the filings with the proviso the networks be given an opportunity to negotiate consent decrees. The networks, informed on April 10 of the department's intention to file, rejected the settlement offered, and the court fight was on.

The visits of the motion picture representatives to the antitrust division offices were mentioned in Judge McLaren's affidavit. "From time to time during the years 1969-71," Judge McLaren said, he received visits and telephone calls from Louis Nizer and Whitney North Seymour, attorneys for motion picture producers, Mr. Valenti and others associated with that industry whose names Judge McLaren could not recall. Their purpose, he said, was to complain "of the injuries being done to their firms by the alleged network practices of NBC, CBS and ABC, and urging that the department file suit against such unlawful conduct." But at no time, Judge McLaren said, "was there any mention or suggestion relating to direct or indirect political contributions."

An eager Eger makes it to first as Pastore chalks up OTP's batting average

Whitehead's leadership of agency comes up for criticism as nomination hearing becomes forum for look at OTP functioning, future directions

After waiting eight months for the privilege, John Eger last week breezed through a 20-minute hearing on his nomination to be deputy director of the White House Office of Telecommunications Policy. Mr. Eger, who most recently served as legal assistant to former FCC Chairman Dean Burch, was appointed by the President Aug. 3, 1973.

The Eger nomination was, in the end, an ounce or two of the pound of flesh Senator John O. Pastore (D-R.I.) and his Communications Subcommittee have been intent on extracting from OTP's current director, Clay T. Whitehead.

Senator Pastore charged that OTP, under Mr. Whitehead's direction, has confirmed the fears of the agency's earliest critics, namely that the office has "encouraged improper political encroachment." Senator Pastore said that OTP had failed in its efforts to devise an overall telecommunications policy for the nation, and that its work with respect to the future of cable television, has been "piecemeal."

"Nothing I've said is critical of you," the subcommittee chairman assured a buoyant John Eger. "It was critical of the procedures of the past that have led to the impasse."

Senator Pastore said that Mr. Eger's nomination had been held up for so long "because we are today considering a

deputy to a head of a department who has already indicated that he is going to retire." It's been reported that hearings on Mr. Eger's appointment did not move forward until the White House assured the subcommittee that Mr. Eger would not be named to replace Clay Whitehead in the future.

Despite Senator Pastore's criticism of the agency and its leadership, the chairman says he is all for keeping the agency. Commenting on a Senate proposal from Connecticut Senators Lowell Weicker (R) and Abraham Ribicoff (D) to dissolve OTP and move its functions under the FCC, Senator Pastore said "I will be opposed to the abolition of this agency." He stated that the subcommittee had been in the "vanguard" of efforts to structure such a White House office that could "give the President intimate advice at short range on these vexing problems that he himself is too busy to analyze and resolve. Nothing should be done to diminish the integrity and importance of this office. And that accounts pretty much for some of the frustration on the part of this subcommittee," he explained. "We want to do everything we possibly can, because these problems have to be resolved, but we are getting everything done [by OTP] piecemeal."

And, in speaking of subcommittee action, Senator Pastore stated publicly that the subcommittee was holding as hostage the two FCC nominations currently pending before it because "this Congress ought to know just what the full composition [of the FCC] is going to be before we begin to act on any one of the them." (At another hearing later in the week, the senator amplified that position [see page 15].)

Senator Howard Baker (R-Tenn.), the ranking minority member on the subcommittee, protested that hold-up during the Eger hearings. "I fully understand the difficulties involved in dealing with a situation where we do not have a Presidential appointment to the FCC and we don't know who Mr. Whitehead's successor will be. But we have a job to do here [acting on the Eger appointment] and that job is to take the facts as we find them and to deal with them," he said.

Slumbering copyright unit set to awaken next week

McClellan subcommittee will mark up bill April 9-10; observers see little chance for last-minute changes

Dates for the long-delayed mark-up of copyright-revision legislation were announced last week, heralding the first legislative step on copyright since last month's Supreme Court decision relieving cable-TV operators from the liability for imported distant signals (BROADCASTING, March 11). Copyright mark-up by Senator John L. McClellan's (D-Ark.) Copyright Subcommittee will take place April 9 and 10 in Washington.

But, since the bill has been under consideration for so long—bottled up in the Senate subcommittee for almost four years awaiting the Supreme Court de-

cision among other factors — most groups who will be affected by the bill are saying they have little chance of amending it at the subcommittee level. "We just don't have the votes," one National Association of Broadcasters staffer said last week.

The NAB would like to see three sections of the bill modified or deleted. First, the association wants the schedule of fees cable-TV operators will be paying copyright owners left to binding arbitration, rather than the set schedule of fees the bill now prescribes. Compulsory arbitration, an NAB spokesman said, would "make sure the fees are competitive with fees broadcasters are currently paying." Second, the association wants revisions in the so-called "graveyard

clause" which stipulates that fees for future signals cable-TV operations may carry come under the original, compulsory license the cable systems must have. The NAB would like fees for future signals bargained for separately. Last, the association wants a provision creating a performers' copyright deleted. The performers' copyright would require a broadcaster to pay 2% of his net receipts to artists and record companies for the recorded music they may use. "There is no compromise on this provision," the NAB spokesman said. "Performing on and manufacturing records are not creative acts and these people are well compensated by the sales of records broadcast exposure brings."

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these changes, the effort will probably not come until full Judiciary Committee mark-up, sometime in the future. The subcommittee has been haggling over copyright-revision for such a long period that a consensus has been reached and it would be difficult to get members to change their minds at this late date, the thinking goes. "But the full committee, that's another matter," the NAB staffer said.

Taft in, ABC out of Pittsburgh radio

Network plans to sell AM-FM holdings for \$3.5 million, says it is shopping around for replacement properties

ABC Inc. has agreed in principle to sell KQV(AM)-WDVE(FM) Pittsburgh to Taft Broadcasting Co. for \$3.5 million in cash.

In announcing the proposed transaction last week, Harold L. Neal Jr., president of ABC Radio, said ABC has a long-range commitment to the future of radio and intends to maintain and upgrade its full complement of owned radio stations by acquiring replacements for the outlets it is relinquishing.

The sale of the Pittsburgh stations is subject to the execution of a definitive agreement and the approval of the FCC.

Other ABC-owned radio stations are: WABC(AM) and WPLJ(FM) New York; WLS(AM) and WDAI(FM) Chicago; KGO-

(AM) and KSFX(FM) San Francisco; KABC(AM) and KLOS(FM) Los Angeles; WXYZ(AM) and WRIF(FM) Detroit; KXYZ(AM) and KAUM(FM) Houston.

The purchase would restore Taft to ownership of five AM and five FM stations. Taft now owns and operates WTVN-AM-FM-TV Columbus, Ohio; WDAF-AM-FM-TV Kansas City, Mo.; WGR-AM-TV and WGRQ(FM) Buffalo, N.Y.; WKRC-AM-TV and WKRQ(FM) Cincinnati; WBRO-TV Birmingham, Ala., and WTAF-TV Philadelphia.

Reports had circulated for some time that ABC was negotiating for the sale of the Pittsburgh stations. Officials confirmed several weeks ago they had been "listening" to prospective buyers (BROADCASTING, March 4). An ABC spokesman said last week the company has discussed the purchase of other radio stations with many owners over the past few months, but has come to no decision. He declined to identify the stations.

Changing Hands

Announced

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

▪ WHTN-TV Huntington, W. Va.: Sold by Reeves Telecom Corp. to Gateway Communications Corp. for \$8 million (see story, this page).

▪ KQV(AM)-WDVE(FM) Pittsburgh: Sold by ABC to Taft Broadcasting Co. for

\$3.5 million (see story, this page).

▪ KFML-FM Denver: Sold by Joseph McGoe to Jefferson-Pilot Broadcasting Co. for \$450,000. Mr. McGoe retains KFML(AM) Denver. Charlotte, N.C.-based Jefferson-Pilot seeks KFML-FM to complement Denver AM—KIMN—it purchased from Pacific & Southern Broadcasting Co. earlier this year (BROADCASTING, Jan. 14). Other P&S stations now under Jefferson-Pilot's wing are WQXI(AM) Atlanta and WQXI-FM Smyrna, both Georgia. It also owns WBT-AM-FM-WBTV(TV) Charlotte, N.C., WBIG(AM) Greensboro, N.C., and WWBT(TV) Richmond, Va. Charles Crutchfield heads firm, subsidiary of Pilot Life Insurance Co., Charlotte. KFML-FM is on 98.5 mhz with 10 kw and antenna 720 feet above average terrain. Broker: R. C. Crisler & Co.

▪ KOFM(FM) Oklahoma City: Sold by Loyd Benefield and others to Robert D. Freeman, Lowell Denniston and Frank Carney for \$450,000. Buyers own KEYN-AM-FM Wichita, Kan., and KCSJ(AM) Pueblo, Colo., and hold CP for KBJQ(FM) Pueblo. Mr. Freeman heads broadcast operations. Mr. Denniston operates Kansas supermarket chain. Mr. Carney is president of Pizza Huts Inc., nationwide restaurant chain. KOFM is on 104.1 mhz with 100 kw and antenna 1,425 feet above average terrain. Broker: Sovran Associates, Dallas.

▪ WEEW(AM) Washington, N.C.: Sold by Roy D. Wooster Sr. and Jr. and Margaret Wooster to Charles D. Carawan for \$150,000. Messrs. and Mrs. Wooster retain WRON(AM) Ronceverte, W. Va. and WHAT(AM) Hopewell, Va. Mr. Carawan is sales manager of WYNG(AM) Goldsboro, N.C. WEEW is daytimer on 1320 khz with 500 w. Broker: Blackburn & Co.

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see page 43):

▪ KTVW(TV) (ch. 13) Tacoma, Wash.: Sold by Blaidon Mutual Investors Corp. to Christian Broadcasting Network Inc. for \$5,167,025. M. G. (Pat) Robertson heads Portsmouth, Va.-based CBN, licensee of WXRI(FM) Norfolk and WYAH-TV Portsmouth, both Virginia; WXNE(TV) Boston; KDTV(TV) Dallas, and following FM's: WEIV Ithaca, WBIV Wethersfield, WMIV South Bristol, worv DeRuyter township and wjiv Cherry Valley township, all New York. KTVW, independent, operates with 31.6 kw visual, 46.6 kw aural and antenna 800 feet above average terrain.

Reeves sells last TV

Purchase of WHTN-TV brings Gateway's portfolio up to four

In a transaction signalling the exit of Reeves Telecom Corp. from television broadcasting business, the company has agreed to sell its only TV station, WHTN-TV Huntington, W. Va., to Gateway Communications Corp. for \$8 million. Sale, subject to FCC approval, would bring Gateway its fourth TV station.

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quire the remaining television interests of Triangle Publications Inc. It is controlled by members of the Malcolm Borg family, publishers of the *Bergen* (N.J.) *Evening Record*, and is headed by George A. Koehler. Mr. Koehler is the former director of Triangle Publications' broadcast division, liquidated last year when Triangle sold its last three television properties to Gateway and its remaining radio interests to several individual buyers. The three TV stations are WTJ-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pennsylvania, and WBNG-TV Binghamton, N.Y.

Reeves, a publicly owned corporation based in Charleston, S.C., is headed by Hazard E. Reeves (board chairman) and J. Drayton Hastie (president). In addition to WHTN-TV, it owns four radio stations — WKEE-AM-FM Huntington and WITH-AM-FM Baltimore. The company's plans for its radio properties were not disclosed.

WHTN-TV (ch. 13), an ABC affiliate, operates with 316 kw visual, 20 kw aural and an antenna 1,000 feet above average terrain. Broker in the transaction was Avpro Inc., New York.

WRNW sale draws fire from local citizens

Opposition to Sonderling purchase arises from planned format change

Sonderling Broadcasting Corp. has asked the FCC to clear the way for its acquisition of WRNW(FM) Briarcliff Manor, N.Y., over the objections of a local citizen group.

Lake Champlain Broadcasting Corp., WRNW's licensee, late last year agreed to sell the station to group broadcaster Sonderling for \$525,000 (BROADCASTING, Nov. 19, 1973). But subsequently a group called the Citizens Committee to Save WRNW, along with Frederick Pike, president of the committee, and Thomas Dietz, treasurer, filed a petition to deny the application, charging Sonderling proposed to change its rock format to the detriment of area residents.

In its opposition to the committee's petition Sonderling pointed out that WRNW is the only station assigned to Briarcliff Manor, and "it is difficult to conclude that the public interest can only be served by programing WRNW progressive rock 100% of the time" since two nearby New York stations, WXLO(FM) and WNEW(FM), also provide Briarcliff Manor with rock programing. It added Lake Champlain has been unable to sell advertising with the present format.

The only change proposed, Sonderling said, is to simulcast Sonderling's black-oriented WWRL(AM) New York 50% of the time, retaining rock programing for the benefit of Briarcliff Manor students during nonschool hours.

In response, the citizen committee contended that Sonderling "intends to broaden its signal base originating with WWRL(AM) in New York City, a station catering to a black population, by simul-

casting into the FM band and increasing signal penetration into the southern tier of Westchester (the county in which Briarcliff Manor is located). There is advanced in support of this scheme no justification which reaches the interest of the local community. . . ." The committee asked the commission to hold a hearing on the WRNW transfer application.

OTP's drop-in plan finds a fan in Parker and friends

Office of Communication, four experts say 62 added channels should be set aside for noncommercials, minorities

The Office of Communication of the United Church of Christ and four communications experts last week told the FCC it should implement the Office of Telecommunications Policy's VHF drop-in proposal to foster the commission's goals of program diversity and increased public access to divergent viewpoints.

The petition was filed by Geoffrey Cowan, director of the communications law program at the University of California at Los Angeles (son of ex-CBS-TV President Louis Cowan); UCLA communications law professor Monroe Price; UCLA law student Charles Channel, and Walter Baer, communications consultant for the Rand Corp., in addition to the

United Church of Christ. It asks the commission to institute a rulemaking designed to add up to 62 VHF channels to its television table of assignments.

To increase the availability of public television, the petition says, the commission should reserve a new noncommercial VHF channel in each community where a new V can be added, and where there is no noncommercial VHF reservation. It also said that in the comparative hearing for every newly created TV license, the commission should consider local ownership and management by minorities as "a factor of primary significance" when there are already two or more TV stations in the community, when the minority group does not own or manage the existing stations and when the group comprises a substantial portion of the community's population.

"There is now good reason to believe that a number of new VHF channels can be created in the major markets without retarding the growth of UHF or causing significant interference with existing stations," the petition asserts.

The petition points out that no non-commercial station is on the air in more than 25 of the top 100 markets, and in the 38 markets that do have a noncommercial outlet, the only public channel is on UHF. Noncommercial programing on UHF does not provide an effective substitute, the petition asserts, because "UHF suffers from the disadvantages of viewers' tuning habits and the absence of 'click [detent] tuning.'"

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Brokers of Radio, TV, Newspaper & CATV Properties

Renewal threat stays in House version of bill for consumer agency

But committee spokesmen reject claim of real danger to broadcasters; measure's opponents also fear dual prosecution, double jeopardy, undermining federal agencies' role

Legislation to establish a federal agency to serve as an advocate of the consumer was passed out of a House committee last week for consideration by the full House. The Government Operations Committee, in a 36-to-1 vote, ratified the Consumer Protection Agency bill that would give the proposed office authority to argue in regulatory agency proceedings, appeal the outcome of those proceedings and require agencies to supply the office with any material the regulatory agency gathers at the CPA's request.

Though there was bitter condemnation of the scope of authority that would be granted the agency—especially from the GOP side of the committee—the vote was nearly unanimous. Observers are saying that the Consumer Protection Agency, an idea that has been kicked around Capitol Hill for a number of years, will be passed this year and that the momentum is so strong that few congressmen will vote against it for fear of alienating the electorate.

As presently proposed, the CPA will be allowed to enter into regulatory proceedings to advocate the position of the consumer, as the CPA sees it. And, in order to argue the consumers' case, the bill states, CPA may request any information, reports, etc. the regulatory agency is legally allowed to gather from the regulated industry. The consumer office may appeal the decision of any regulatory body to the U.S. Court of Appeals in Washington, whether it takes part in the initial proceeding or not. The CPA may also petition an agency to begin or reconsider a proceeding and, if the agency refuses, it may also take that decision to the appeals court. It can represent the consumer interest in federal court proceedings, on a friend-of-the-court basis (not as a plaintiff, that is). The bill forbids the CPA from intervening in any state-level proceeding.

The National Association of Broadcasters says it would like to see the station license-renewal process exempted from CPA purview, a change it was not able to get at the House committee level. A Senate measure—which is still awaiting committee action on that side of Capitol Hill—includes an exemption for renewals on First Amendment grounds. But the Senate bill is still in draft form. The NAB believes it might be able to get such an exemption when the bill goes into conference.

But staff members of the House Government Operations Committee believe that fears over CPA intervention in the

renewal process are "unreasonable." They say that, as defined, listeners and viewers do not qualify as consumers, because there is no "consideration" involved. It would have to be something in very bad taste for the agency to jump in, one staffer said. "And if it's that egregious, why not let it?" he added.

Opponents of the bill argue that the creation of the agency will produce dual prosecutors—the agency charged with regulating and the CPA—as well as a double jeopardy situation.

Congressman Clarence Brown (R-Ohio), a member of the Government Operations Committee and a critic of the bill (through he voted for it at both the subcommittee and full committee levels) says the legislation "puts consumer interests at odds with the public interest," the basis on which the regulatory agencies are mandated to act. As he sees it, the CPA would be allowed to "frustrate agencies functioning in highly specialized areas." Representative Brown said that he voted for the bill because he agrees "in principle" with the idea of a CPA.

Though the supporters of this legislation argue that the agency is provided with little more authority than is the normal citizen (i.e. a citizen may argue his case in a regulatory litigation and appeal that decision or can file amicus curiae briefs with the court), Mr. Brown believes that, as written, the bill affords a "dual prosecutorial" situation. "Before the commission," he said, "in any litigation it would be the licensee versus the FCC versus the Consumer Protection Agency, with the federal government financing both efforts against him."

Critics of the bill would like to see the CPA's right to appeal curtailed. "Imagine if the agency charged a licensee with something and then found him innocent of the charge," Mr. Brown said. "If the CPA can appeal that decision, then the licensee would have to depend on the FCC for his defense, the people who first prosecuted him."

Government Operations staffers though call the "dual prosecutorial" charge a "red herring." "The CPA will have no say in the agency's decision," one said, "they'll just be arguing a point of view, like any other person can do. And it's really only one proceeding [even if there are subsequent appeals], but there may be two parties suggesting adjudication against you. But that's no more jeopardy than any business that is regulated now has to face. They'll just be facing a more effective adversary."

Justice still hunting crossownership targets

Department seeks advertising, circulation information of newspaper-related stations in Oklahoma City, Omaha, Topeka

The broadcasting properties of three more newspaper-affiliated companies have emerged as possible targets of Justice Department efforts to force the

break-up of newspaper-broadcast combines controlling a substantial portion of their local advertising markets.

The department wrote letters to WKY-AM-FM Oklahoma City (affiliated with the *Daily Oklahoman & Times*), KETV-TV (TV) Omaha (the *Omaha Herald*) and WIBW-AM-FM-TV Topeka, Kan. (the *Topeka Capital-Journal*), asking for data on advertising revenues and circulation of the media involved.

WCCO-AM-FM-TV Minneapolis received a similar letter before Justice filed a petition with the FCC seeking denial of their license-renewal applications. Those stations are affiliated with the *Minneapolis Star and Tribune* and the *St. Paul Dispatch and Pioneer Press*. Earlier, Justice filed oppositions to the renewals of newspaper-connected stations in Milwaukee, St. Louis and Des Moines, Iowa.

The letters note that the department is interested in the renewals of newspaper-related stations but has not yet made a decision on whether it will file additional petitions against such stations. It said it wants the information being requested in connection with its ongoing market-by-market analysis.

The stations, whose renewals are due June 1, were asked to submit the requested material by April 1. Deadline for petitions to deny the renewals involved is May 1.

CPB says demands for ascertainment should be heavier for noncommercial

Comments filed at FCC point out special status accorded such stations, assert that standards of service should be higher than those expected of commercial stations

The Corporation for Public Broadcasting has taken a route opposite from that of several of its noncommercial counterparts in the debate over whether the FCC should require of public broadcasters community-needs ascertainment procedures similar to those now demanded of commercial stations.

In comments filed at the commission, CPB suggested that, not only should the commission move to adopt some form of ascertainment procedure for noncommercial stations, but that the standards should be more rigorous for them than those presently required of commercial broadcasters. Since noncommercial stations enjoy "relatively privileged status" under the Communications Act, CPB said, the "special treatment" afforded them "through reservation of channels and frequencies clearly warrants higher expectations of applicants seeking to achieve or maintain this special status."

The CPB position departs substantially from the arguments made on the ascertainment issue several weeks ago by a number of public broadcasting interests—including the Public Broadcasting Service

and the National Association of Educational Broadcasters (BROADCASTING, March 4). In their comments, those entities had argued that public broadcasters could not bear the expense of having to adhere to the commission's 40-page primer on community needs and had suggested that public stations be free to develop their own ascertainment procedures—possibly augmented by FCC guidelines.

CPB, while not endorsing any specific ascertainment formula, clearly indicated that the initiative for developing standards rests with the commission. It asserted that the agency "has an essential responsibility to assure that licensees make every effort to know and understand their communities' needs and translate their knowledge into program plans responsive to those needs." This is particularly true, the corporation suggested, in light of the fact that noncommercial stations, through the implementation of the proposed national program cooperative system, would have more exclusive authority in determining what programs they will be presenting. "The time has clearly passed when applicants should be able to qualify for noncommercial licenses solely on the basis of their status as governmental entities, educational institutions or groups of well motivated citizens," CPB said.

CPB acknowledged that "there is room for legitimate differences" on whether the commercial primer should be applied to noncommercial stations. Indeed, it suggested that the commission "can and should fine tune" the ascertainment procedure "to the unique nature of noncommercial broadcasting." In so doing, however, CPB suggested that the commission should adhere to some relatively hard-nosed principles.

At the outset, it said, "standards of community service must be higher than those for commercial broadcasters" and must reflect the "quantity and quality of broadcast materials designed to address community needs" as well as the ascertainment process itself. Furthermore, CPB asserted that the ascertainment process should be "continuing in nature and well suited to dialogue procedures that involve the whole community."

CPB acknowledged that it does not presume to represent the noncommercial licensees in this proceeding. Its opinions are purely those of the CPB board of directors, it stressed. And in emphasizing that it does not consider itself qualified to analyze any specific ascertainment procedure, CPB suggested that the commission should acquire that information from the stations that have filed comments in the proceeding.

CPB President Henry Loomis conceded the controversy of the corporation's stance. "It's a helluva tough problem," he said. "I think CPB is more closely allied with the public interest than the individual stations' interests." Mr. Loomis emphasized that those two interests are "usually in harmony." But he added that from CPB's point of view, the ascertainment of needs is necessary, particularly for public television stations. "Our's is a philosophical belief," the CPB president said.

In its reply comments supporting the

commission's proposal, the New Jersey Coalition for Fair Broadcasting excoriated noncommercial WNET(TV) Newark, N.J. (New York), for consistently failing to deliver on its promises to provide a substantial amount of New Jersey programming. If this, "the flagship station of public broadcasting . . . can substantially ignore such a large segment of its audience, it sets a poor precedent for allowing other public broadcasting stations to meet their public-service ascertainment and programing requirements through informal procedures," the coalition charged.

Broadcasting to tell its vocational story to minority members

UCC project to whet appetites of high school students to get heavy support from stations

An extensive, educational project to expose high school students from ethnic minorities to the broadcasting industry has been announced by its four sponsors: Capital Cities Communications, Post-Newsweek Stations, Westinghouse Broadcasting Co., and the Office of Communications of the United Church of Christ, project supervisor and evaluator.

Titled "Communications Recruitment and Training," the project begins its first operational year immediately as a non-profit educational corporation in 11 cities. Dr. Charles Shelby Rooks, executive director of the Fund for Theological Education, Princeton, N.J., and chairman of the Office of Communications, will serve as project president.

Students chosen (through consultation with their school systems) in the 11 cities to participate in the project will be paid the federal minimum wage during a 10-week course to familiarize them with TV and radio stations operations. Some 80 students are expected to participate in the program in the first year, Dr. Rooks said.

Stations in the 11 cities will open their operations for students' observation on an assignment basis. "No effort will be made to train them to take over particular jobs, but they will receive instruction about all aspects of broadcasting except performance on the air," Dr. Rooks explained.

A project curriculum is being developed by Robert Lewis Shayon, professor of communications, Annenberg School of Communications, University of Pennsylvania. The 10-week course will emphasize sales, programing, technical and management functions in broadcasting, project spokesmen said. "Teacher-coordinators" will be provided in each city by the sponsoring broadcast companies, and will be trained by Dr. Shayon, Dr. Rooks announced.

Assisting Dr. Rooks will be Joan Pemberton, assistant to the director of a Harlem-based urban planning and design center, who has been named project director.

Dr. Rooks emphasized that the project was formed "to expose black, His-



Delta is an air line run by professionals. Like Russ Worth. Russ made his first airline flight over 22 years ago. Since that time, he has flown the DC-4, the DC-6, the DC-8 and the DC-9 jet. Now he's a Delta 727 Captain with over 15,000 hours and 6 million miles under his seat belt.

Russ Worth is a Captain you can count on. And Delta has over 1,000 more like him.

Delta is ready when you are.®



Jefferson Pilot Broadcasting Co.

has purchased WQXI
AM-FM Atlanta, and
KIMN Denver from

Pacific and Southern Broadcasting Co.

for \$15,000,000

The undersigned assisted
in these negotiations
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R.C. CRISLER & CO., INC.

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Advertisement

Was Meeker Radio Really The Cause Of The Energy Crisis?

That Meeker Radio's increased activity is responsible for the energy crisis is a charge denied by Fin Hollinger, president of the fast-advancing radio rep firm, who made this response on April 1. "Just because we are now representing stations in such major markets as Los Angeles, Seattle, San Jose and Indianapolis, and because we are doubling sales staffs and spurring them with big cash bonuses, we seem to have electrified the industry but I am aghast at the charge," Hollinger said heatedly.

"Meeker momentum was established before the current energy squeeze, and besides, Meeker hires only sales people with great reserves of energy, thus avoiding any undue drain on the general supply," he went on.

The charge apparently resulted from the industry's surprise over Meeker's remarkable sales gains despite the uncertain economy, and from the concern of stations competing with Meeker-represented stations in sixty or so of America's choicest markets.

panic and similar youths to the management, sales and technical jobs in broadcasting in the hope that we can encourage them to aspire to such jobs.

"We also want to give the station personnel who take part in the course an opportunity to evaluate the students for future employment."

Among stations participating in the project are: Baltimore: WJZ-TV, WBAL-FM-TV, WMAR-TV, WCBM(AM); Boston: WBZ-AM-FM-TV, WEEI-AM-FM, WNAC-TV, WCVB-TV, WJIB(AM), WRKO(AM); Buffalo, N.Y.: WKBW-AM-TV, WGR-AM-TV, WBEN-AM-TV; Hartford, Conn.: WFSB-TV; Houston: KTRK-TV, KHTV(TV), KPRC-TV, KHOU-TV, KILT-AM-FM; Miami: WPLG-TV, Philadelphia: WPVI-TV, KYW-AM-TV, WTAF-TV, WCAU-AM-FM-TV, WKBS-TV, WIP(AM), WDAS-AM-FM; Pittsburgh: KDKA-AM-FM-TV; WEEP(FM), WWSW(FM), WAMO(FM), WQED-FM-TV; Providence, R.I.: WPRO-AM-FM, WLKW-AM-FM, WICE(AM), WHIM(AM), WEAN-TV, WPRI-TV, WJAR-TV; San Francisco: KCBS-AM-FM, KPX(TV), KGO-TV, KRON-TV, KNBR(TV); Washington: WTOP-AM-TV.

Inquiries concerning enrollment should be addressed to Ms. Pemberton, Communications Recruitment and Training Inc., 289 Park Avenue South, suite 81, New York 10010.

Media Briefs

Half dozen more. National Black Network has added following radio affiliates: WOOK(AM) Washington; WJMO(AM) Cleveland; WAAA(AM) Winston-Salem, N.C.; WHYZ(AM) Greenville, S.C.; KSOL-FM San Mateo, Calif., and WDKX-FM Rochester, N.Y. Additions bring NBN's affiliate count up to 65.

More help from Arbitron. Arbitron Radio, New York, has announced that new market-data section will become regular demographic feature of its radio market reports, beginning with one issued for January/February. Market-data section is to provide "effective buying income and total annual retail sales volume in the metro area as well as the number of chain-food and drug-store outlets." Further breakdown covers dollar sales for following categories: general merchandise, automotive products, furniture and household appliances, food and drug stores, department stores and supermarket sales.

Hold up. FCC has stayed effectiveness of Jan. 23 grant of assignment of license of WCAS(AM) Cambridge, Mass., from Kaiser Broadcasting Corp. to Family Stations Inc., pending action on petition for reconsideration filed by Committee for Community Access. Committee requested reconsideration of grant because Family Stations proposed to change WCAS's format from popular music to religion.

Moved. Blackburn & Co., Washington-based media brokerage, announces new address for its Atlanta office: Suite 510, 400 Colony Square, 1201 Peachtree Road N.E., Atlanta 30361. Phone (404) 873-5626. Vice President Robert A. Marshall continues in charge of office.

Broadcast Advertising

Mobil learns to expect no for an answer from networks

Offer to pay for countercommercials followed rejection of plan to pay double for spots in the first place; oil company still strikes out more often than it hits with ad copy; other majors report better luck

Mobil Oil Co.'s widely publicized offer to pay networks for counteradvertising didn't start out that way. BROADCASTING learned last week. It emerged five months after the networks had turned down an offer from an anonymous client to pay double the going time rate if the networks would accept commercials dealing with controversial issues. It was neither the first nor the last time the networks said no to that oil company.

Lawyers for Mobil's agency, Doyle Dane Bernbach, wrote agency president Joseph Daly last Oct. 12 that they had told "the heads of the continuity department at all three networks" that "our client proposes to pay you twice the regular price for running each commercial. That way you (broadcaster) will be protected in the event you are obligated to provide some free time."

On Oct. 16, Mr. Daly wrote Mobil President William Tavoulareas that the networks had rejected the agency's proposal, originally suggested by Mr. Tavoulareas, to "offer the networks double the cost of a TV spot in order to get them to run hard hitting copy on subjects that they currently consider too controversial."

The networks' reasons for rejecting the idea "are not quite logical," Mr. Daly wrote. "They boil down simply to the networks' disinclination to get involved in controversy."

Mobil repeated the offer about a month ago, but aimed it at recent demands from 16 U.S. congressmen for network time to challenge the oil industry commercial messages. (The offer was again rejected.)

In their letter to Mr. Daly Oct. 12, lawyers from the New York firm of Davis, Gilbert, Levine & Schwartz acknowledged that the networks decided "they would not sell time for controversial issues, and whether or not any additional payments were offered or made would not affect this basic policy."

The lawyers concluded that "even if you [Mr. Daly] were to get involved on a personal level, the situation would not change," because the networks' rejections "represent the thinking of the highest levels of all three companies."

Mobil's offer was a phase of 12 months of arm-wrestling with networks that kept challenging content of the company's corporate image commercials—especially those related to the "energy crisis." Although other oil companies, notably Phillips Petroleum (BROADCASTING, March

18), have noted a change in oil company-network relations since the fulmination of the "crisis," a birds-eye view suggests Mobil is more or less alone in its complaint.

Of all oil companies ABC formally invited to comment on its March 19 energy documentary special, *Close-Up on Energy*, Mobil has been thus far the only one to protest. And it protested bitterly. (So bitterly that the National News Council phoned the company asking if it would lodge a formal complaint against the network for the council to investigate. Mobil agreed.) Mobil's 20-page analysis of the documentary's alleged "inaccuracies" is expected today (April 1) or tomorrow, a Mobil source said.

Since February 1973, Mobil Oil has run into complications with its commercial copy—on radio and television. It says the CBS Radio Network rejected six of the company's commercials prepared for the first quarter of 1973. All the commercials warned of a fuel shortage and urged exploration for new sources of gas and oil. The same commercials were said to have been rejected by Post-Newsweek Stations. Rejections were based on the station groups' policy of avoiding controversial issues in advertising.

Mobil is more concerned about TV networks' alleged "censoring" of this year's batch of issue-oriented commercials. The company recently made available a detailed list of networks' challenges to its commercial copy. Of eight network prime time commercials prepared for this year by Doyle Dane Bernbach, five have been rejected by ABC, three by CBS and two by NBC. The only commercial rejected by all three networks was withdrawn by Mobil "on creative grounds."

Here is Mobil's account of some of its commercial problems:

The first commercial of the Mobil 1974 first-quarter series was approved by ABC, CBS and NBC only after extensive substantiation was made. The commercial depicted the building of a new Mobil refinery in Joliet, Ill. The networks withheld approval until Mobil substantiated claims about the refinery's capacity. Two revisions were made before the networks accepted the commercial.

The second commercial was rejected in concept by ABC on grounds it violated the fairness doctrine. CBS and NBC accepted it after two revisions. The commercial showed a man digging holes in the ground and throwing money into the holes. A metaphor for investment in oil wells was the point. ABC "felt the commercial was overstated," but NBC and CBS cleared it after Mobil substantiated the amount of money it said it poured into holes in the ground last year.

A third commercial, focusing on a Mobil gasoline station attendant, who claimed the oil shortage was especially bad for his business, was filmed in two versions, one for CBS and ABC, another for NBC. The commercial as accepted by CBS and ABC opens with "If you really believe the oil companies want a gasoline shortage . . ." NBC demanded that be changed to "Sure, the gasoline shortage is causing

a problem . . . for everyone." NBC had claimed the commercial "presented the oil companies' case in terms of a conspiracy," Mobil states.

CBS and ABC rejected a commercial a Mobil spokesman pointed to as the epitome of fairness. The commercial depicts an ocean, and a voice overstates that there could be more oil "beneath our continental shelf" than consumed in the history of the United States.

The voice states that some people favor offshore drilling, while others warn of environmental risks, and asks viewers to write to Mobil because "We'd like to hear from you." To ABC and CBS, the commercial represented "a controversial issue of public concern." Mobil's solicitation of opinion "is against ABC policy," Mobil sources noted. NBC accepted the commercial after a revision.

NBC accepted another commercial rejected by ABC and CBS only after Mobil erased the words "three months profit" as a description of a monetary figure. NBC rejected the words "on grounds of controversial issues, regardless of factual substantiation," Mobil sources record.

NBC and ABC both rejected a commercial CBS accepted after one revision. The message included a statement about "Mobil and the American people," which NBC objected to "because the oil Mobil locates is not exclusively for the American people."

CBS and NBC accepted a script for which ABC suggested changes Mobil was unwilling to make. ABC asked that the words "current worldwide shortage of crude oil" be changed to "the current energy crisis." ABC also asked the phrase "allowed" be deleted from the phrase "when you're allowed to drill for oil . . ." because it suggested the controversy surrounding the fact that oil companies were not permitted to drill in many areas.

Spokesmen for Exxon, Shell and Standard Oil of Indiana told BROADCASTING that none of their commercials prepared since the "energy crisis" had been rejected. Exxon, which according to Broadcast

Advertisers Reports figures spent more last year on network TV advertising than any other oil company, has about 14 corporate image commercials running now. "There's really not a hassle," an Exxon spokesman said.

"There really are no problems. The fairness doctrine is something you live with. From the start we avoid controversy in our copy, and of course we're fairly sophisticated in our approach." Exxon carries only network TV sponsorship, and only on NBC and ABC. The company fully sponsors the *NBC Weekend News*, and one night every other week of the *NBC Nightly News*. Exxon also sponsors one-half of ABC's *Issues and Answers*, and one-half of NBC's *Meet the Press*.

Mobil was second in the total amount spent on TV network advertising in 1973, according to BAR figures. Exxon is reported to have spent a total of \$9,264,700 in 1973, compared to Mobil's \$8,302,500. However, when oil industry product advertising virtually stopped in June, Exxon cut its TV network advertising budget by one-half. Mobil increased its two and a half times, spending almost \$2 million more than Exxon in the last six months of 1973. Mobil was the highest oil industry network TV sponsor in the July-December period, BAR figures show.

Shell Oil is third on the list of the 1973 big spenders in oil network TV advertising, with \$6,241,500 for 12 months. Shell cut its advertising from about \$5 million to about \$1 million for the last six months of the year. Shell has not aired any commercials this year, but is reviewing a spring campaign that "does entertain conservation and energy shortage related matters," a company source said. Shell reports "no problems" and "no rejections" in getting its campaigns on the air and does not expect any, a Shell source told BROADCASTING. The company recently shifted its entire advertising account to Ogilvy & Mather, letting the contract for institutional and corporate advertising with Kenyon & Eckhardt ex-

BAR reports television-network sales as of Feb. 24

ABC \$103,375,400 (31.3%), CBS \$115,912,300 (31.5%), NBC \$111,125,500 (33.6%).

Day parts	Total minutes week ended Feb. 24	Total dollars week ended Feb. 24	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	61	\$ 409,600	439	\$ 2,977,200	\$ 3,374,800
Monday-Friday 10 a.m.-6 p.m.	1,011	8,967,300	7,748	69,406,800	66,146,600
Saturday-Sunday Sign-on-6 p.m.	283	4,633,600	2,023	34,692,800	33,024,400
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,238,400	775	18,336,500	17,095,600
Sunday 6 p.m.-7:30 p.m.	17	635,800	127	4,050,800	4,024,400
Monday-Sunday 7:30 p.m.-11 p.m.	392	23,384,300	3,069	183,865,400	179,316,200
Monday-Sunday 11 p.m.-Sign-off	167	2,515,100	1,182	17,083,700	16,256,500
Total	2,029	\$42,784,100	15,363	\$ 330,413,200	\$ 319,238,500

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

pire. The new Shell campaign "doesn't talk to the issues" bannered by Mobil, but will include consumer tips and mention of environmental concerns, the source said.

Officials at Texaco Inc., fourth-rated on the oil big spenders list, could not be reached for comment last week. That company also increased its TV when product advertising phased out and image advertising arrived for the last half of the year.

Standard Oil of Indiana, the fifth biggest oil company spender in network TV, also reported no problems with network challenges to commercials. Standard/Indiana, representing Amoco and American Oil, advertises primarily in spot TV, and last fall produced a series of "Dial Down" commercials urging conservation of heating oils and the 68° thermostat level. "We really didn't treat the issues or charges; we were de-advertising," a Standard/Indiana source said. "None of our commercials since the energy crisis problem erupted has been challenged."

Oil companies on ABC in 1974 are Texaco, Sun Oil, Exxon and Mobil. Companies sponsoring on NBC network are Exxon, Mobil, Shell and Texaco. American (Standard/Indiana) and Gulf carried NBC network sponsorship in 1973 but are not planning it this year, a spokesman said. On CBS network, Mobil is the only major oil sponsor.

Senate unit prods FTC on children's ads

McGee wants to give agency enough money for enforcement; Engman takes note of self-regulation

The slow-turning wheels of the Federal Trade Commission's children's television advertising project was the subject of a complaint last week voiced by Senator Gale McGee (D-Wyo.), who hinted that a "club dressed in velvet" may be the best means of hastening reforms.

"If you think the woman's libbers are on your back, wait until you hear from the mothers of this country," the senator said in commenting that his Senate Appropriations Subcommittee had been "literally besieged" with complaints about children's commercials. The senator said his subcommittee was "keenly interested in giving this [project] a stronger effort if we can" and indicated the subcommittee wanted to assure a sufficient budget allotment to allow the FTC to take enforcement actions if necessary. The subcommittee's concern is with the "often poor track record" of the self-regulatory approach, he said. "We'd like not to lose another year" in resolving the problem, he continued.

FTC Chairman Louis Engman told the appropriation hearing the FTC was prepared to commit approximately \$100,000 to the project, but that to set aside an additional sum for law enforcement functions would constitute a prejudgment that voluntary code efforts would fail. What's more, industry is aware of the "club

draped in velvet," he asserted, and pinpointed the National Advertising Review Board's movement into children's advertising and the code drawn up by consumer groups as two developments indicative of that awareness.

Mr. Engman said that the children's ad project was one of his "pet projects" and characterized the joint consumer-industry meetings as "hopeful." And ongoing research into the impact of advertising on children would "not be an excuse for not proceeding at this time," he said. The FTC hopes to move down two tracks simultaneously—encouraging industry voluntary regulation while at the same time taking "a very hard look" at some of the recommendations contained in consumer guidelines, he said.

\$1.5 billion plus spent in spot TV by top 100 clients

It was 8.6% over 1972's total, and P&G again lead the way with a 26.7% increase in outlay

National and regional advertisers in 1973 passed the \$1.5-billion mark in spot-TV spending for the first time, reaching \$1,509,171,300 on an 8.6% increase over their 1972 total, according to figures being released today (April 1) by the Television Bureau of Advertising.

TVB's announcement also includes a listing of spot TV's 100 biggest spenders for 1973, plus highlights from the bureau's forthcoming 18th annual spot TV report. The latter will include expenditure breakdowns by brands for all companies that spent more than \$50,000 in spot TV in 1973. The figures were compiled for TVB by Broadcast Advertisers Reports.

TVB said all of the top 10 classes of spot-TV advertisers spent more in spot in 1973 than in 1972. Food and food products, by far the biggest category, showed a 9.8% increase to almost \$294.7 million. The others ranged from 2.1% for proprietary medicines (to a total of \$92.2 million) to 19.3% for automotive products (to \$133.2 million); 25.2% for apparel, footwear and accessories (to \$54.2 million) and 58.3% for records, tapes and radio and TV sets (to \$77.4 million).

All principal day parts attracted more spot dollars than in 1972. Nighttime was up 7.6% to \$532.7 million; early evening, 7.3% to \$389.4 million; daytime, 12.1% to \$297.3 million and late night, 8.6% to \$289.8 million.

Procter & Gamble not only remained far and away spot's biggest customer but also exceeded its 1972 outlay by 26.7%. Others in 1972's top five also retained their rankings in 1973 and all but one increased their spending, most of them substantially. The exception, Colgate-Palmolive, maintained its 1972 spending level in 1973.

TVB found six advertisers in the top 100 for the first time: Dynamic House (15th), Tampa Marketing (33rd), Toyo

Kogyo—Mazda (35th), CEB Inc. cosmetic and beauty aids (77th); Goodyear Tire & Rubber (86th) and Ortho Mattress (99th).

It took at least \$3,435,200 to get into this year's top 100. Eleven advertisers made last year's with less than that. The 1973 list follows:

ESTIMATED EXPENDITURES OF 1973'S TOP 100 NATIONAL & REGIONAL SPOT TELEVISION ADVERTISERS

Rank	Company	Est. expenditure
1.	Procter & Gamble	\$91,577,700
2.	General Foods	46,375,100
3.	American Home Products	37,859,800
4.	Colgate Palmolive	35,009,700
5.	Lever Brothers	28,215,100
6.	Coca-Cola	22,955,200
7.	General Mills	22,553,100
8.	Ford Motor	21,092,900
9.	Bristol Myers	20,838,300
10.	General Motors	20,253,100
11.	William Wrigley Jr. Co.	17,981,900
12.	PepsiCo	17,235,400
13.	Kraftco Corp.	15,850,200
14.	American Tel. & Tel.	15,134,900
15.	Dynamic House	14,550,300
16.	Chrysler	13,957,100
17.	Miles Laboratories	12,815,300
18.	Heublein	12,412,300
19.	Alberto Culver	12,046,500
20.	International Tel. & Tel.	11,686,100
21.	Gillette	11,328,800
22.	Nabisco	11,269,200
23.	Schering-Plough	10,598,600
24.	Norton Simon	10,588,600
25.	Quaker Oats	10,159,300
26.	Triangle Publications	10,097,100
27.	Seven-Up	9,956,300
28.	Jos. Schlitz Brewing	9,915,700
29.	Warner-Lambert Pharmaceutical	9,488,100
30.	Sterling Drug	9,261,900
31.	General Electric	9,062,200
32.	American Motors	8,767,500
33.	Tampa Marketing Corp.	8,265,600
34.	Noxell	8,216,800
35.	Toyo Kogyo	7,734,800
36.	Kellogg	7,705,100
37.	K-Tel International	7,549,200
38.	Ronco Telaproducts	7,513,600
39.	Hanes Corp.	7,451,500
40.	Toyota Motor Distributors	7,440,400
41.	Columbia Broadcasting System	7,396,500
42.	Kimberly Clark	6,962,300
43.	Mars	6,898,700
44.	Nestle Co.	6,704,300
45.	American Oatly Assn.	6,549,000
46.	Beatrice Foods	6,322,200
47.	CPC International	6,164,200
48.	Morton-Norwich Products	5,959,000
49.	Ideal Toy Corp.	5,958,400
50.	Scott Paper	5,932,100
51.	H. J. Heinz	5,932,000
52.	Royal Crown Cola	5,873,000
53.	Anheuser Busch	5,782,600
54.	Exxon Corp.	5,729,900
55.	Shell Oil	5,580,200
56.	Campbell Soup	5,417,200
57.	American Airlines	5,307,000
58.	Westinghouse Electric Corp.	5,076,200
59.	H. & R. Block	5,069,900
60.	Block Drug Co.	4,974,300
61.	Trans World Airlines	4,908,500
62.	Standard Oil Co. of Ind.	4,897,500
63.	Popeil Brothers	4,739,700
64.	S. C. Johnson & Son	4,723,400
65.	Greyhound	4,698,000
66.	Mutual of Omaha Insurance	4,684,300
67.	Carnation Co.	4,678,400
68.	Nissan Motor Corp. USA	4,655,000
69.	American Cyanamid	4,650,100
70.	Borden	4,558,800
71.	Mattel	4,541,000
72.	Ralston Purina	4,523,200
73.	Scott's Liquid Gold	4,453,400
74.	Pabst Brewing	4,405,300
75.	Faberge	4,297,900
76.	Chesebrough Ponds	4,284,300
77.	CEB Inc.	4,277,500
78.	Squibb Corp.	4,247,300
79.	E. & J. Gallo Winery	4,168,000
80.	Consolidated Foods	4,076,300
81.	Dr. Pepper	4,020,300
82.	Gulf & Western Industries	3,976,000
83.	Schick	3,937,100

Rank	Company	Est. expenditure
84.	A. H. Robins Co.	3,846,400
85.	F. W. Woolworth	3,824,700
86.	Phillip Morris	3,805,300
87.	Pillsbury	3,733,400
88.	Goodyear Tire & Rubber	3,701,500
89.	Johnson & Johnson	3,620,700
90.	RCA Corp.	3,601,700
91.	Standard Brands	3,593,500
92.	Hills Brothers Coffee	3,551,900
93.	The Clorox Co.	3,540,200
94.	Hoover Co.	3,528,200
95.	American Can	3,514,600
96.	Volkswagenwerk, A. G.	3,499,300
97.	Liggett & Myers Tobacco	3,497,400
98.	Rothmans of Pall Mall Canada	3,478,700
99.	Ortho Mattress	3,448,300
100.	G. Heileman Brewing	3,435,200

Business Briefs

Going bananas. Bic Pen Corp., Milford, Conn., has allocated \$2 million to network television to promote new family pack of eight "Bic Banana Markers" aimed for family use. Through Wells, Rich, Green, New York, Bic has bought seven-week flight in daytime programs on all three TV networks, to be followed by prime-time schedule in fall on CBS-TV and NBC-TV.

Trend. WFMT(FM) Chicago reports single-sponsor program revenues—as opposed to spot buys—now account for 40% of station's annual volume. General Manager Ray Nordstrand credits shift in sponsorship pattern with much of 24% revenue rise in year, now counts 20 full-time advertisers on commercial roster.

GiftAmerica drive. Western Union, Mahwah, N.J., through Ries, Cappiello, Colwell, New York is planning to spend "\$8 to \$12 million" in 1974 on various ad campaigns for mailgram electronic mail service, for GiftAmerica service and for corporate-image messages, according to James H. Foster, company vice president for public affairs. Radio and TV are planned for Mailgram, but specifics in GiftAmerica were not disclosed.

Worth repeating. Champale Inc., New York, begins spot TV campaign in 30 markets for 34 weeks on April 10 and will add network TV from April 22 through August on behalf of its Champale malt liquor. New commercials echo theme that has been used for past two years: "Some people just know how to live." Agency for Champale is Richard K. Manoff Inc., New York.

Rep appointment. KAYQ(AM) Kansas City, Mo.: Avery-Knodel, New York.

Clyne Maxon gets bigger. Clyne Maxon Inc. and Dusenberry Ruriani Kornhauser Inc., both New York, merged April 1. Clyne Maxon chalked up total billings of \$31.4 million in 1973, \$23.4 million of which was broadcast-related. Dusenberry total billings in 1973 were \$6.8 million.

Nostalgia flow. Voices of Clark Gable, Peter Lorre, Edward G. Robinson and W. C. Fields are recreated in new radio advertising campaign begun this week on about 200 stations in Northeast and mid-Atlantic states by Piel Bros. (Piel's Real Draft Beer), Brooklyn, N.Y. through Warwick, Welsh & Miller Inc. Piel is spending more than \$1 million on 13-week effort. Sample of commercial: im-

personated voice of Clark Gable as Rhett Butler says Scarlett O'Hara asked for can of beer and he replied, "Frankly, Scarlett, I don't give a can."

Moving day. Peters, Griffin, Woodward has relocated to new Dallas office in suite 512, 6060 North Central Expressway. Phone is (214) 369-6811.

New monitor. Identimatch Corp., New York, offering new system for electronic monitoring of commercials, says it has signed Gillette, H. J. Heinz, Thomas J. Lipton and Pepsi-Cola as first clients. System creates audio signatures or "fingerprints" of each commercial, stores them in computerized memory banks. Automatic tape monitors in top 25 markets record on-air commercials, and tapes are air-expressed each week to central location where signals are matched to those in memory bank. Advertiser pays Identimatch as much as \$80 weekly per commercial to monitor one to eight different commercials and as little as \$35 weekly per commercial for monitoring 101 to 150 different commercials.

Five to nine. Television Bureau of Advertising is adding five new sales training conferences to its 1974 schedule, because first four have been sold out. New ones: June 23-27 in New York, July 7-11 in Philadelphia, July 14-18 in Chicago, July 21-25 in Atlanta and Aug. 11-15 in San Francisco.

Good old days. Chrysler Corp., Airtemp Division, Dayton, Ohio, is sponsoring seven one-hour radio specials, *Fibber McGee and the Good Old Days of Radio*, on 50 stations on alternate-week basis. Programs, by Radioland Productions, Chicago, consist of excerpts from series (*The Shadow, Fibber McGee and Molly, Gangbusters, Mr. District Attorney, The Green Hornet, The Lone Ranger* and *Sergeant Preston*) leased from Charles Michelson Inc., New York radio distributor, plus interviews with stars of series. Agency is Burrell, McBain Inc., Chicago.

Uniformity. In effort to eliminate many variations of bid and cost breakdown sheets for production of television commercials, Association of Independent Commercial Producers, New York, has developed uniform set of forms. They have been approved by Film Producers Association of New York. American Association of Advertising Agencies Subcommittee on TV Operations is distributing forms to agencies and urges them to use forms on trial basis for next three months after which they will be evaluated by various industry organizations.

What's your line? Federal Trade Commission last week approved line-of-business program that will require 500 largest businesses to report such data as profitability, advertising and research and development expenditures by product line breakdowns. Program includes provision allowing business firms to petition FTC to hold hearings on forms after trial round of data is supplied. Information, to be made public on industry-wide basis, will provide data to be used in FTC's own economic policy planning procedures, also to isolate possible anticompetitive situations related to overpricing.

Programing

ABC News, NBC News double Peabody winners

Total of 17 awards in broadcasting to be presented at New York luncheon

Newsman Lowell Thomas on CBS Radio, Peter Lisagor of the *Chicago Daily News*, the news departments of ABC and NBC and NBC-TV's Joe Garagiola are prominent among this year's winners of George Foster Peabody Awards. In all, 17 companies and individuals will be honored at a Broadcast Pioneers luncheon on May 1 in New York.

ABC News and NBC News will take home two awards each—ABC News in the TV news and TV education categories, NBC News in the radio education category and a special citation for last September's *Energy Crisis — An American White Paper*. Mr. Lisagor will be presented a special award for his "long-time participation in such television programs as [CBS-TV's] *Meet the Press* and [WTOP-TV Washington's] *Agronsky and Company*."

Other winners:

Radio news: Mr. Thomas.

Radio entertainment: WFMT(FM) Chicago for *Public Supply* and *Lyric Opera* live broadcasts and the NBC Radio network for *The Carpenters—Live in Concert* and *Helen Reddy—Live in Concert*.

Radio education: noncommercial KANU(FM) Lawrence, Kan., for *The American Past: Introduction* and NBC News for *Second Sunday* on the NBC Radio network.

Radio promotion of international understanding: WIND(AM) Chicago for *From 18th Street: Destination Peking*.

Radio public service: KNOW(AM) Austin, Tex., for *Marijuana and the Law*.

Television news: ABC News for its *Close-Up* series.

Television entertainment: noncommercial WTIU(TV) Bloomington, Ind., for *Myshkin*, ABC-TV for *ABC Theater*, NBC-TV for *The Red Pony* and CBS-TV for *Playhouse 90*.

Television education: KNXT(TV) Los Angeles *Learning Can Be Fun* and *Dusty's Treehouse* and ABC News for *The First and Essential Freedom*.

Television youth: NBC-TV for *Street*

Fans. The FCC last week waived its prime-time access rule to permit NBC affiliates to carry a baseball pregame show honoring Hank Aaron of the Atlanta Braves (April 8, 7:30-8 p.m. EDT), in addition to regular coverage of the game between the Braves and the Los Angeles Dodgers. The commission said the waiver for the regular-season game was warranted because Mr. Aaron's career record of 713 home runs is only one behind the all-time record of Babe Ruth. Baseball buffs approving the waiver were Chairman Richard Wiley and Commissioners Robert E. Lee, Charlotte Reid and Benjamin Hooks.

Automated ACR-25

**When you're ready
for real automation,
you'll have to
learn to stay out
of the way.**

**The only manual
function is loading the cassettes.**

The rest is automatic.

When you're on the brink of automation, our Automated ACR-25 is the *only* sound choice in a cassette VTR. There are two reasons: it can be rolled by the computer on cue, and now it actually can be programmed by the computer.

All that's needed besides ACR-25 are two optional accessories: the Identification Data Accessory (IDA) and the Automation Data Accessory (ADA).

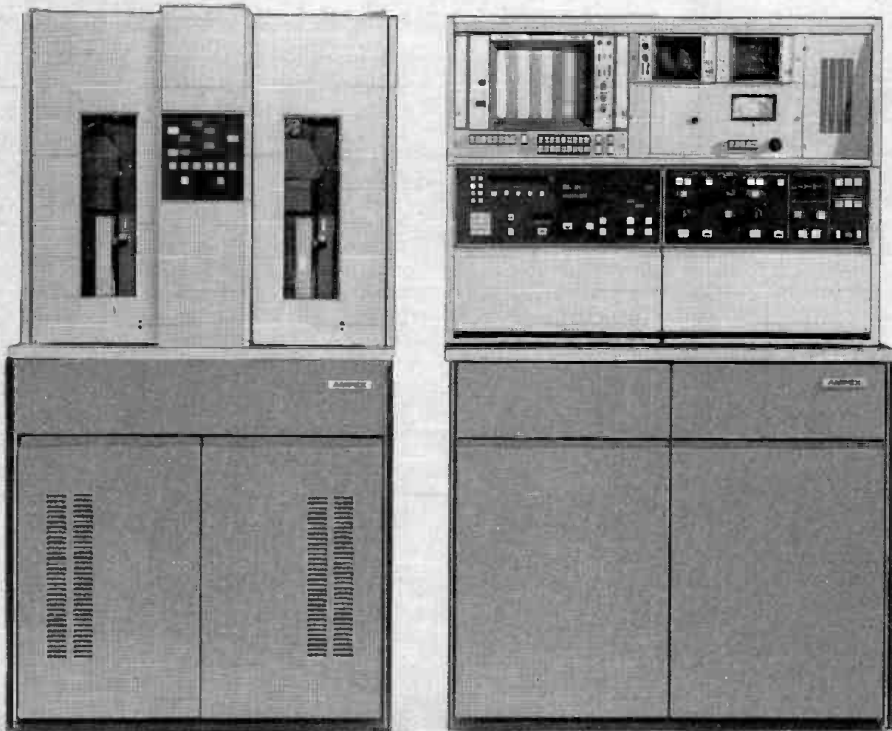
Here's how it works.

Loading. Your operator doesn't have to program the machine. Instead, he simply loads the empty bins of the carousel in sequential or random fashion. As soon as he shuts the door and walks away, he is free for other, more creative duties.

Reading. Instantly, the IDA comes to life and "reads" each tape in each bin by examining the identification recorded on the Pre-Roll segment of the *cue* track. This is important because it means *there is no wear at all* on the video head.

Table of Contents. Next, ADA writes a Table of Contents, listing the status and contents of each bin. It stores all this in memory and then transmits the data to your computer.

Play List. Your computer makes up a Play List from your program schedule (up to 63 events) and then tells ADA which spot or segment to run at what time. ACR-25 then executes it all reliably with split-second timing.



Automated **ACR-25**

Reloading. Bins available for reloading are identified by load control lamps which light up after the tape is played. As a reminder, a remoteable signal alerts someone else when less than 10 bins remain to be played.

All day long and into the night, the *only operator action necessary is to reload cassettes as necessary.* After each reloading, the ADA automatically updates its Table of Contents, and your computer updates the Play List.

Fail-Safe Operation. Even if your computer goes down, the ACR-25 continues to operate because the Play List is stored in ADA's memory.

Both the Play List and the Table of Contents are always available for immediate printout, should you desire to reprogram the ACR-25 manually.

Amazing? Yes — more so because it's a reality today.

Automated ACR-25 is the most complete broadcast/production unit ever conceived. No matter how you use it, it saves money, man power, and mistakes, making it the only logical choice as a short- and long-range VTR investment.



For complete details, contact your local Ampex Broadcast Video Sales Engineer, or write for full information.

AMPEX

Ampex Corporation
Audio-Video Systems Division
401 Broadway, Redwood City,
California 94063

of the *Flower Boxes* and *The Borrowers*
Television promotion of international understanding: WCAU-TV Philadelphia for *Overture of Friendship: The Philadelphia Orchestra in China*.

Television public service: WRC-TV Washington for its *Home Rule Campaign* and Pamela Ilott producer of CBS News's *Look Up and Live* and *Lamp Unto My Feet*.

Television special sports award: Joe Garagiola for NBC-TV's *The Baseball World of Joe Garagiola*.

Television special award: NBC News for *Energy Crisis—An American White Paper*.

Program Briefs

British accent. Post-Newsweek stations will co-venture with Britain's Young Vic repertory company to produce eight TV specials for young people. They will be video taped there, broadcast here by Post-Newsweek stations in prime time and syndicated across U.S. and abroad over period of two years. P-N President Joel Chaseman, at New York news conference, said he was seeking Mobil, Xerox or other such "image" sponsorship for series.

A Kennedy in Africa. Robert F. Kennedy Jr. has been signed as narrator and participant for wildlife series to be produced in Africa by Roger Ailes & Associates, New York. Untitled series of 26 half-hour episodes will place Mr. Kennedy in situations in which he would have to adapt himself to his environment and to wildlife elements surrounding him. Production scheduled to start in June.

Upward 'Trek'. Paramount Television Sales, New York, reports that new sales and renewals on one-hour *Star Trek* series has raised number of TV station-buyers to 111. New sales were made to WCTV Tallahassee, Fla.; WKEF Dayton, Ohio; WHEC-TV Rochester, N.Y.; WSWB-TV Orlando, Fla. and KTVE Eldorado, Ark.-Monroe, La. Among renewing stations: WGN-TV Chicago; WKMG-TV Cambridge, Mass.; WKBS-TV Burlington, N.J.-Philadelphia and WKBF-TV Cleveland.

More honors. Motion Picture Sound Editors Association honored "Collision Course" segment of *Police Story* (NBC-Screen Gems), for sound effects; same *Police Story* episode and "Marcus-Nelson Murders" (CBS-Universal TV) tied for dialogue editing award, and "Birds of Prey" (CBS-Tomorrow Entertainment) was cited for sound effects in TV movie of week.

To the wall. Producer Norman Rosemont aims to file breach of contract suit against ABC sportscaster Howard Cosell for allegedly walking out on him just 11 days before taping of estimated \$500,000 Rosemont Enterprises' *Variety*, TV pilot-special for airing on ABC March 31. Mr. Cosell claimed he was not consulted enough about the show's production values and that he did not like acts booked. Rosemont has hired Hugh Downs, former NBC newsmen, as host for show in place of Mr. Cosell; Mr. Rosemont said last week that he would

be able to talk about lawsuit this week after taping and editing were completed for show.

Back again. NBC has renewed *Adam-12* for seventh season beginning next fall. Show averaged 22.3 Nielsen rating and 36 share between mid-September 1973 and Jan. 8, 1974, when it was telecast on Wednesday (8-8:30 p.m., NYT), but since it moved to Tuesday (8-8:30 p.m.) it has averaged only 19.9 rating and 30 share against tougher competition (CBS's *Maude* and ABC's *Happy Days*, covering Jan. 15 through Feb. 24). *Adam-12* is produced by Mark VII Ltd. (Jack Webb) in association with Universal TV.

Cash register tune. Sales of \$1.2 million for new Ralph Edwards' *Name That Tune*, access show being syndicated by Sandy Frank Film Syndicate Inc., was announced last week. Program, scheduled to begin Sept. 10 on 17 stations, including NBC and Westinghouse Broadcasting owned outlets, has Tom Kennedy (host of ABC's *Split Second* game show) as host. Production plans call for 39 shows, with provision for 13 repeats for first year.

Yorty returns. Sam Yorty, former three-term mayor of Los Angeles, will host three-hour talk show Saturday (7-10 a.m. PDT) on KGBS(AM) Los Angeles. Mr. Yorty six years ago was host of *Sam Yorty Show*, on KHJ-TV Los Angeles. He said new radio program will feature telephone conversations, music and interviews with political personalities. "It should be a lot of fun," he said, "I'll be able to talk back to those who have been picking on me." Mr. Yorty, who was defeated in bid for re-election last May, is under fire by city council's Government Efficiency Committee regarding Pacific Palisades land swap between city and Occidental Petroleum Corp.

Clean sweep. CBS-TV, which has been far out front in the prime-time ratings race all season long, outdid itself in the most recent national Nielsens by taking the top 11 spots for the week ended March 24. This tour de force sent CBS's research people scurrying to the record books. They said they had to go back to June 1963 to find the last time any network had accomplished a similar feat (CBS hit all 10 of the top 10).

The most recent CBS winners (with ratings) are: "The Salute to James Cagney" special (32.1), *Kojak* (30.8), *All in the Family* (29.1), *Cannon* (27.5), *The Waltons* (27.5), *M*A*S*H* (26.1), *Here's Lucy* (24.8), *Good Times* (24.5), *Barnaby Jones* (23.4), *CBS Friday Movie* (23.3) and *The Sonny and Cher Comedy Hour* (23.3). NBC broke the string with *McCloud's* 23.0 rating, but CBS continued to rub it in by taking the next six slots. CBS's rating average for the week was 23.4, compared to NBC's 16.8 and ABC's 15.2.

Vets list. Veterans Administration has added 113 radio stations to *Here's to Veterans*, 15-minute public service show now being aired on 2,626 radio stations. Fifty more stations also agreed to carry "Sound Track Five," VA's five-minute show, bringing that total to 773 stations.

NCTA board closes ranks in San Diego

Lovett elected chairman as Marlowe decides to withdraw from that race; meeting reassesses its position in wake of court victory on copyright; pole-attachment committee revamped; board goes along with trimmed budget

The cable industry establishment, in the guise of the board of the National Cable TV Association, teetered briefly on the brink of revolt but last week it followed precedent and elected an establishment figure as chairman of the NCTA board. He's Bruce E. Lovett, who is vice chairman of NCTA, and a vice president for corporate development of a major CATV multiple system entity, American Television & Communications Corp., Denver. Mr. Lovett, who makes his headquarters in Washington, also is chairman of NCTA's pay cable committee, which could be seen a facet of his interest.

Mr. Lovett was elected by a narrow but definitive 14-to-11 vote over Burt I. Harris, Harris Cable, who in a sense was a last minute compromise candidate. Mr. Harris says he decided to run March 23, the Saturday before the board meeting in San Diego last Monday and Tuesday. Following this decision, J. Orrin Marlowe, Spectrum Communications, West Springfield, Mass., representing a small operator (Spectrum owns three systems with a total customer list of 5,000) who had been Mr. Lovett's leading and, in fact, only competition up to then, withdrew in favor of Mr. Harris, and decided to run for vice chairmanship. Mr. Harris, is no small cable operator, although at the moment he might be considered such; he was a founder and one of the principals of Cypress Communications Corp. which has since been merged with Warner Cable. Mr. Harris also is one of the principals of Harriscope Broadcasting Corp., a multiple TV-radio owner.

In the round of votes that took place last week, Mr. Marlowe ended up being elected treasurer; having failed to win the vice chairmanship.

Others elected: Rex Bradley, Telecable

Show goes on. Amos B. Hostetter, Continental Cablevision, Boston, chairman of the National Cable Television Association, presided over the second day's meeting in San Diego last week on crutches. Mr. Hostetter, who suffers from a bad back problem, suffered a severe muscular seizure last Monday morning and was rushed to a San Diego hospital that day for treatment. His physician permitted him to attend the Tuesday meetings only on the proviso he return immediately to the hospital at the conclusion of the sessions. He did.



Lovett

Bradley

Henry

Marlowe

Inc., Norfolk, Va., vice chairman; Charles Henry, Iron Mountain, Mich., secretary (unopposed). Mr. Marlowe beat out veteran cable owner Robert J. Tarlton, Lansford, Pa., for the treasurer's post.

Notwithstanding the competitive battle for votes, the NCTA board meeting in a sense was a victory celebration on the copyright issue. Flushed with the glow of success from last month's U.S. Supreme Court decision holding that cable is not liable for copyright payments for broadcast services, local or imported, the board by wide margins voted to reaffirm its support of the McClellan copyright bill but added that the fee schedule in that bill must be "reasonable." That term was described later by David H. Foster, NCTA president, as a hardening of the position that he and the association took in testimony before the House Judiciary subcommittee last March (BROADCAST, April 2, 1973).

During that hearing, Mr. Foster, and Amos B. Hostetter, Continental Cablevision, Boston, current chairman of the NCTA board, called for halving the fee schedule in the McClellan bill, removal of the sports blackout provision from the proposed legislation, and the exemption from copyright liability of those CATV operators whose system had less than 3,500 subscribers. Mr. Foster noted that there has been talk in CATV circles that if cable operators are required to pay copyright royalties, they should be relieved of such FCC-imposed restrictions as nonduplication protection and syndication exclusivity provisions.

Sentiment for a fight to continue freedom from any and all copyright payments on the part of smaller cable entrepreneurs was evident during the NCTA board meeting. Even on the second day, after the board had voted out a copyright resolution, it reconsidered and revised the wording, but not the substance, of the resolution following a strong presentation by Mrs. Polly Dunn, Columbus, Miss., representing the smaller operators.

Meeting an issue, pole-attachment rates, that has caused significant differences of opinion among cable operators, the board reconstituted its pole-attachment negotiating committee to include representatives of those entities, namely Teleprompter and the California Community Television Association, that protested the tentative \$1-over-four-years rate increase agreed to by the previous committee with the telephone and power utilities. Mr. Marlowe, incidentally, was chairman of the previous pole-attachment

negotiating committee, and possibly suffered some demerits in his race for the chairmanship because of the expanding opposition to the rental boost. The new committee, that was authorized also to continue to consider possible joint ownership, with utilities, of poles, is being headed by Mr. Hostetter. Other members: Doug Dittrick, Viacom; Gus Hauser, Warner Cable; Henry Harris, Cox Cable; Ben Conroy, Communications Properties Inc.; Barry Simon, Teleprompter, and Harold R. Farrow, San Francisco lawyer who represents the California cable association.

And in accepting the executive committee-recommended budget of \$1.4 million for the forthcoming fiscal year, the board implicitly justified the executive committee's action earlier this year in paring the NCTA staff. Four executive-level staffers were dropped. This action had been the subject of some controversy on the premise that the executive committee had usurped Mr. Foster's prerogatives in specifying where the cuts in staff were to be made. Again Mr. Marlowe was considered leading the opposition to this move. In shaving the budget by \$200,000, the board in a sense was taking care of the estimated \$120,000-\$130,000 deficit this year.

The NCTA board, preparing for the future, also authorized the establishment of a "Project '77" committee to consider the implications, legal, economic and technical of the FCC's 1972 Third Report and Order that requires by 1977 that all cable systems in the top-100 markets meet certain standards that include such requirements as 20-channel capacity, two-way capabilities, channels dedicated to government service, etc. Daniel Aaron, Comcast Corp., Philadelphia, was named chairman of that committee.

Lovett assumes NCTA chair

President and new chairman dismiss reports of strained relations

Bruce Lovett, newly chosen chairman of the National Cable TV Association, is considered one of the most outspoken members of the cable TV establishment; some call it abrasiveness. But it's that characteristic probably that won him election last week. One of the demerits he faced in his campaign for the chairmanship was the report that he and David H. Foster, president of the association, did

not get along. Some cable operators gave credence to this charge since Mr. Lovett had reportedly been behind the movement that ousted Don Taverner from the same position two years ago. Mr. Lovett met the question of his relations with Mr. Foster head on last week, just before the NCTA board cast its secret ballots (Mr. Lovett ran against Burt I. Harris of Harris Cable).

In his remarks to the board, Mr. Lovett stressed that there was nothing but mutual respect between himself and Mr. Foster. That sentiment probably expresses the fine line Mr. Lovett intended, establishing his independence of existing NCTA personnel. That Mr. Lovett's remarks gratified Mr. Foster was evident after the election. Mr. Foster said he was pleased with the discussions of potentially sticky problems facing him and the staff. One was the action of the executive committee earlier this year in specifying the jobs to be eliminated in the coming year to meet the \$1.4 million austerity budget of the association. Some considered this a slap at Mr. Foster's prerogatives in running the association. Mr. Foster said following last week's board meetings: "The spirit of the discussions and the election has been most gratifying to me and the rest of the staff. They serve to correct any misapprehensions about me and the executive committee." Mr. Lovett, of course, was a member of the executive committee by virtue of being NCTA vice chairman.

Mr. Lovett said he thinks copyright legislation is going to be at the top of the list during his regime. He said he hopes that the Senate will act on copyright before the end of this year, and the House next year.

As the new chairman, Mr. Lovett has the right to choose two board members to join him and the other officers, plus his immediate predecessor, to constitute the new executive committee. He said he has no one in mind now, but certainly will have recommendations for the board when it meets after the Chicago convention April 21-24.

NAB obscuring issues of pay cable—Baruch

Viacom president draws bead on Walbridge, special committee

Viacom International Inc. President Ralph Baruch has accused the National Association of Broadcasters' special pay television committee and its chairman, Willard Walbridge, of misrepresenting the issues in the ongoing pay cable controversy in order to "frighten" viewers into believing that the new medium poses a direct threat to them.

In an open letter to Mr. Walbridge, dated March 22, and circulated by Viacom last week, Mr. Baruch claimed that the NAB committee has used the program siphoning issue "as a smokescreen . . . in the belief that the more often you repeat a lie and the bigger you make it, the more believable it will sound."

Mr. Baruch contended that, contrary to NAB claims, the real issue in the pay

cable dispute is neither the question of siphoning nor the long-range commercial applications of the medium, but rather "a matter of free choice." The choice, he continued, is limited in the near term to whether the public has the right to view motion pictures via pay cable for a fee—in a form which "preserves the creativity and the art form for which an attraction was originally conceived"—as opposed to viewing the same feature "expurgated and interrupted with commercials." Pay cable, Mr. Baruch said, would not deny viewers the second option; it would merely give them the opportunity to see the attraction before commercial television distributed it to a wider audience.

Mr. Baruch claimed that the NAB's pay committee has "taken it upon itself to speak in behalf of the American public," while at the same time using "their money, their influence and their propaganda to frighten the viewer into believing" that siphoning will occur while "the NAB and the networks know full well that by no stretch of the imagination is this within the realm of possibility." The broadcasters' primary concern, Mr. Baruch alleged, is that the pay cable alternative "could, in the far distant future, offer the networks some competition to their present oligopoly."

NATO tells why it feels FCC can't ride herd on pay cable

Filling with New York for state restriction on cable ownership, it gets into discussion of government power to pre-empt others' regulation

The National Association of Theatre Owners, an opponent of pay cable but which in the past has made clear its feeling that the FCC lacks the authority to pre-empt all regulation of pay cablecasting, has spelled out the legal basis for its claims.

It came in a NATO brief to the New York State Commission on Cable Television in a proceeding in which the association is pushing for a state policy under which single entities would be barred from operating both pay and conventional cable systems (BROADCASTING, Sept. 17, 1973). Responding to cable industry arguments that the NATO request is impracticable because the FCC, by its own edict, has pre-empted the pay-cable regulatory field, NATO contended that even if the commission were to have clearly spelled out its intentions in this area (which NATO claims the commission has not), it is prohibited from taking preemptive measures without congressional authorization.

"No matter how strong a case is made that the FCC has pre-empted the pay cable area," NATO told the state commission, "no significance can be attached to such pre-emption if, in fact, the FCC does not have valid authority to engage in such pre-emption."

NATO cited two Supreme Court deci-

sions which it described as setting precedents for the immediate issue. Collectively, the association asserted, the decisions state that an administrative agency such as the FCC cannot declare a particularly regulatory field pre-empted unless Congress has specifically directed it to do so, or unless there is a conflict between federal and local regulation of a particular field so that the local authorities would have to adhere to the more powerful voice in Washington. In one of the decisions, involving a Texas optometrist's claim that New Mexico radio stations cannot be ordered to comply with a New Mexico law prohibiting advertising of eyeglasses (*Head v. Board of Examiners*, 1963), the high court ruled that the FCC's authority over the content of broadcast advertising does not take precedent over the state statute. In the other (*Florida Avocado Growers v. Paul*), the court found that federal regulation of a field of commerce "should not be deemed pre-emptive of state regulatory power in the absence of persuasive reasons."

NATO claimed that "there can be no question" that Congress has not given the commission the authority to preempt totally the field of cable television. The commission's mandate under the Communications Act, it claimed, relates to the administration of cable as it affects over-the-air television. And while subsequent Supreme Court decisions appear to have given the FCC authority over CATV-originated programming as well, NATO noted, the immediate rulemaking proposal refers not to the regulation of programming but rather to the manner in which cable and pay systems are franchised by the local authorities. "Indeed," NATO said, "the FCC has adopted no rules which in any way conflict or even deal with the proposals NATO has set forth" before the state commission.

In the absence of specific FCC rules governing the franchising of pay systems—whether the franchisee be the same as the conventional cable operator or not—"there can be no actual conflict between state and federal regulation so as to render invalid the proposed state rules," NATO argued.

NATO's interest in obtaining a favorable ruling from the New York commission goes beyond the immediate case. Its officials have clearly indicated in the past that the association is looking for an opportunity to test the alleged FCC authority to pre-empt pay cable in court, and they feel that the New York case offers an excellent opportunity.

Cable Briefs

Snag. Efforts by Birmingham, Ala., to bring cable to city has run into opposition at FCC. Taft Broadcasting Co., licensee of WBRC-TV Birmingham, is contesting application by American Television & Communications for certificate of compliance covering system it was authorized to built in Birmingham last year. Broadcaster claims ATC's agreement with city conflicts with FCC policy prohibiting gross receipts taxes to system operator

in excess of 3% unless substantial justification can be shown. Taft claims city, which pressed for 5% tax from ATC, hasn't shown just cause. Taft move could block initiation of cable in Birmingham for as much as year.

Thawed. Moratorium in Detroit on cable since former Mayor Kenneth Gibbs dismissed three-person cable study committee late last year has ended. New five-member cable committee has been appointed to continue studies of former body, which had not been conclusive. Members include two persons—Mrs. Lois Pincus and Jay Brant—who served on former committee.

Add Iowa. Iowa has joined ranks of states actively pursuing legislation that would create state regulatory system for cable television. Bill introduced by Iowa City Representative Arthur Small, who envisions creation of 12-man cable commission to deal with systems located within state. Iowa commission apparently would not carry as much weight as similar agencies in other states, such as New York and Massachusetts. It would only work part time, and would serve more as advisory committee than regulatory agency. Several states, including Wisconsin, Arizona and Nebraska, are currently considering cable regulatory legislation (BROADCASTING, March 11).

Unpopular. Legislation pending before Maryland state house of delegates which would give state regulatory control over cable systems was aired in public hearings last week, with most of opinion running against proposal. Included in delegation's protesting bill were representatives of suburban Washington's Prince George's county, who claimed state regulation would retard development of cable in state and maintained medium can be more effectively regulated at local level.

Stable. Toronto research firm of J.T. Gendron, Osler Ltd. has issued statistics on Canada's CATV industry which paint relatively healthy picture of medium's development. Firm reports that there are 370 operating systems in Canada with total of 2,625,000 subscribers—representing 56% saturation. That level should "rise sharply" this year, company said, due to "strong growth trends," particularly in Toronto area. It was reported that Canadian cable firms are earning 11.9 cents on each (Canadian) revenue dollar when revenues exceed \$100,000 per year. Other facts contained in report: eight largest Canadian CATV firms have nearly 70% of all subscribers; total industry assets are now \$165 million, capital stands at \$137 million and equity is \$50 million; investments in cable now approximate \$68 million per year.

Award. GTE Sylvania CATV equipment and installation operation, Stamford, Conn., has been awarded contract to construct 800-mile cable system for Heritage Communications Inc. in Des Moines, Iowa, area. System, which when complete will have potential to serve some 300,000 residents of area, will operate in Ankeny, Urbandale, West Des Moines, Windsor Heights, Clive and parts of Des Moines, all Iowa.

Taking sides on TPSA

Metromedia and clear channels claim interference; ABC and Community Broadcasters generally support it in comments to FCC

The FCC's proposal to continue, through April 1975, authorizing certain daytime AM's to sign on with reduced power an hour before local sunrise drew mixed reviews from some 30 broadcasters filing comments last week. For every licensee that applauded the plan, just as many opposed it, expressing fears of co-channel interference.

Late last year, in an emergency action prompted by the passage of year-round daylight saving time legislation, the commission permitted 103 daytime-only stations on class I-A and I-B clear channels, not now eligible for presunrise operation, to sign on one hour before local sunrise with 50 w. The action was taken to prevent the stations from losing an hour of morning drive time when DST went into effect Jan. 6. At the same time the commission solicited comments on extending that relief through April 1975, when the DST law expires (BROADCASTING, Dec. 31, 1973).

In its comments last week ABC said the commission's proposal is a "generally reasonable" one. But it urged the commission to encourage daytime stations to apply for full-time facilities because, it said, "full-time facilities which provide protection to others are vastly better than stations operating under PSA's or TPSA's [temporary presunrise authority]." It also said the commission should make every effort to convince Congress not to extend DST.

ABC noted that some broadcasters regard TPSA's as the first step toward an eventual breakdown of clear-channel frequencies. "To allow such a permanent change by such a back-door approach seems a mistake of immense proportions," it said. DST could be extended beyond April 1975, it said, and thus temporary relief could become permanent without a real appraisal of its effects.

The Community Broadcasters Association, an organization of class IV AM stations, supported the commission's proposal, but requested that class IV's be afforded equal treatment with daytimers and other full-time stations.

Plough Broadcasting Co. asked that class II AM's be permitted to sign on one hour before local sunrise or 6 a.m., whichever is later, with a maximum of 500 w.

But Metromedia charged that "the TPSA idea is not based on any technical consideration. While 50 [w] is a nice round number, the FCC cannot legally close its eyes to the serious interference, both skywave and groundwave, which will result from the issuance of TPSA with a power of that magnitude or 100 w or whatever arbitrary figure is selected." Westinghouse Broadcasting, Jefferson-Pilot Broadcasting and the Clear Channel



In with the new. RCA engineer John Konkel is pictured with RCA's first color set, a 15-inch round-tube CT-100 to his right. Last week, the firm announced it would no longer manufacture tube sets such as the CT-100, but would only build solid-state sets such as the XL-100, at Mr. Konkel's left. RCA says the all-solid-state sets are less expensive, smaller, lighter, conserve more power and have longer chassis life.

Broadcasting Service expressed similar sentiments. CCBS said the proposed TPSA rules "are clearly contrary to the public interest in that they deprive many millions of all service for the private economic benefit of a few stations operating in otherwise well-served communities."

Growth rate slows for home unit imports

U.S. imports of home entertainment audio and video products grew at a much slower pace in 1973, according to statistics supplied by the Department of Commerce.

The figures showed that the over-all growth rate—in terms of the value of units imported—dropped from 31.7% in 1972 to 12.1% last year. Over-all dollar volume of imported units was \$1.9-billion in 1973, compared to \$1.7 billion in 1972.

Import gains of monochrome TV's went from 26% in 1972 to 2.7% in 1973; color TV's slid from 14.3% to 11.7%; home radios, excluding combinations, went from 32% to 10.8%; radio/phonograph combinations from 63.1% to 0.2%; phonographs/record players/turtables from 35.9% to 17%, and import gains of tape recorders/players from 41.8% to 13.1%. The only percentage increase was registered by automobile radios, which had a 4.1% increase in 1972 but a 71.1% increase in 1973.

Due to slackening U.S. demand and production adjustments in Japan, the slowdown in imports is expected to continue during 1974, possibly registering a net decrease for the year, Commerce reported.



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Eulogies. Tributes to Chet Huntley the man and the newsmen were offered at a memorial service held at noon Tuesday (March 26) in NBC's New York studio where, in the words of NBC President Julian Goodman, "the *Huntley-Brinkley Report* knew its best days—and they were very good days indeed."

The late newscaster's wife, Tippy, and other members of his family joined some 350 of his associates and friends to hear eulogies by David Brinkley (above), the "other half" of the co-anchor team that for almost 14 years was a leading force in television journalism; Reuven Frank, who produced the 1956 political convention coverage on which the team first worked together and who produced their nightly report for its first six years, and Irving Wall, Mr. Huntley's business agent and long-time friend. They praised Mr. Huntley as a man of compassion, good humor and good will, a "good, honest man" whose professional contributions were such that, in Mr. Frank's words, "he carried us all with him, and if he had failed, we might still be doing newsreels."

Mr. Brinkley shunned the closing that was a hallmark of the *Huntley-Brinkley Report*. "I hope I speak for all of us," he said, "when I decline to say goodbye or goodnight, but instead say, it was a good job, Chet, and thank you."

Walter Cronkite of the rival *CBS Evening News* and Robert E. Kintner, former NBC president whose preoccupation with the network's news coverage was legendary, were among those at the service. Others included Robert W. Sarnoff, chairman of NBC's parent RCA, and Lynn Townsend, chairman of Chrysler Corp., which has interests in the Big Sky resort development in Montana that occupied much of Mr. Huntley's time after his retirement from NBC in 1970. Mr. Huntley, 62, died March 20 in Montana (*Broadcasting*, March 25). His body was cremated there.

Buchanan suggests sponsors lean on networks to end liberal bias

Administration rhetorician speaks for himself in urging advertisers to cut off wherewithal that supports news arms; network competition urged, Rather called impertinent

Presidential assistant Patrick Buchanan, catalyst for the administration's anti-media rhetoric, has a new suggestion for curbing what he sees as network bias: the power of the pocketbook, wielded by advertisers who could take their money elsewhere.

The corporate state, Mr. Buchanan noted in a University of Pennsylvania address, has been maligned by the networks on more than one occasion. And it is big business, he suggested, that is in the most advantageous position to fight back. If American corporations are "so foolish" as to continue to support their journalistic adversaries with advertising dollars, Mr. Buchanan said, "then they deserve the shellacking they shall continue to receive." But, he continued, "a politically active and politically angry American business community—with the will to use its economic leverage to win a fair shake" could reverse that trend.

The average citizen, Mr. Buchanan added, could help achieve the same end "by boycotting the products of the advertisers. Better 5,000 letters to the principal advertiser on the *NBC Evening News* than 5,000 into the trash can of the news editor."

Mr. Buchanan also amplified a theme he has undertaken in the past—the alleged desirability of dismembering the present network power structure. "What is good for NBC is not necessarily good for America," he observed. Accordingly, he suggested that the implementation of five national networks, while potentially harmful to existing profits, "might be good for America, and healthy for freedom." The growth of the cable industry and the increased editorial voices that process would inspire "might well be in the best interests of this country," he said. The same could be true, Mr. Buchanan suggested, of the addition of new VHF channels—an apparent reference to the Office of Telecommunications Policy's controversial VHF drop-in proposal.

Mr. Buchanan supplied several illustrations of what he considered to be biased journalistic pursuits. He made particular reference to *CBS White House Correspondent* Dan Rather and the exposure he has received recently from several prominent national publications. The publicity, Mr. Buchanan suggested, was not predicated on Mr. Rather's reportorial expertise but rather on the conviction that he is "the man who most irritated

the White House." To "thousands" who viewed the exchange between Mr. Rather and the President during the National Association of Broadcasters convention, Mr. Buchanan said, the *CBS* reporter's conduct represented "the epitome of impertinence and insolence to the highest office in the land." A decade ago, Mr. Buchanan suggested, such conduct would have been condemned by Mr. Rather's own peers. But no such criticism was forthcoming, he noted, and on the day after the incident Mr. Rather "had all the remorse and penitence of G. Gordon Liddy."

Mr. Buchanan sternly questioned the networks' evaluations of newsworthiness. While they expend much energy reporting the profiteering exploits of the oil industry, he complained, the networks "do not consider it newsworthy what *RCA* or *CBS* or *ABC* has earned this quarter." And many corporate interests, Mr. Buchanan suspected, "would have to pay tens of millions of dollars for the kind of free publicity accorded *Nader's Raiders*." Further, he lamented, an expose of inflated military expenditures commands "infinitely more space than a cost overrun discovered in medicare or welfare." Specifically, he contended, for *CBS* to produce *The Selling of the Pentagon*—"one of the great propaganda juggernauts in human history"—about the dangers inherent in a misguided military PR operation "is a little like *Von Moltke* and the German general staff issuing a white paper on Danish militarism."

Mr. Buchanan closed by emphasizing that his words were of a purely personal nature. ". . . Should this paper fall into the hands of my friends in the press," he stated, "the views expressed herein are my own, and in no way should be taken to represent the opinions of my sponsor."

Herschensohn, Nixon aide, rallies to President's side in alleging network news bias, says he can prove it; CBS gets his nod as number one culprit on the tube

President Nixon's charges at an Oct. 26, 1973, press conference that network news was "outrageous, vicious and distorted" were supported throughout last week by Bruce Herschensohn, White House deputy special assistant. In a speech March 22 in Washington to the Eastern Communications Association, Mr. Herschensohn had listed about a dozen specific instances of network and print news bias, but later told *BROADCASTING* that *CBS News* and Walter Cronkite "are the worst offenders."

The National News Council rose (and raged) to the occasion by phoning Mr. Herschensohn and asking that he provide specific media complaints to revive the council's defunct investigation into the President's Oct. 26 charges. Mr. Herschensohn agreed to deliver a list of complaints "when I have the time." The council announced last Wednesday (March 27) it is again taking on a White House study (*BROADCASTING*, Feb. 4).

Among Mr. Herschensohn's criticisms of alleged news "distortion" were the following:

The failure of *CBS* to report as a lead

Turn-of-century rock and roll makes it as a hit in 1974

Many parallels can be drawn between Scott Joplin's ragtime and modern-day pop music; what brings it all to mind is chart-climbing 'The Entertainer'

Scott Joplin's ragtime *The Entertainer*, now enjoying broad airplay on the nation's pop music stations in a version by pianist Marvin Hamlisch, celebrates its 72d birthday this year. And as if it weren't striking enough that a song written in 1902 is a hit in 1974 (which it wasn't in '02), it is also important to note that ragtime, a musical form Scott Joplin played a large part in developing, was America's first national pop-music craze. It was viciously attacked by educators and culture vultures; its roots are in African polyrhythms, and though highly derivative, it was a vital art which some took quite seriously while others exploited it and copied it shamelessly. In short, it was the rock and roll of the turn of the century.

The Entertainer, culled from the soundtrack of the motion picture "The Sting,"

Continues on page 39

story on the *CBS Evening News* the official Middle East settlement Jan. 18 (the network notes its first five stories the night before had anticipated the settlement); CBS's calling its instant documentary on the Middle East alert in October "The Mysterious Alert"—implying something strange about the somewhat-controversially-held maneuver; references to the Oct. 22 firing of former Special Watergate Prosecutor Archibald Cox, and subsequent resignation by then Attorney General Elliot Richardson and Deputy Attorney General William Ruckelshaus as "The Saturday Night Massacre."

Mr. Herschensohn told BROADCASTING that he "completely agrees" with Mr. Nixon's Oct. 26 antimedia statements. "There's distortion in both print and broadcast media, but the problem is mainly in network news," he said. His intention in addressing the Washington group, he said, was "to bring the problem to public attention," and not to preview any administration action against the media.

CBS was cited by Mr. Herschensohn as the most biased news organ because "Walter Cronkite's own philosophy comes across—he's too one-sided. There's no question that viewers feel his bias." Mr. Herschensohn said John Chancellor, *NBC Nightly News* anchorman, "does try to be fair," and that ABC anchormen are "not as much a problem" as Mr. Cronkite.

CBS News Vice President and Director of News William Small told BROADCASTING that Mr. Herschensohn is "a professional polemicist but an amateur journalist. He criticizes CBS because we're the number one news network."

Journalism Briefs

Mediation sought. Federal Mediation and Conciliation Service was called in last week in strike at United Press International by members of Wire Service Guild. UPI spokesman said union and management appeared to be "far apart" in reaching settlement in strike that started March 19, principally over salaries (BROADCASTING, March 26). UPI has maintained operations during walkout through use of management personnel.

Opens door again. Interstate Commerce Commission has rescinded its ban of broadcast gear from hearings in Indianapolis on cut-back of rail service in Indiana (BROADCASTING, March 25). George M. Chandler, of office of ICC Chairman George Stafford, wrote IBA that, although he is still concerned over effect of electronic media coverage on "decorum" of hearings and on "behavior of individual witnesses," future hearings will have "procedural guidelines" providing for "ample radio and television coverage." However, he cautioned that decision applies only to hearings held by Rail Services Planning Office and does not affect other ICC proceedings.

Fined. KDFW-TV Dallas newsman Bob Phillips and cameraman Jim Carroll pleaded guilty and were fined \$25 in contempt-of-court charge stemming from

Feb. 15 filming of proceedings of Collin county (Tex.) commissioner's court. Commissioners had placed ban on shooting film inside court. Although new Texas open meetings law contains provision providing for media coverage of all public proceedings, Times-Herald Printing Co., station's owner, was reportedly unwilling to contest charges because of legal costs involved. Within week after trial, Collin county commissioners voted to repeal camera ban.

APBA races set

Ten broadcast officials have been nominated to fill five existing seats on the Associated Press Broadcasters Association's board of directors. The nominees, and the respective classes they would represent, are as follows:

Eastern district, at large: Roy Morgan, WILK(AM) Wilkes-Barre, Pa., and Phil Spencer, WCSS(AM) Amsterdam, N.Y. Incumbent Tom Powell, WGBI(AM)-WDAU-TV Scranton, Pa., is not eligible for re-election.

Central district, radio stations under 5 kw in power: John Howard, KGFV(AM) Kearney, Neb., and Don Michel, WRAJ(AM) Anna, Ill. Incumbent George Volger, KWPC(AM) Muscatine, Iowa, cannot run for re-election.

Southern district, television: Ralph Renick, WTVJ Miami and Charles Whitehurst, WFMY-TV Greensboro, N.C. Mr. Renick is the incumbent.

Western district, radio stations 5 kw and over: John Salisbury, KXL(AM) Portland, Ore., and George Garrett, KOL(AM) Seattle. Mr. Salisbury is the incumbent.

Western district, television: Rick Spratling, KUTV Salt Lake City, and Hal Kennedy KKTU Colorado Springs. The winner would replace Jack Eddy, KBTU Denver, who has resigned from the board.

Ballots, to be mailed out by May 15, must be returned to Secretary Robert Eunsen (AP in New York) no later than July 15.

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The Broadcasting Playlist™ Apr 1

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

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Seasons in the Sun (3:24) Terry Jacks—Bell	1	2	1	1
4	2	Sunshine (3:18) John Denver—RCA	3	1	2	4
5	3	Hooked on a Feeling (2:54) Blue Swede—EMI	2	4	4	3
3	4	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	5	3	3	5
7	5	Bennie and the Jets (5:00) Elton John—MCA	6	5	5	2
2	6	Dark Lady (3:26) Cher—MCA	4	6	6	7
13	7	TSOP (3:18) MFSB—Phila. Int'l.	8	7	7	8
8	8	Rock On (3:13) David Essex—Columbia	7	12	8	11
10	9	Jet (2:48) Paul McCartney & Wings—Apple	10	10	10	6
6	10	Boogie Down (3:30) Eddie Kendricks—Tamla	12	11	9	10
14	11	The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	11	9	11	9
11	12	Eres Tu (Touch the Wind) (3:12) Mocedades—Tara	9	8	12	12
16	13	Oh My My (3:39) Ringo Starr—Apple	15	13	13	13
12	14	Spiders & Snakes (3:03) Jim Stafford—MGM	14	14	14	14
17	15	The Lord's Prayer (2:59) Sister Janet Mead—A&M	13	15	15	16
18	16	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	16	18	18	17
26	17	Keep on Singing (3:03) Helen Reddy—Capitol	17	16	17	18
9	18	The Way We Were (3:29) Barbra Streisand—Columbia	18	17	19	19
25	19	Come and Get Your Love (3:30) Redbone—Epic	20	19	16	15
21	20	A Very Special Love Song (2:44) Charlie Rich—Epic	19	20	23	26
31	▲ 21	Lookin' for a Love (2:37) Bobby Womack—United Artists	22	23	20	21
30	22	Loco-Motion (2:45) Grand Funk—Capitol	24	21	21	20
15	23	Jungle Boogie (3:08) Kool and the Gang—Delite	21	25	22	23
24	24	Piano Man (4:30) Billy Joel—Columbia	23	22	25	22
35	▲ 25	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	25	26	24	25
33	26	Tubular Bells (3:18) Mike Oldfield—Virgin	27	24	26	30
38	▲ 27	I've Been Searching So Long (4:19) Chicago—Columbia	26	27	29	27
20	28	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	29	31	27	24
28	29	Last Kiss (2:31) Wednesday—Sussex	28	29	31	31
36	30	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	35	30	32	29
49	▲ 31	The Entertainer (2:57) Marvin Hamlisch—MCA	30	28	33	32
34	32	Let It Ride (3:33) Bachman-Turner Overdrive—Mercury	38	35	28	28
27	33	Love Song (2:50) Anne Murray—Capitol	31	32	30	38
29	34	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	36	34	36	33
22	35	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	33	39	34	36
40	36	Tell Me a Lie (2:59) Sami Jo—MGM South	32	33	39	42
32	37	My Sweet Lady (2:40) Cliff De Young—MCA	34	37	37	35
23	38	Last Time I Saw Him (2:45) Diana Ross—Motown	37	36	38	40
69	▲ 39	Dance with the Devil (3:32) Cozy Powell—Chrysalis	42	38	35	34
—	▲ 40	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	39	42	41	47
61	▲ 41	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	43	44	40	39

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
53	▲ 42	Touch a Hand, Make a Friend (3:26) Staple Singers—Stax	41	41	43	44
62	▲ 43	Thanks for Saving My Life (2:57) Billy Paul—Phila. Int'l.	49	40	44	43
39	44	Mighty Love (3:14) Spinners—Atlantic	45	51	47	37
59	▲ 45	I'm a Train (3:16) Albert Hammond—Mums	50	50	42	45
54	46	Star Baby (2:37) Guess Who—RCA	52	43	45	46
19	47	You're Sixteen (2:50) Ringo Starr—Apple	40	47	58	41
57	48	Help Me (3:22) Joni Mitchell—Asylum	51	46	49	52
45	49	Dancing Machine (2:29) Jackson Five—Motown	48	54	48	50
—	▲ 50	Happiness Is Me and You (3:06) Gilbert O'Sullivan—MAM	46	49	46	58
50	51	W O L D (3:56) Harry Chapin—Elektra	44	56	50	59
37	52	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	53	52	55	49
63	▲ 53	Virginia (2:30) Bill Amesbury—Casablanca	47	55	54	56
41	54	Once You Understand (3:55) Think—Big Tree	55	60	51	48
60	55	Oh Very Young (2:33) Cat Stevens—A&M	61	53	53	54
—	▲ 56	Don't You Worry 'Bout a Thing (3:40) Stevie Wonder—Tamia	71	45	56	53
71	▲ 57	Must Be Love (3:30) James Gang—Alco	56	58	57	61
67	58	Outside Woman (3:35) Bloodstone—London	68	48	61	55
48	59	On a Night Like This (2:57) Bob Dylan—Asylum	60	63	59	65
65	60	You Make Me Feel Brand New (4:45) Stylistics—Avco	65	47	57	57
58	61	Honey Please Can't Ya See (2:54) Barry White—20th Century	66	59	60	64
47	62	Star (2:58) Stealers Wheel—A&M	62	66	62	69
—	▲ 63	One Tin Soldier (3:14) Coven—MGM	54	52	52	52
46	64	I Like to Live the Love (3:15) B. B. King—ABC/Dunhill	63	62	68	67
68	65	Skybird (2:18) Neil Diamond—Columbia	67	65	63	66
66	66	I've Got a Thing About You Baby (2:20) Elvis Presley—RCA	64	61	64	64
70	67	Would You Lay with Me (in a Field of Stone) (2:33) Tanya Tucker—Columbia	57	64	74	67
—	68	Put a Little Love Away (3:10) Emotions—Stax	59	71	75	67
51	69	I Love (2:06) Tom T. Hall—Mercury	58	75	75	75
55	70	She's Gone (3:24) Daryl Hall & John Oates—Atlantic	74	69	69	69
—	71	Sundown (3:37) Gordon Lightfoot—Reprise	72	67	67	67
44	72	Let Me Be There (3:00) Olivia Newton-John—MCA	69	68	71	72
73	73	A Dream Goes on Forever (3:21) Todd Rundgren—Bearsville	70	70	70	70
—	74	Werewolf (3:30) Five Man Electrical Band—Polydor	73	66	73	73
56	75	There Won't Be Anymore (2:22) Charlie Rich—RCA	74	69	72	72

Alphabetical list (with this week's over-all rank): Bennie and the Jets (5), The Best Thing That Ever Happened to Me (11), Boogie Down (10), Come and Get Your Love (19), Dance with the Devil (39), Dancing Machine (49), Dark Lady (6), Don't You Worry 'Bout a Thing (56), A Dream Goes on Forever (73), Eres Tu (Touch the Wind) (12), Happiness Is Me and You (50), Help Me (48), Honey Please Can't Ya See (61), Hooked on a Feeling (3), I Like to Live the Love (64), I Love (69), I'll Have to Say I Love You in a Song (16), I'm a Train (45), I've Been Searching So Long (27), I've Got a Thing About You Baby (66), Jet (9), Jungle Boogie (23), Just Don't Want to Be Lonely (30), Keep on Singing (17), Last Kiss (29), Last Time I Saw Him (38), Let It Ride (32), Let Me Be There (72), Loco-Motion (22), Lookin' for a Love (21), The Lord's Prayer (15), Love Song (33), Love's Theme (34), Midnight at the Oasis (41), Mighty Love (44), Mockingbird (4), The Entertainer—Music from the Sun (1), Must Be Love (57), My Mistake Was to Love You (40), My Sweet Lady (37), Oh My My (13), Oh Very Young (55), On a Night Like This (59), Once You Understand (54), One Tin Soldier (63), Outside Woman (58), Piano Man (24), Put a Little Love Away (68), Put Your Hands Together (52), Rock on (8), Rock & Roll Hootchie Koo (28), Seasons in the Sun (1), She's Gone (70), The Show Must Go On (25), Skybird (65), Spiders & Snakes (14), Star (62), Star Baby (46), Sundown (71), Sunshine (2), Tell Me a Lie (36), Thanks for Saving My Life (43), There Won't Be Anymore (75), Touch a Hand, Make a Friend (42), TSOP (7), Tubular Bells (28), Until You Come Back to Me (35), A Very Special Love Song (20), Virginia (53), W O L D (51), The Way We Were (18), Werewolf (74), Would You Lay with Me (in a Field of Stone) (67), You Make Me Feel Brand New (60), You're Sixteen (47).

Continues from page 37

may be a bit out of period for a roaring-twenties film. By the 1920's, Tin Pan Alley and songwriters such as Irving Berlin had replaced ragtime as the main source of popular music. But the same can be said for the film "American Graffiti," set in the early sixties but with soundtrack that pays more respect to mid-fifties hits than to its contemporary music. The point is that the feeling of the past is evoked, and it is stirring and effective.

Scott Joplin wrote *The Entertainer* for James Brown and his Mandolin Club, one of the more popular black banjo-and-mandolin groups of the turn of the century that sometimes had up to 50 instruments. It was one of the last works of Mr. Joplin's most productive years. (After 1903, he became almost wholly absorbed in writing two ragtime operas, one of which has since been lost, the other an unqualified failure.) *The Entertainer* was the end of series of ragtime piano numbers that he began composing in 1899, when his *Maple Leaf Rag* was published and became a million-selling song (in sheet-music form, that is) and the first national ragtime smash hit.

Popularized in bordellos and backstreet bars at first, ragtime—like rock and roll, which would become the fourth or fifth generation of native American pop music 50 years later—was disparaged as vulgar and noisy, harsh terms indeed for music most think of today as charming or light, if not just plain antiquated. "Ragtime suggests repulsive dance halls and restaurants," the *Musical American* magazine said back then.

But ragtime flourished until the first World War. Scott Joplin died of syphilis on the first day of that war, in a New York welfare mental hospital at the age of 49.

Searching the record on ragtime, it seems that Europeans were far more appreciative of ragtime than were the Americans for whom the music was created. The *Times of London* said in

Tracking the 'Playlist.' At last, the chart is promising extensive changes. It has been stagnant—through the top-40 positions especially—for more than a month. Seven bolted records between numbers 39 and 50 seem bound to shake up top positions which have been held for so long by artists such as Cher, Terry Jacks, David Essex and Mocedades. The new, promising records include Chicago's *I've Been Searching So Long* (27), Marvin Hamlisch's *The Entertainer* (31), Cozy Powell's *Dance With the Devil* (39), Marvin Gaye and Diana Ross's *My Mistake Was to Love You* (40 in its first week of release), Maria Muldaur's *Midnight at the Oasis* (41), the Staples' *Touch a Hand, Make a Friend* (42), Billy Paul's *Thanks for Saving My Life* (43), Albert Hammond's *I'm a Train* (45) and Gilbert O'Sullivan's *Happiness Is Me and You* (50). Also new this week is Stevie Wonder's *Don't You Worry About a Thing*, which comes on at 56.

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1913 that "ragtime is absolutely characteristic of its inventors—from nowhere but the United States could such music have sprung . . . Nor can there be any doubt about its vigor, brimming over with life."

It is impossible to say that Mr. Ham-lisch's *Entertainer* is going to do for Scott Joplin and ragtime what Bette Midler's re-make of *Boogie Woogie Bugle Boy* did for the Andrews Sisters, who originally sang the number in an Abbott and Costello movie in the 40's. That song did so much for their stock that the two surviving Andrews sisters were brought out of retirement to star in a current Broadway show, "Over Here."

But everytime *The Entertainer* comes on the air—and that is happening more and more often as the song leap-frogs up the charts (see "Playlist," page 38)—it is a subtle, but honest, reminder of where almost all of American pop music began. Its origins and best practitioners were black, its structure was simple and reached many more than were able to decipher and enjoy the neo-classicists thriving in the parlors of the time. Though the *Times of London* wrote this following appraisal in 1913, it is no less applicable to today's pop music. "American dilettanti," its critic wrote, "never did and never will look in the right corners for vital art. A really original artist struggling under their very noses has small chance of being recognized by them. . . . They associate art with Florentine frames, matinee hats



Cover from the original sheet music: 1902

and clever talk full of allusions to the dead. It would not occur to them to search for American art in the architecture of railway stations and the draughtsmanship and sketch-writing of newspapers, because they have not the wit to learn that genuine art flourishes best in the atmosphere of genuine public demand."

Breaking In

La Grange—ZZ Top (London) ■ This raunchy, fierce Texas blues-rock trio is just beginning to garner in the North the kind of adulation showered on it by Southwesterners since 1971. With *La Grange*, the first single off the group's six-month-old third album, *Tres Hombres*, ZZ Top appears to be getting a coast-to-coast coming out party.

ZZ Top is solidly in the tradition of other Southern groups such as the Allman Brothers, Edgar Winter and Canned Heat, and that tradition demands ZZ Top be taken seriously as an exponent of technical rock. *La Grange's* opening lyrics give way to a blitz of some of the most penetrating rock and roll to be heard these days on airwaves saturated with saccharine ballads. *La Grange* is almost entirely an instrumental performance.

Top 40 reports on *La Grange* suggest Texas's fanatical early reception for ZZ Top isn't based in sentimentality (the group held off the Rolling Stones in Hawaii two years ago for three ZZ Top encores). *La Grange* can be heard in every section of the country, with especially heavy airplay in Seattle and Houston, a London Records source said. Stations playing *La Grange* include WGRC (AM) Atlanta; WCCC (AM) Hartford; WIST (AM) Charlotte, N.C.; KROG (AM) Los Angeles; WSAM (AM) Saginaw, Mich.; KLWW (AM) Minneapolis and KJOY (AM) Stockton, Calif.

Let's Get Married—Al Green (Hi) ■ Al Green does not have the versatility or the power of the late Otis Redding, whose recorded work still serves as the bench-

mark for black vocalists six years after his death in a plane crash. But Al Green has strongly established his ground stylistically and has worked that ground thoroughly and successfully. And he can match his emotional intensity against any other black singer working now.

Let's Get Married, his latest single, comes after a sophomore-year slump for Mr. Green. In 1972, his first four records were unequivocal hits (two gold albums, three gold singles) while last year he could not come up with one. But now he has some important awards under his belt—most recently, the American Music Award for best male R&B singer—and the patina of instant stardom has faded and he has settled down to hard work.

He's been absent from pop radio for a year now and, as is often with case with major artists, absence makes the pop fan's heart grow even fonder. Some of the stations that were playing *Let's Get Married* last week were WIXY (AM) and WGAR (AM), both Cleveland, WHOT (AM) Youngstown, Ohio, KGBS-AM-FM Los Angeles, WDRC (FM) Detroit, WIOD (AM) Miami, WLEE (AM) Richmond, Va., WAKY (AM) and WINN (AM), both Louisville, Ky., KYAC (AM) Kirkland, Wash., and WFLB (AM) Fayetteville, N.C.

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

- ALL IN LOVE IS FAIR, Barbra Streisand (Columbia).
- ANOTHER PARK. ANOTHER SUNDAY, Doo-bie Brothers (Warner Brothers).
- DON'T MESS UP A GOOD THING, Gregg Allman (Capricorn).
- IF I WERE A CARPENTER, Leon Russell (Shelter).
- IF IT FEELS GOOD DO IT, Ian Lloyd and the Stories (Kama Sutra).
- I'LL BE THE OTHER WOMAN, Soul Children (Stax).
- I'M IN LOVE, Aretha Franklin (Atlantic).
- LA GRANGE, ZZ Top (London).
- LET'S GET MARRIED, Al Green (London).
- LOOK FOR THE LIGHT, B. W. Stevenson (RCA).
- LOVING YOU, Johnny Nash (Epic).
- MIGHT JUST TAKE YOUR LIFE, Deep Purple (Warner Brothers).
- MR. NATURAL, Bee Gees (RSO).
- MUSCLE OF LOVE, Alice Cooper (Warner Brothers).
- NICE TO BE AROUND, Maureen McGovern (20th Century).
- ONE HELL OF A WOMAN, Mac Davis (Columbia).
- SAXAPHONES, Jimmy Buffet (ABC/Dunhill).
- SIMONE, Henry Gross (A&M).
- SO GOOD, Eleventh Hour (20th Century).
- THIS IS YOUR SONG, Don Goodwin (Silver Blue).
- TOUCH & GO, Al Wilson (Rocky Road).
- UNBORN CHILD, Seals & Crofts (Warner Brothers).
- WATCHING THE RIVER RUN, Loggins & Messina (Columbia).
- YOUR CASH AIN'T NOTHING BUT TRASH, Steve Miller Band (Capitol).

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Finance

CBS's pay at the top

The proxy statement accompanying CBS's notice of annual meeting and its annual financial report (BROADCASTING, March 25) lists the 1973 remuneration of the following officers:

William S. Paley, chairman, \$200,481 salary, \$185,000 in additional compensation and \$15,000 deferred; Arthur R. Taylor, president, \$175,481 salary, \$175,000 additional; John A. Schneider, president, CBS/Broadcast Group, \$150,289 salary, \$110,000 additional and \$9,000 deferred; Goddard Lieberman, president,

CBS/Records Group, \$141,231 salary, \$120,000 additional; John Phillips, president, CBS/Columbia Group, \$103,654 salary, \$60,000 additional; John D. Backe, president, CBS/Publishing Group, \$89,693 salary, \$50,000 additional; Clive J. Davis, deposed president of CBS/Records Group and of Columbia Records Division, \$61,846 salary plus \$30,000 prior to termination of his employment under an incentive compensation contract.

Bank of America and group of Florida banks; they provide for unsecured \$75-million declining and revolving seven-year term loan, repayable at rate of \$10 million annually with final \$15 million payment due in fiscal 1981 and with interest payable quarterly at rates from prime to one-half of 1% above prime. Agreements also make available to company revolving \$25-million unsecured line of credit at prime rate.

Financial Briefs

Loans. Walt Disney Productions has made new bank credit arrangements with

Up. Cox Cable Communications Inc. should show first-quarter gains of 20% in revenue, 22% in subscribers and 10% in profit compared with first quarter of 1973, says President Henry W. Harris. He predicts full year gains.

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
CCA Electronics Corp.	year 10/31	5,577,383	- 3.7%	70,853	- 71.3%	.08	5,789,137	246,525	.28
Citizens Financial Corp.	year 12/31	50,065,000	+ 96.3%	521,000	- 3.34%	.21	24,505,000	3,701,000	1.41
General Tire & Rubber Co.	3 mo. 2/28	336,463,000	+ 10.9%	13,493,000	- 13.4%	.63	303,396,000	15,589,000	.73
Heritage Communications Inc.	year 12/31	489,861	+262.6%	(261,133)	"	(.76)	186,553	(112,950)	(.43)
Tektronix Inc.	40 weeks 3/3	199,252,000	+ 36.9%	16,160,000	+ 34.9%	1.87	145,581,000	11,979,000	1.39
Warner Communications Inc. ¹	year 12/31	549,619,000	+ 10.2%	51,170,000	+ 2.1%	2.36	498,602,000	50,118,000	2.20

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

¹ Television film rentals contributed \$56,744,000 to revenues in 1973. \$49,030-

000 in 1972. Cablevision contributed \$27,493,000 in 1973. \$24,306,000 in 1972.

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. March 27	Closing Wed. March 20	Net change in week	% change in week	1973-1974 High	1973-1974 Low	P/E ratio	Approx. shares out (000)	Total market cap/tall-zation (000)	
Broadcasting											
ABC	ABC	N 25 1/2	25 5/8	- 1/8	- .48	34 1/4	20	9	16,584	422,892	
CAPITAL CITIES COMM.	CCB	N 35 1/4	36	- 3/4	- 2.08	62 1/2	29	14	7,198	253,729	
CBS	N 35 1/4	34 7/8	+ 3/8	+ 1.07	52	24 7/8	11	28,061	989,150		
CONCERT NETWORK*	D	3/8	3/8		.00	7/8	1/4	8	2,200	825	
COX	N 17	17 1/4	- 1/4	- 1.44	40 1/4	13 3/8	9	5,831	99,127		
FEDERATED MEDIA***	O 5 1/2	5 1/2		.00	5 1/2	2	18	820	4,510		
GROSS TELECASTING	GGG	A 11 1/4	11 3/4	- 1/2	- 4.25	18 3/8	10	7	800	9,000	
LIN	O 5 1/8	5 5/8	- 1/2	- 8.88	14 3/4	3 1/4	5	2,296	11,767		
MOONEY*	O 3 1/8	3 1/8		.00	10 1/4	2 1/4	8	385	1,203		
PACIFIC & SOUTHERN	PSOU	O 5 1/4	5	+ 1/4	+ 5.00	13 3/4	4 1/2	75	1,751	9,192	
RAHALL	O 4 1/2	4 1/2		.00	12 1/4	2 3/4	7	1,297	5,836		
SCRIPPS-HOWARD**	O 16 1/2	16 1/2		.00	21 1/4	14 3/8	8	2,589	42,718		
STARR	SBG	M 7 3/4	7 1/2	+ 1/4	+ 3.33	24 1/2	7	6	1,069	8,284	
STORER	SBK	N 15 3/8	16 3/4	- 1 3/8	- 8.20	44	12	7	4,751	73,046	
TAFT	TFB	N 18 3/4	20 1/8	- 1 3/8	- 6.83	58 5/8	15 1/2	7	4,219	79,106	
WOODS COMM.***	O 3/4	3/4		.00	1 5/8	1/4	6	292	219		
									TOTAL	80,143	2,010,604
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A 2 1/4	2	+ 1/4	+ 12.50	5 3/8	2	6	1,259	2,832	
AVCO	AV	N 6 5/8	7 3/8	- 3/4	- 10.16	16	6 3/8	6	11,481	76,061	
BARTELL MEDIA	BMC	A 1 1/2	1 7/8	- 3/8	- 20.00	3 1/2	1	4	2,257	3,385	
JOHN BLAIR	BJ	N 6 7/8	7 1/8	- 1/4	- 3.50	13	4 7/8	5	2,403	16,520	
CAMPTOWN INDUSTRIES*	O 3/8	7/8	- 1/2	- 57.14	2	1/4	5	1,138	426		
CHRIS-CRAFT	CCN	N 3 7/8	3 5/8	+ 1/4	+ 6.89	6 5/8	2	11	4,162	16,127	
COMBINED COMM.	CCA	A 12 7/8	11 3/4	+ 1 1/8	+ 9.57	44	10	9	3,274	42,152	
COWLES	CWL	N 6 1/8	6 3/8	- 1/4	- 3.92	9 5/8	4 3/4	12	3,969	24,310	
DUN & BRADSTREET	DNB	N 32 1/2	33 3/4	- 1 1/4	- 3.70	42	30	22	26,198	851,435	
FAIRCHILD INDUSTRIES	FEN	N 5 1/8	5 7/8	- 3/4	- 12.76	13 3/8	4	47	4,550	23,318	
FUQUA	FQA	N 9 3/8	9 3/4	- 3/8	- 3.84	20 3/8	6 3/4	4	8,560	80,250	
GENERAL TIRE	GY	N 16 1/4	17 3/8	- 1 1/8	- 6.47	28 3/4	12	4	21,505	349,456	
GLOBETROTTER	GLBTA	O 3 5/8	3 5/8		.00	8 1/8	1 7/8	4	2,759	10,001	
GRAY COMMUN.***	O 7	7		.00	12 7/8	6 1/2	5	475	3,325		
HARTE-HANKS	HHN	N 8 7/8	8 7/8		.00	29 1/4	7	7	4,337	38,490	
JEFFERSON-PILOT	JP	N 29 1/4	29 1/2	- 1/4	- .84	40 7/8	27	14	24,082	704,398	
KAISER INDUSTRIES	KI	A 8	7 7/8	+ 1/8	+ 1.58	9 3/8	4	5	27,487	219,896	
KANSAS STATE NET.*	KSN	O 3 5/8	3 1/2	+ 1/8	+ 3.57	6 1/8	3 1/4	6	1,741	6,311	
KINGSTIP	KTP	A 6 1/8	3 1/2	+ 2 5/8	+ 75.00	14 1/4	3 1/2	6	1,154	7,068	
LAMB COMMUN.***	P 1 1/4	1 1/4		.00	2 5/8	1 1/4	25	475	593		
LEE ENTERPRISES	LNT	A 13 1/8	12 5/8	+ 1/2	+ 3.96	25	9 7/8	9	3,352	43,995	
LIBERTY	LC	N 14	14 7/8	- 7/8	- 5.88	23 7/8	13 3/8	6	6,632	92,848	
MCGRAW-HILL	MHP	N 8 7/8	8 1/2	+ 3/8	+ 4.41	15 7/8	6 3/8	8	23,486	208,438	
MEDIA GENERAL	MEG	A 26 1/2	25 1/4	+ 1 1/4	+ 4.95	43 1/2	20 1/2	11	3,546	93,969	
MEREDITH	MDP	N 10 1/8	10 1/2	- 3/8	- 3.57	20 1/2	8 3/8	5	2,897	29,332	
METROMEDIA	MET	N 8 7/8	9 1/4	- 3/8	- 4.05	32 1/4	7	6	6,493	57,625	
MULTIMEDIA	MMED	O 13	13		.00	30 1/4	11 1/2	10	4,388	57,044	

	Stock symbol	Exch.	Closing Wed. March 27	Closing Wed. March 20	Net change in week	% change in week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
							High	Low				
OUTLET CO.	DTU	N	8 7/8	9	- 1/8	- 1.38	17 5/8	8	5	1,379	12,238	
POST CORP.	POST	O	10 1/2	10 1/4	+ 1/4	+ 2.43	17	8	5	893	9,376	
PSA	PSA	N	8 1/4	9	- 3/4	- 8.33	21 7/8	6 1/8	46	3,768	31,086	
REEVES TELECOM	RBT	A	1 3/8	1 3/8		.00	3 1/4	1 1/4	8	2,376	3,267	
RIDER PUBLICATIONS	RPI	N	7 1/2	14 1/2	- 7	- 48.27	29 7/8	7 1/2	5	8,312	62,340	
ROLLINS	ROL	N	17 1/8	17 1/2	- 3/8	- 2.14	36 1/2	14 1/4	15	13,305	227,848	
RUST CRAFT	RUS	A	8 1/2	9 1/8	- 5/8	- 6.84	33 3/4	7 1/2	5	2,366	20,111	
SAN JUAN RACING	SJR	N	11 1/2	11 3/4	- 1/4	- 2.12	23 3/4	11 3/8	10	2,367	27,220	
SCHERING-PLOUGH	SGP	N	73 1/4	72 3/4	+ 1/2	+ .68	87 5/8	62 1/2	37	52,590	3,852,217	
SONDERLING	SDB	A	8 1/2	8 1/8	+ 3/8	+ 4.61	16 3/8	6 3/8	5	816	6,936	
TECHNICAL OPERATIONS	TO	A	5 1/2	6 1/8	- 5/8	- 10.20	13 1/2	4	6	1,359	7,474	
TIMES MIRROR CO.	TMC	N	16 3/8	16 1/4	+ 1/8	+ .76	25 7/8	13 7/8	10	31,145	509,999	
TURNER COMM.*	TO	O	3 1/8	3 1/8		.00	6	3	7	1,486	4,643	
WASHINGTON POST CO.	WPO	A	22 7/8	22	+ 7/8	+ 3.97	37	15 3/4	8	4,749	108,633	
WOMETCO	WOM	N	9 3/8	9 1/2	- 1/8	- 1.31	19 3/8	7 7/8	7	6,295	59,015	
Cablecasting										TOTAL	337,266	8,002,008
AMECO***	ACO	O	1/4	1/4		.00	3	1/8		1,200	300	
AMER. ELECT. LABS**	AELBA	O	1 1/2	1 3/8	+ 1/8	+ 9.09	3 5/8	1		1,673	2,509	
AMERICAN TV & COMM.	AMTV	O	12 1/4	11 1/2	+ 3/4	+ 6.52	39	7 1/4	35	3,174	38,881	
ATHENA COMM.**	ATH	O	1 1/2	1/2		.00	5 1/2	3/8		2,126	1,063	
BURNUP & SIMS	BSIM	O	20 1/8	20 1/2	- 3/8	- 1.82	34 3/4	15 1/8	23	7,907	159,128	
CABLECOM-GENERAL	CCG	A	3 1/8	3 1/8		.00	8 7/8	1 3/4	104	2,536	7,925	
CABLE FUNDING CORP.	CFUN	O	6 3/8	6 3/8		.00	9 3/4	4 1/2	53	1,121	7,146	
CABLE INFORMATION**	CI	O	5/8	5/8		.00	2 1/2	5/8		663	414	
CITIZENS FINANCIAL	CPN	A	3	3		.00	9 1/2	2 3/8	9	2,390	7,170	
COMCAST*	COM	O	2	2		.00	5 3/8	1 1/2	8	1,705	3,410	
COMMUNICATIONS PROP.	COMU	D	3	2 7/8	+ 1/8	+ 4.34	9 3/4	2 1/8	25	4,761	14,283	
COX CABLE	CXC	A	8 1/4	9 3/8	- 1 1/8	- 12.00	31 3/4	7 3/4	16	3,560	29,370	
ENTRON*	ENT	O	5/8	5/8		.00	9 1/4	1/4	4	1,358	848	
GENERAL INSTRUMENT	GRI	N	14 7/8	15 5/8	- 3/4	- 4.80	29 1/2	12 1/4	9	6,792	101,031	
GENERAL TELEVISION*	GT	O	1 1/4	1 1/4		.00	4 1/2	1 1/4	63	1,000	1,250	
LVO CABLE	LVOC	O	3 3/8	3 3/8		.00	11 1/4	2 3/4	18	1,879	6,341	
SCIENTIFIC-ATLANTA	SFA	A	8 1/8	8 1/4	- 1/8	- 1.51	15 3/8	6 1/4	9	917	7,450	
TELE-COMMUNICATIONS	TCOM	O	3 7/8	3 3/4	+ 1/8	+ 3.33	21	2 5/8	16	4,619	17,898	
TELEPROMPTER	TP	N	5 1/8	6	- 7/8	- 14.58	34 1/2	3 3/4	30	16,482	84,470	
TIME INC.	TL	N	38	38 1/8	- 1/8	- .32	63 1/4	25 3/4	8	10,380	394,440	
TOCOM*	TOCM	O	4 3/4	4 1/2	+ 1/4	+ 5.55	12 1/8	2 3/4	11	634	3,011	
UA-COLUMBIA CABLE	UACC	O	5 3/4	5 1/2	+ 1/4	+ 4.54	15	3 3/4	13	1,790	10,292	
VIACOM	VIA	N	6 1/8	6 3/4	- 5/8	- 9.25	20	4 5/8	10	3,851	23,587	
VIKOA	VIK	A	2 7/8	2 7/8		.00	9 1/8	1 3/4	96	2,591	7,449	
Programming										TOTAL	85,109	929,666
COLUMBIA PICTURES**	CPS	N	3 1/8	3 1/8		.00	9 7/8	2 1/4		6,748	21,087	
DISNEY	DIS	N	48 3/4	51 5/8	- 2 7/8	- 5.56	123 7/8	37	29	29,155	1,421,306	
FILMWAYS	FW	A	4 1/8	4 7/8	- 3/4	- 15.38	5 3/4	2 1/8	7	1,801	7,429	
GULF + WESTERN	GW	N	26 3/8	26 1/2	- 1/8	- .47	35 3/4	21 3/8	5	14,088	371,571	
MCA	MCA	N	22 1/4	23 5/8	- 1 3/8	- 5.82	34 1/4	18 1/2	8	8,379	186,432	
MGM	MGM	N	13 1/2	14 1/2	- 1	- 6.89	24	7 5/8	9	5,918	79,893	
TELE-TAPE**	TT	O	1/4	1/4		.00	1 3/4	1/4		2,190	547	
TELETRONICS INTL.*	TI	O	4	4 1/8	- 1/8	- 3.03	10 1/2	2 1/2	8	943	3,772	
TRANSAMERICA	TA	N	9 1/2	9 3/8	+ 1/8	+ 1.33	17 5/8	6 1/8	8	66,354	630,363	
20TH CENTURY-FOX	TF	N	8 7/8	9 1/8	- 1/4	- 2.73	12 3/8	5	10	8,557	75,943	
WALTER READE**	WALT	O	3/8	3/8		.00	1 3/8	1/8		2,203	826	
WARNER	WCI	N	14 3/4	14 7/8	- 1/8	- .84	39 1/8	9	6	15,064	222,194	
WRATHER**	WCO	A	7 7/8	8 1/8	- 1/4	- 3.07	16 5/8	3 7/8		2,229	17,553	
Service										TOTAL	163,629	3,038,916
88DO INC.	88D	O	12 7/8	13 1/4	- 3/8	- 2.83	17 7/8	10	6	2,513	32,354	
COMSAT	CO	N	35 3/8	36 1/2	- 1 1/8	- 3.08	64 1/2	32 1/2	10	10,000	353,750	
CREATIVE MANAGEMENT	CMA	A	5 1/2	5 5/8	- 1/8	- 2.22	9 1/2	3	6	1,016	5,588	
DOYLE OANE BERNBACH	DOYL	O	10 1/4	10 1/2	- 1/4	- 2.38	23 1/2	8 1/2	5	1,799	18,439	
ELKINS INSTITUTE****	ELKN	O	1/4	1/4		.00	1 1/4	1/4		1,897	474	
FOOTE CONE & BELDING	FCB	N	10 3/8	11 1/8	- 3/4	- 6.74	13 3/8	8 1/8	7	2,122	22,015	
GREY ADVERTISING	GREY	O	8 3/8	8 1/4	+ 1/8	+ 1.51	17 1/4	7 1/2	4	1,264	10,586	
INTERPUBLIC GROUP	IPG	N	12 1/4	12 5/8	- 3/8	- 2.97	25 3/8	9 3/4	4	2,464	30,184	
MARVIN JOSEPHSON	MRVN	O	8 1/2	8 1/4	+ 1/4	+ 3.03	18 1/2	6 3/4	6	957	8,134	
MCCAFFREY & MCCALL*	MC	O	9 1/4	9 1/4		.00	10 3/4	5	5	585	5,411	
MCI COMMUNICATIONS+	MCIC	O	4 3/4	4 1/2	+ 1/4	+ 5.55	8 7/8	3 3/4		12,825	60,918	
MOVIELAB**	MOV	A	1 1/4	1 1/8	+ 1/8	+ 11.11	1 7/8	1/2		1,407	1,758	
MPD VIDEOTRONICS**	MPO	A	2 1/4	2 1/4		.00	4 7/8	2		539	1,212	
NEEDHAM, HARPER	NDHMA	O	6 1/2	7 1/4	- 3/4	- 10.34	26 1/4	5	3	917	5,960	
A. C. NIELSEN	NIELB	O	22 5/8	21 5/8	+ 1	+ 4.62	40 1/2	19 3/4	20	10,598	239,779	
OGILVY & MATHER	OGIL	D	15 3/4	15 3/4		.00	32 1/2	12 3/4	6	1,777	27,987	
PKL CO.*	PKL	O	1 1/4	1	+ 1/4	+ 25.00	3	1/4	2	818	1,022	
J. WALTER THOMPSON	JWT	N	10	10 3/8	- 3/8	- 3.61	24 3/4	8 1/4	5	2,625	26,250	
UNIVERSAL COMM.***	UC	O	3/4	3/4		.00	12 1/2	1/2	1	715	536	
WELLS, RICH, GREENE	WRG	N	8 7/8	9	- 1/8	- 1.38	21 1/8	7 1/2	4	1,631	14,475	
Electronics										TOTAL	58,469	866,832
ADMIRAL	ADL	N	13 1/4	13 1/4		.00	18	7 1/4	8	10,796	143,047	
AMPEX	APX	N	4	4 3/8	- 3/8	- 8.57	6 7/8	3 1/8	8	10,878	43,512	
CCA ELECTRONICS*	CCAE	D	3/4	7/8	- 1/8	- 14.28	3	3/4	1	881	660	
COHU, INC.	COH	A	3 1/8	3 3/8	- 1/4	- 7.40	7 7/8	2 5/8	6	1,542	4,818	
COMPUTER EQUIPMENT	CEC	A	1 3/4	1 3/4		.00	2 7/8	1 3/8	11	2,372	4,151	
CONRAC	CAX	N	17 7/8	19	- 1 1/8	- 5.92	31 7/8	13 1/4	8	1,261	22,540	
GENERAL ELECTRIC	GE	N	55	53 3/8	+ 1 5/8	+ 3.04	75 7/8	53 3/8	17	182,348	10,029,140	
HARRIS-INTERTYPE	HI	N	31 1/4	29 1/2	+ 1 3/4	+ 5.93	49 1/4	24 1/2	11	6,227	194,593	
INTERNATIONAL VIDEO	IVCP	O	5	4 3/4	+ 1/4	+ 5.26	14 3/4	3 3/4	13	2,741	13,705	

Stock symbol	Exch.	Closing Wed. March 27	Closing Wed. March 20	Net change In week	% change In week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
MAGNAV0X	MAG	N	6 7/8	7	- 1/8	- 1.78	29 5/8	6 1/4	23	17,806	122,416
3M	MMM	N	76	77	- 1	- 1.29	91 5/8	71 1/4	29	113,086	8,594,536
MOTORDLA	MOT	N	57 1/8	57 3/4	- 5/8	- 1.08	68 3/4	41 1/4	19	27,740	1,584,647
OAK INDUSTRIES	OEN	N	12 1/8	12 3/4	- 5/8	- 4.90	20 1/2	9 1/2	5	1,639	19,872
RCA	RCA	N	19 5/8	20 1/8	- 1/2	- 2.48	39 1/8	16 1/2	8	74,515	1,462,356
ROCKWELL INTL.	ROK	N	27 5/8	27 5/8		.00	32 5/8	23 1/8	6	27,245	752,643
RSC INDUSTRIES	RSC	A	1 5/8	1 3/4	- 1/8	- 7.14	2 1/2	1 1/8	10	3,458	5,619
SONY CORP	SNE	N	28 3/4	27 5/8	+ 1 1/8	+ 4.07	57 1/4	21 1/4	22	66,250	1,904,687
TEKTRONIX	TEK	N	44 1/4	45	- 3/4	- 1.66	56 5/8	29 7/8	19	8,646	382,585
TELEMATION**	TIMT	O	2 1/8	2 1/8		.00	4 3/4	1 1/2		1,050	2,231
TELEPRO IND.***	O	O	6	6		.00	6	1 1/4	38	475	2,850
VARIAN ASSOCIATES	VAR	N	11 1/2	11 3/4	- 1/4	- 2.12	19 1/2	9 5/8	11	6,617	76,095
WESTINGHOUSE	WX	N	21 3/8	22	- 5/8	- 2.84	47 3/8	21 1/8	12	88,595	1,893,718
ZENITH	ZE	N	29	29 3/8	- 3/8	- 1.27	56	25	9	18,888	547,752
									TOTAL	675,056	27,808,173
									GRAND TOTAL	1,399,672	42,656,199

Standard & Poor's Industrial Average 108.09 109.19 -1.10

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
†Stock did not trade on Wednesday;
closing price shown is last traded price.

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly highs and lows are drawn from
trading days reported by *Broadcasting*.
Actual figures may vary slightly.

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. Earning
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

Robert Browning, general manager, KTRE-TV Lufkin, Tex., named executive VP-general manager of licensee, Buford Television Inc., Fort Smith, Ark., and general manager of Buford Television's KFSM-TV Fort Smith.



Clayton

Dan Clayton, former program manager, WRC-AM-FM Washington, named president-general manager, WBBF-AM-FM Rochester, N.Y.

Mary Bell elected president of Bell Broadcasting Co., (WCHB[AM] Inkster, Mich., and WJZZ-[FM] Detroit), Midwest group owner founded by late husband, Dr. Haley Bell, noted as first black man to receive license to operate radio station.

Marie J. McWilliams, VP-personnel for ABC Inc., associated with company for more than 26 years, has resigned. **Robert T. Goldman**, ABC Inc. VP-administration, will assume her duties pending selection of her successor.

Brian A. Higgins, station manager, WSMW-TV Worcester, Mass., appointed VP-general manager. **Donald J. Reilly**, assistant station manager, named assistant general manager.

Craig McCoy, account executive, Doyle Dane Bernbach, Los Angeles, named station manager, KGON(FM) Portland, Ore.



Pierce

James Pierce, local sales representative, KRAK(AM) Sacramento, Calif., appointed station manager, KEWT(FM) Sacramento.

George Keramidas, manager, audience measurement, ABC-TV planning and development, New York, named director, audience analysis.

Ella G'sell, public relations director, Waltham Watch Co., Chicago, appointed manager, advertising, promotion and press, WMAQ-TV, Chicago, Ill.

Earl V. Toliver, film editor, WNEW-TV New York, appointed administrator, community affairs.

Maple Walton, community service representative for Los Angeles Mayor Tom Bradley, named public affairs director, KTTV(TV) Los Angeles.

Mary Helen Barro, community affairs, public relations consultant, KWKW(AM) Los Angeles, named director, community affairs.

Jim Cameron, announcer, WLIR(FM) Garden City, N.J., assumes additional duties as operations manager.

James D. Battin, with promotion department, WLWC(TV) Columbus, Ohio, named promotion manager, WSAZ-TV Huntington, W. Va.

Charles H. Warner, executive VP-general manager, WWSW(AM)-WPEZ(FM) Pittsburgh, resigns.

Lynda Stewart, publications editor, Cox

Broadcasting Corp., Atlanta, named coordinator, Cox communications.

Lavon Carter, administrative assistant to VP/general manager, Post-Newsweek's WJXT(TV) Jacksonville, Fla., appointed business manager, WFSB-TV Hartford, recently acquired by Post-Newsweek Stations.

Broadcast Advertising

Peter Vane, Joseph Vine, account executives, Altman, Vos & Reichberg, New York, elected senior VP's.

Donald L. Potter, VP-management supervisor, Ketchum, MacLeod & Grove, Pittsburgh, appointed senior VP.

Patricia Gail Morrison, VP, Foote, Cone & Belding, New York, joins Altman, Stoller, Weiss Advertising, New York, as VP, account supervisor on Helene Curtis Cosmetics Industries.



Garrison

Robert L. Garrison, media supervisor, Grey Advertising, Minneapolis, named media director.

Peter Hochman, account supervisor at Cunningham & Walsh, Inc. New York, elected VP.

Frank Vernon, account supervisor at Cunningham & Walsh, New York elected VP.

James B. French, with sales staff, WRIF(FM) Detroit, joins ABC FM Spot Sales, Detroit, as division manager.

Herbert Farber, sales manager, KDKA-TV Pittsburgh, named general sales manager, KPIX(TV) San Francisco, not general manager as reported in BROADCASTING, March 25.

Nancy A. Boyer, with sales staff, WABC-TV New York, appointed national sales manager, WFSB-TV, newly acquired Post-Newsweek station in Hartford, Conn.



Seiden

Len Seiden, VP-associate creative director, Hicks & Greist, New York, joins Kelly Nason-Kearsh, New York, as VP.

Burton I. Greenspan, executive art director, Kalish & Rice, Philadelphia, named VP.

Robert Lilley, media VP, Grey Advertising, New York, joins Kenyon & Eckhardt as VP, media director.

Gene Schinto, partner in production firm, SPI Films Inc., New York, joins Tinker, Dodge & Delano, New York, as creative director.

Robert D. Schutt, with sales staff, KQV(AM) Pittsburgh, named sales manager.

Heather Lema, assistant sales service manager, WAPA-TV San Juan, P.R., appointed New York sales representative.

John Squyres, with sales staff, KRTH(FM) Los Angeles, appointed local sales manager.

Radio Station Owners, Managers, Programmers: Would an all-news format work in your market? All news stations rank among the top in such markets as New York, Los Angeles, San Francisco, Chicago, Washington, Boston, and Philadelphia.

Many station operators would like to offer the all-news format, or variations, in their markets, but hesitate due to high expense factors.

One of the world's most respected communications groups is studying the feasibility of an All-News Radio Network, which would be designed for maximum formatting flexibility, no commercial clearance programs and reasonable local station operating expenses.

If you would be interested in bringing an all-news or news/talk format to your market, we'd like to consult closely and confidentially with you on your needs and desires. No commitments at this point. We want to explore the opportunities together.

Box C-250, BROADCASTING

Frank T. Henderson, associate media director, Benton & Bowles, New York, named VP.

Lawrence H. Speigel, VP-media group head, BBDO, New York, joins Tracy-Locke Advertising, Dallas, as associate media director.

Frank T. Henderson, associate media director, Benton & Bowles, New York, named VP.

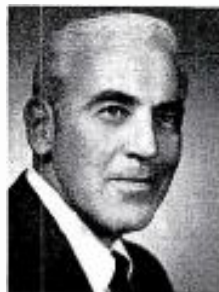
Programing



Sampson

Elbert Sampson, public affairs coordinator, National Association of Broadcasters, Washington, appointed program manager, WKBS-TV Philadelphia ("Closed Circuit," March 18).

Emmet G. Lavery, Jr., executive VP, Paramount Television, Los Angeles, resigns to form own company to produce TV and theatrical projects in partnership with Paramount TV. He is succeeded by Bud Austin, VP-creative services and marketing, Paramount Pictures Corp., New York.



Sherwin

Wally Sherwin, former general manager, KHJ-TV Los Angeles and president, Market Broadcasting, Sherman Oaks, Calif., named president, Western International Syndication, division of Western International Media Corp., Los Angeles.

Gloria Messina, manager, program research, ABC-TV planning and development, New York, appointed director, program research, Los Angeles.

Pepe Rolon, music director, KWKW(AM) Los Angeles, named program director.

Robert Brooks, creative director, KYXI(AM) Oregon City, named program director, KGON(FM), also Portland.

George Taylor Morris, news director, WLIR(FM) Garden City, N.J., assumes additional duties as program director.

Charles Bowden, production supervisor, WGHP-TV High Point, N.C., named program administrator, **Kenneth Jordan**, commercial producer, named production manager.

Paul Kelvyn, programing department, WGN-TV Chicago, named assistant program manager. **Kenton Morris**, programing department, WGN(AM) Chicago, named assistant program manager.

Broadcast Journalism

David Jayne, former ABC News Asia producer, Hong Kong, named Midwest bureau manager, ABC News.

Philip L. Buckman, television news producer, WJAR-TV Providence, R.I., joins NBC News, Cleveland, as news manager.

Tony Gonzalez, newsman, KWKW(AM) Los Angeles, named news director.



McElhatton

Dave McElhatton, announcer, KCBS(AM) San Francisco, assumes additional duties as director of news operations.

Bob Marvel, news writer, WBAL(AM) and WAYE(AM) Baltimore, joins WMHI-AM-FM Frederick, Md., as news director.

Allied Fields

Lawrence W. Sechrest III, on FCC general counsel's staff, appointed legal assistant to Chairman Richard Wiley, succeeding **Werner K. Hartenberger**, who is now Chairman Wiley's administrative assistant (BROADCASTING, March 11).

James L. Cleary, Mideast division manager, general licensing, American Society of Composers, Authors and Publishers, Cleveland, named ASCAP national sales manager, general licensing. **Mel Rogers**, ASCAP field representative, Cleveland, appointed district manager, general licensing.

Michael M. Schreter, VP-finance and administration, Golden West Broadcasters, Los Angeles, group station owner, appointed to additional post of assistant secretary and treasurer, of commonly owned California Angels baseball club.



Hill

Harold E. Hill, head of University of Colorado's department of communication, Boulder, elected president, Association for Educational Communication and Technology.

Reed Harris, former assistant director, U.S. Information Agency, named president, Freedom Foundation, Valley Forge, Pa.

Cable

Kim Hetherington, program director, video access center, Viacom Communications, New York, named director, community development.

David A. Neuman, formerly VP, Cartridge Rental Network, New York, named to new post of VP, ViaCode, pay-TV unit of Viacom Communications, New York.

Peter W. Frame, VP-cable operations, Triangle Publications, New York, appointed marketing services development director, Home Box Office, New York.

William G. Hooks, regional marketing director, Warner Cable Corp., New York, named field sales director of Home Box Office.

Terry Reigle, engineering department, Ohio Institute of Technology, Columbus, joins Buckeye Cablevision, Toledo, Ohio, as chief video engineer.

Equipment & Engineering

T. A. Campobasso, VP, Collins Radio Co., Washington, named VP-general manager, international, sales and service division. **David J. Yockey**, VP-general manager special telecommunications systems division, Collins, Newport Beach, Calif., named VP-general manager of newly formed telecommunications systems division.

Guy H. Rachau, manager, sales support, C-COR Electronics, State College, Pa., named sales administrator.

Walter E. Farrell, manager, RF products, Sierra Electronic, Menlo Park, Calif., appointed manager, component products, Lynch Communications Systems, Reno.

John I. Skarbek, formerly with microwave active components division, PRF Inc., Lansdale, Pa., appointed project en-

gineer, microwave amplifiers, Acrodyne Industries Inc., Montgomeryville, Pa.

Ronald I. Cockrill, plant manager, Dyma Engineering, Taos, N.M., appointed VP, manufacturing.

Deaths

Odus L. (Pop) Echols, 70, writer, singer, composer of 1950's hit "Sugartime" and partner in KCLV(AM) Clovis, N.M., 1953-71, died March 28 of a heart attack at his home in Clovis. Survivors include wife Onetta, and son Odus L. Jr., who was partner in KCLV with father.

Herman Lubinsky, 77, founder of WNJ, pioneer commercial radio station in Newark, N.J., in 1920's, died March 16 in Glen Ridge, N.J. Survivors include wife, Adaline, three daughters, two sons. WNJ was deleted by Federal Radio Commission in 1931.

Thomas P. Gannon, 61, administrator, music rights department, NBC, New

York, died March 21 of emphysema in Saranac Lake, N.Y. He is survived by two sisters.

R. Lowell Heminger, 82, chairman of Findlay Publishing Co., owner of WF1N-AM-FM Findlay, Ohio and WCSI-AM-FM Columbus, Ind., died March 15. Mr. Heminger, also editor emeritus of *Findlay Republican-Courier*, is survived by wife, Golda; son, Harold H., who is president of Findlay Publishing and stations, and son Edwin L., publisher of newspaper.

Robert L. Kaufman, 54, general manager of WSR(AM) Butler, Pa., since 1949, died March 21 while on vacation in Virgin Islands. He is survived by his father, four sisters and one brother.

Jean I. Castles, 55, West Coast copy chief, press relations, ABC Television network, Los Angeles, died March 4 at her Hollywood home.

For the Record®

As compiled by BROADCASTING, March 18 through March 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. *—noncommercial.

New TV stations

Applications

*Fayetteville, Ark.—Arkansas Educational Television Commission seeks VHF ch. 13 (210-216 mhz); ERP 297.5 kw vis., 59.5 aur. HAAT 1,687 ft.; ant. height above ground 1,349 ft. P.O. address: c/o Lee eRaves, 350 S. Donaghey Street, Conway, Ark. 72032. Estimated construction cost \$995,383; first-year operating cost \$55,600. Geographic coordinates 35° 49' 44" north; 94° 03' 57" west. Trans. type TT-35FH. Ant. type TW-12A13-R. Legal counsel Pierson Bell & Dowd, Washington; consulting engineer Oscar Reed. Principal: Lee Reaves, director. Ann. March 8.

*Abilene, Tex.—Pictronics Inc. seeks UHF ch. 15 (476-482 mhz); ERP 1875 kw vis., 375 kw aur. HAAT 1,472 ft.; ant. height above ground 1,332 ft. P.O. address: 3201 W. Wall Street, Midland, Tex. 79701. Estimated construction cost \$508,896; first-year operating cost \$214,400; revenue 278,400. Geographic coordinates 32° 13' 11" north; 100° 03' 37" west. Trans. type TTU-30A. Ant. type TFU-45JDA. Principal: Henry L. Seale (100%) has business interests in Dallas. Ann. March 20.

Final actions

*Sioux City, Iowa—Broadcast Bureau granted State Educational Radio and Television Facility Board UHF ch. 27 (548-554 mhz); ERP 933 kw vis., 186 kw aur. HAAT 1,045 ft.; ant. height above ground 996 ft. P.O. address: Box 1758, Des Moines, Iowa 50306. Estimated construction cost \$851,885; first-year operating cost not given. Geographic coordinates 42° 30' 53" north; 96° 18' 13" west. Trans. type BT-110U. Ant. type Vee Zee panel. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer William V. Weakley. Principal: John A. Montgomery, executive director (BPET-443). Action March 12.

*Beaufort, S.C.—Broadcast Bureau granted South Carolina Educational Television Commission UHF ch. 16 (482-488 mhz); ERP 339 kw vis., 67.6 kw aur. HAAT 1,260 ft.; ant. height above ground 1,320 ft. P.O. address: 2712 Millwood Avenue, Columbia, S.C. 29205. Estimated cost \$853,749;

first-year operating cost \$376,387. Geographic coordinates 32° 42' 44" north; 80° 40' 49" west. Trans. type TTU-30B. Ant. type TFU-46K. Legal counsel Dow, Lohnes and Albertson, Washington; consulting engineer Lohnes and Culver. Principal: Henry J. Cauthe, general manager of commission (BPET-444). Action March 12.

Other actions

Review board in Homewood and Birmingham, Ala., TV proceeding, dismissed petition by Chapman Radio and Television Co. to declare Birmingham Broadcasting Co. disqualified in proceeding involving mutually exclusive applications of Chapman and BBC for new TV on channel 21 at Homewood and Birmingham, respectively (Docs. 15461, 16761). Action March 18.

Review board in Corpus Christi, Tex., TV proceeding, granted motion by Telecorpus Inc. for further extension of time through April 15 to file oppositions to petition to add issues by Telecorpus and the petition to add issues by U-Anchor Broadcasting in proceeding involving competing applications for new TV on channel 28 at Corpus Christi (Docs. 19915-6).

Existing TV stations

Final actions

WSFA-TV Montgomery, Ala.—FCC denied joint petition by WTVY Inc. and Eagle Broadcasting Co. for review of supplemental decision of Review board, released June 15, 1973, granting application of Cosmos Broadcasting Corp. to relocate trans. site of WSFA-TV from Mt. Carmel to Grady (Doc. 16984). Action March 13.

Frankfort, Ky.—Chief, Complaints and Compliance Division informed W. Harold DeMarcus, Larry J. Hopkins and Arthur L. Schmidt, Republican members of Kentucky general assembly, that no further action was being taken on their fairness doctrine complaint that Kentucky Educational TV only interviewed legislators picked by governor's press secretary for comment following governor's speeches.

WBOC-TV Salisbury, Md.—FCC denied petition for reconsideration filed by WBOC-TV Salisbury against certificate of compliance granted General Television of Maryland, operator of cable system at Salisbury (CAC-846). Action March 13.

*WGBY-TV Springfield, Mass.—Broadcast Bureau granted waiver of rule which requires continuous transmission of test signals generated and inserted in vertical interval of the visual signal at remote control point, and authority to operate trans. by remote control from One Armory Square, Springfield (BRCETV-26). Action March 8.

WCBS-TV New York—FCC denied application by Professor Margaret E. Stucki, Cape Canaveral, Fla., for review of Dec. 11, 1973, staff ruling denying her contention that WCBS-TV failed to fulfill fairness doctrine obligations by broadcasting one viewpoint on the merits of abstract expressionism in its October 15, 1973, program "Twentieth Century American Art." Action March 13.

WOR-TV—FCC denied application of John Cervase of review of Broadcast Bureau's December 14, 1973, denial of his petition for reconsideration of its September 19, 1973, ruling which denied his contention that WOR-TV had failed to fulfill its fairness doctrine obligation when it allegedly presented programming which favored Newark, N.J. Kawaida Towers housing project and failed to provide a reasonable opportunity for the presentation

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of contrasting points of view. Action March 13.

■ **WEBA-TV** Allendale, S.C.—Broadcast Bureau granted authority to operate remote control from WRLK-TV, Hard Scrabble Road, Columbia, S.C.; Rule 73.676(f) waived (BRCETV-56). Action March 11.

■ **KNDU(TV)** Richland, Wash.—Broadcast Bureau granted authority to operate trans. by remote control from 3312 West Kennewick Avenue, Kennewick, Wash.; rule 73.676(f) waived (BRCTV-74). Action March 11.

Other actions

■ Review board in Largo, Fla., TV proceeding, in response to request by Sarasota-Bradenton Florida Television Co., licensee of WXLTV Sarasota, Fla., dismissed its petition for modification of issue filed February 27 against WLCY-TV Largo, applicant for increase in antenna height (Doc. 19627). Action March 18.

■ **WRIK-TV** (ch. 7) Ponce, Puerto Rico—In response to petition by Ponce Television Corp., licensee, for issuance of "statement of policy" that application to move its transmitter site closer to San Juan will be favorably received, FCC has invited comments on whether channel 7 should be redesignated "Ponce-San Juan" assignment by amending table of television assignments, and whether requested "statement of policy" can or should be issued. Interested parties are to file comments by April 22 and reply comments by May 3. Action March 13.

Call letter applications

■ **WKBG-TV** Cambridge, Mass.—Seeks WLVI(TV).
■ **WBAP-TV** Fort Worth—Seeks KXAS-TV.

Call letter action

■ **WTIC-TV** Hartford, Conn.—Granted WFBS-TV.

New AM stations

Applications

■ **Monroe, Ga.**—Charles M. Haas, James N. Williamson and Raymond L. Dehler (one third each) seek 1490 khz, 1 kw-D, 250 w-N. P.O. address: c/o James Williamson, P.O. Drawer 190, Monroe, Ga. 30655. Estimated construction cost \$77,464; first-year operating cost \$96,000; revenue \$110,000. Principals: Mr. Haas is farmer and rancher; Mr. Williams is businessman, and Mr. Dehler is dentist, all in Monroe. Ann. March 11.

■ **Monroe, Ga.**—Monroe Broadcasting Inc. seeks 1490 khz, 1 kw-D, 250 w-N. P.O. address: c/o Jonathan J. Oscher, Box 785, Cartersville, Ga. 30120. Estimated construction cost \$34,105; first-year operating cost \$63,648; revenue \$72,000. Principals: William H. Wisebrain (56%), Jonathan J. Oscher (34%), et al. Mr. Wisebrain has interest in WBHF (AM) Cartersville, Ga.; Mr. Oscher owns CATV systems there and in Canton, Ga. Ann. March 11.

Final actions

■ **Tallahassee, Fla.**—Initial decision, released Jan. 18, proposing grant of the application of B.F.J. Timm for new AM on 1070 khz, at Tallahassee, and denial of competing application of Charles W. Holt, became effective March 11 (Docs. 19445, 47).

■ **Buffalo, Ky.**—Lincoln Broadcasting Co. Broadcast Bureau granted 1430 khz, 500 w, P.O. address: Box 63, Hodgenville, Ky. 42748. Estimated construction cost \$27,778; first-year operating cost \$31,470; revenue \$60,000. Principals: Joseph A. Myers, Joseph R. Jones and James L. Jones (each 33 1/3%). Messrs. Jones own and operate supermarkets in Brandenburg and Elizabethtown, both Kentucky. Mr. Myers has worked as engineer for several radio stations in Pennsylvania (BP-19491). Action March 15.

Other actions

■ Review board in Banning and Yucaipa, Calif., AM proceeding, denied petition by Bud's Broadcasting Co. for addition of site availability issue against competitor Frederick R. Cote in proceeding on applications of Bud's, Dale A. Owens and Cote for authority to replace deleted facilities of KPAS (1490 khz, 250 w-U), at Banning, and of H & B Broadcasting Co. for same facilities at Yucaipa (Docs. 19778-81). Action March 18.

■ **Jacksonville, Fla.**—Review board granted Integrated Broadcasting Co. 1530 khz, 50 kw-D, and denied competing application of Dowric Broadcasting Co. for Brunswick, Ga. P.O. address: 113 W. Forsyth Street, Jacksonville 32202. Estimated construction cost \$104,028; first-year operating cost \$85,000; revenue \$75,000. Principals: Leroy Garrett (39%), William E. Bennis Jr. (29%), et al. Mr. Garrett is licensee of WEUP(AM) Huntsville, Ala. Mr. Bennis has interests in WVOK(AM) Birmingham and WSLA-TV Selma, both Alabama, and WFLI (AM) Lookout Mountain, Tenn. (Docs. 19448, 450). Action March 4.

Call letter action

■ **Western Broadcasting Corp.**, Pasadena, Calif.—Granted KIGI(AM).

Existing AM stations

Applications

■ **WABA(AM) Mobile, Ala.**—Seeks CP to change to new daytime trans. site at 826 Dumaine Street, Mobile. Ann. March 21.

■ **KVOK(AM) Kodiak, Alaska**—Seeks mod. of CP to change ant.-trans. and main studio and remote control location to Spruce Cape Annexation, Kodiak. Ann. March 21.

■ **KPOI(AM) Honolulu**—Seeks CP to change frequency to 990 khz and increase power to 10 kw, 50 kw, U, and change type trans. to RCA, BTA-50J. Ann. March 21.

■ **WKTO(AM) Pittsburgh**—Seeks CP to change daytime MEOV's. Ann. March 21.

■ **WMYB(AM) Myrtle Beach, S.C.**—Seeks CP to change ant.-trans. and main studio location to 21st Avenue, 0.8 mile N.W. of Oak Street and 21st Avenue, intersection, Myrtle Beach, and increase tower height. Ann. March 21.

Final actions

■ **KBAI(AM) Morro Bay, Calif.**—Broadcast Bureau granted license covering new station (BL-13618). Action March 10.

■ **KREX(AM) Grand Junction, Colo.**—Broadcast Bureau granted mod. of license to operate trans. by remote control from 345 Hillcrest Manor, Grand Junction (main and aux.) DA; conditions (BRC-3687). Action March 11.

■ **WSRF(AM) Fort Lauderdale, Fla.**—Broadcast Bureau granted CP to change daytime MEOV's; conditions (BP-19714). Action March 11.

■ **WDAT(AM) Ormond Beach, Fla.**—Broadcast Bureau granted license covering changes (BL-13568). Action March 8.

■ **KCIH(AM) Washington, Iowa**—Broadcast Bureau granted relinquishment of positive control of license corporation by Alver G. Leighton through sale of stock to Kendall Light and Dan Bryan; Leighton from 51% to 33.2%; Light from 17% to 33.2%; 8% to Dan Bryan; H. D. Shanklin, Shirley Randolph, David Knutson, from 8% to 6.4%. (BTC-7325). Action March 12.

■ **WYWY(AM) Barbourville, Ky.**—Broadcast Bureau granted CP to change ant.-trans. site to north side of Charcoal Road, 0.2 mile west of Artemus Pike, Barbourville (BP-19712). Action March 11.

■ **WKCM(AM) Hawesville, Ky.**—Broadcast Bureau granted license covering new station (BL-13334). Action March 18.

■ **WCAS(AM) Cambridge, Mass.**—FCC stayed effectiveness of Jan. 23 grant of assignment of license of WCAS from Kaiser Broadcasting Corp. to Family Stations Inc., pending action on petition for reconsideration filed by Committee for Community Access because Family Stations proposes to change format from popular music to religious. Action March 14.

■ **WMAG(AM) Forest, Miss.**—Broadcast Bureau granted license covering changes; condition (BL-13562). Action March 8.

■ **New York**—FCC denied application by Horace P. Rowley III for review of Broadcast Bureau rulings of January 16 and August 10, 1973, denying his contention that WNYC(AM) New York, failed to fulfill fairness-doctrine obligations regarding program series *It's Your City; It's Our Job*. In separate action, commission denied Mr. Rowley's petition for reconsideration of June 6, 1973, action denying his request for declaratory ruling to require CBS to broadcast opposing comments back-to-back to those of Eric Sevareid on *CBS Evening News*. Action March 13.

■ **WRBX(AM) Chapel Hill, N.C.**—Broadcast Bureau granted license covering new station (BL-13576). Action March 8.

■ **KOKC(AM) Guthrie, Okla.**—Broadcast Bureau granted mod. of license covering change of corporate name to Proctor Inc. (BML-2504). Action March 18.

■ **KZEE(AM) Weatherford, Tex.**—Broadcast Bureau granted license covering changes (BL-13581). Action March 10.

Other actions

■ Review board in Stamford, Conn., AM proceeding, granted motion by The Western Connecticut Broadcasting Co. for extension of time through April 5 in which to file replies to oppositions and comments to petition to add issues filed by Radio Stamford Inc., and to motions to add issues filed by Western. Proceeding involves mutually exclusive applications of Western for renewal of license for WSTC(AM) Stamford and Radio Stamford for CP for new AM station there (Docs. 19872-3). Action March 20.

■ Review board in Ypsilanti, Mich., educational FM proceeding, in response to request by Broadcast Bureau, has modified burden of proceeding and burden of proof on certain designated issues in proceeding involving number of Michigan educational FM licensees. Action March 8.

■ FCC admonished South Central Broadcasters Inc., licensee of KJPW(AM) Waynesville, Mo., Fox River Communications Inc., licensee of WKAU(AM) Kaukauna, Wis., and Scott Broadcasting Co., licensee of WTRY(AM) Troy, N.Y., for broadcasting improperly conducted contests. Action March 14.

Fines

■ KAVE(AM) Carlsbad, N.M.—Broadcast Bureau notified licensee it has incurred apparent liability for forfeiture of \$500 for willful or repeated violation by failing to reply to commission correspondence and official notice of violation. Licensee has 30 days to pay or contest forfeiture. Action March 12.

■ WYTI(AM) Rocky Mount, Va.—FCC ordered WYTI Inc., licensee, to forfeit \$1,000 for repeated violation of the rules by operating with power in excess of that authorized during full broadcast day from April 24 through June 13, 1972. WYTI is authorized to operate with power of 1 kw during daytime hours only. Action March 13.

Call letter application

■ KKEP(AM) Estes Park, Colo.—Seeks KSIR(AM).
 ■ WWSD(AM) Monticello, Fla.—Seeks WTBJ(AM).

Call letter action

■ KSAY(AM) San Francisco—Granted KIQI(AM).

New FM stations

Applications

■ Crest Hill, Ill.—Crest Hill Communications Inc. seeks 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 914, Crest Hill 60434. Estimated construction cost \$102,172; first-year operating cost \$70,000; revenue none. Principals: Rose (36%) and Anthony C. Morici (president, 18%), et al. Moricis have interest in WJRC(AM) Joliet, Ill. Ann. March 7.

■ Natchitoches, La.—Northwestern State University of Louisiana seeks 91.7 mhz, TPO 10 w. HAAT 165 ft. P.O. address: Box 3038 NSU Station, Natchitoches 71457. Estimated construction cost \$5,775; first-year operating cost \$2,520. Principal: Michael D. Price, general manager of proposed station. Ann. March 11.

■ *Bloomfield Hills, Mich.—Board of Education of Bloomfield Hills School District seeks 88.1 mhz, TPO 10 w. P.O. address: 4175 Andover Road, Bloomfield Hills 48013. Estimated construction cost \$21,738; first-year operating cost \$5,000. Principal: Dr. David A. Spencer, director of secondary education. Ann. March 7.

■ Duluth, Minn.—KAO Inc. seeks 9.49 mhz, 25 kw. HAAT 380 ft. P.O. address: 400 Christie Building, 120 W. 4th Avenue W., Duluth 55802. Estimated construction cost \$22,200; first-year operating cost \$7,500; revenue \$10,000. Principals: R. Bunker Rogoski (32.3%), Dalton C. Hille (22.6%), et al. Messrs. Rogoski and Hille have interest in WMUS(AM) Muskegan, Mich., and WPLY(AM) Plymouth, Wis. (BPH-7872). KAD Inc. owns KADH(AM) Duluth. Action March 8.

■ Ripley, Miss.—Tippah Broadcasting Co. seeks 102.3 mhz, 3 kw. HAAT 300 ft. P.O. address: 10569 Shelby Drive, Route 3, Collierville, Tenn. 38017. Estimated construction cost \$53,155; first-year operating cost \$20,031; revenue \$26,000. Principal: Jesse B. Williams (100%) also owns WCSA(AM) Ripley and 50% of WKPO Prentiss and WJRL Calhoun City, both Mississippi. Ann. March 7.

■ Brentwood, N.Y.—Brentwood Union Free School District seeks 88.5 mhz, TPO 10 w. P.O. address: c/o Everett A. Reese, Ross Building, First Street and Fifth Avenue, Brentwood 11717. Estimated construction cost \$8,712; first-year operating cost \$2,500. Principal: Everett A. Reese, assistant principal. Ann. March 11.

Final actions

■ *Mobile, Ala.—Spring Hill College. Broadcast Bureau granted 91.3 mhz, 10 w. HAAT 28 ft. P.O. address: 4307 Old Shell Road, Mobile 36608. Estimated construction cost \$1,250; first-year operating cost \$3,370; revenue none. Principals: Rev. Paul S. Tipton S.J. is president of Spring Hill College (BPED-1672). Action March 5.

■ Crescent City, Calif.—Corporation for Community Radio. Broadcast Bureau granted 90.1 mhz, 10 kw. HAAT 100 ft. P.O. address: 306 36th Street, Richmond, Calif. 94804. Estimated construction cost \$750; first-year operating cost \$2,500; revenue none. Principals: Tim O'Malley is president of Corporation for Community Radio, non-profit organization (BPED-1668). Action March 14.

■ Pueblo, Colo.—Roger P. Brandt. Broadcast Bureau granted 100.7 mhz, 100 kw. HAAT 977 ft. P.O. address: 125 Carlile Avenue, Pueblo 81004. Estimated construction cost \$89,237; first-year operating cost \$31,000, revenue \$53,056. Principals: Mr. Brandt (100%). Mr. Brandt is licensee of KDZA(AM) Pueblo (BPH-8454). Action March 14.

■ Camilla, Ga.—Enterprise Broadcasting Inc. Broadcast Bureau granted 105.5 mhz, 3 kw. HAAT

Summary of broadcasting According to the FCC, as of Feb. 28, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,374	3	23	4,400	52	4,452
Commercial FM	2,456	0	52	2,508	161	2,669
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	191	0	3	194	38	232
Total commercial TV	696	1	10	707	45	752
Educational FM	619	0	28	645	93	738
Educational TV-VHF	88	0	3	91	5	96
Educational TV-UHF	131	0	10	141	3	144
Total educational TV	219	0	13	232	8	240

* Special temporary authorization

300 ft. P.O. address 13 South Scott Street, Camilla 31730. Estimated construction cost \$53,818; first-year operating cost \$44,594; revenue \$120,471. Principals: John W. Burson (52%), Benjamin T. and Mary G. Burson (each 24%). Bursons have newspaper and printing interests in Camilla (BPH-8658). Action March 12.

■ Tifton, Ga.—Tifton Broadcasting Corp. Broadcast Bureau granted 100.3 mhz 100 kw. HAAT 578 ft. P.O. address: Drawer A, 700 West 2nd Street, Tifton 31794. Estimated construction cost \$118,471; first-year operating cost \$30,000; revenue \$50,000. Principal: Ralph N. Edwards is president of Tifton Broadcasting which also operates WWGS(AM) Tifton (BPH-8689). Action March 8.

■ *Chicago—Northeastern Illinois University. Broadcast Bureau granted 88.3 mhz, 10 w. HAAT 102 ft. P.O. address: 5500 North St. Louis Avenue, Chicago 60625. Estimated construction cost \$2,933; first-year operating cost \$3,500; revenue none. Principals: James H. Mullin, president of Northeastern Illinois University, et al. (BPED-1709). Action March 15.

■ *River Grove, Ill.—Triton College. Broadcast Bureau granted 88.3 mhz, 10 w. HAAT 150 ft. P.O. address: 2000 Fifth Avenue, River Grove 60171. Estimated construction cost \$29,225; first-year operating cost \$3,740; revenue none. Principals: Elmore Boeger is chairman of board of trustees at Triton College (BPED-1682). Action March 7.

■ *Cedar Falls, Iowa—University of Northern Iowa. Broadcast Bureau granted 88.1 mhz, 5.5 kw. HAAT 204 ft. P.O. address: Auditorium, Cedar Falls 50613. Estimated construction cost none; first-year operating cost \$15,000; revenue none. Principals: John Kamerick, president of college, et al. (BPED-1673). Action March 11.

■ Baltimore—Morgan State College. Broadcast Bureau granted 88.9 mhz, 12.5 kw. HAAT 215 ft. P.O. address: Hillen Road and Coldspring Lane, Baltimore 21239. Estimated construction cost \$52,743; first-year operating cost \$23,135; revenue none. Principal: Dr. King V. Cheek Jr. is president of Morgan State College (BPED-1694). Action March 11.

■ Pascagoula, Miss.—Broadcast Bureau granted Broadcasters and Publishers Inc. 106.3 mhz, 3 kw. HAAT 245 ft. P.O. address: 410 21st Avenue, Meridian, Miss. 39301. Estimated construction cost \$57,144; first-year operating cost \$74,100; revenue \$100,000. Principals: Don Patridge and Houston L. Pearce (50% each) also own WDAL-AM-FM Meridian. Mr. Pearce has interests in WANF(AM) Jasper, Ala., and in new AM at Mount Dora, Fla. Action Feb. 6.

■ Mogoek, N.C.—Stoneland Corp. Broadcast Bureau granted 92.1 mhz, 3 kw. HAAT 300 ft. P.O. address: 603 Nettles Center, Liberty St., Box 5443, Chesapeake, Va. 23324. Estimated construction cost \$3,700; first-year operating cost \$52,119; revenue

\$67,681. Principals: Paul F. Rule, president (100%), Mr. Rule is general manager of *WFOS(FM) Chesapeake. Stoneland Corp. is Chesapeake marketing and media research firm (BPH-8466). Action March 5.

■ Abilene, Tex.—Frontier Broadcasting Inc. Broadcast Bureau granted 100.7 mhz, 100 kw. HAAT 1,275 ft. P.O. address: 1000 Northstar Center, Minneapolis 55402. Estimated construction cost \$51,000; first-year operating cost \$20,000; revenue \$47,500. Principals: Mithun Enterprises Inc. (100%). Raymond O. Mithun is president and 97%-owner of Mithun Enterprises, whose subsidiaries include Campbell-Mithun Inc., Minneapolis advertising agency. Frontier Broadcasting, wholly owned subsidiary of Mithun, has application pending before commission for assignment of license of KWKC(AM) Abilene from Texas Communications Inc. to Frontier Broadcasting (BPH-8503). Action March 15.

Initial decision

■ Carlisle, Pa.—Denial of mutually exclusive applications of WIOO Inc. and Cumberland Broadcasting Co. for new FM on 93.5 mhz at Carlisle has been proposed in initial decision by Administrative Law Judge David J. Kraushaar (Docs. 19468, 19471). Judge Kraushaar said evidence demonstrated "intolerable unreliability and irresponsibility by both of these would-be licensees that is incompatible with the public interest." Ann. March 21.

Other actions

■ Review board in Santa Paula and Fillmore, Calif., FM proceeding, granted petition by Class A Broadcasters Inc. for extension of time through April 15 to file responsive pleadings to petition to add issues by William F. and Anne K. Wallace. Proceeding involves mutually exclusive applications for new FM by Jerry Lawrence, William F. Wallace and Anne K. Wallace, for Santa Paula, and Clark Ortone Inc. and Class A Broadcasters for Fillmore (Docs. 19865-68). Action March 14.

■ Review board in Willimantic, Conn., FM proceeding, dismissed as moot motion by Broadcast Bureau to add issues against Windham Broadcasting Group, to determine compliance with antenna location provisions of rules. Proceeding involves competing applications of Windham and Nutmeg Broadcasting Co. for new FM on 98.3 mhz (Docs. 19870-71). Action March 13.

■ Review board in Willimantic, Conn., FM proceeding, on request of Windham Broadcasting Group, applicant for new FM channel 252A at Willimantic, added issues against competing applicant, The Nutmeg Broadcasting Co., to determine whether it complied with provisions of rules with regard to its stock ownership, and if not, facts and circumstances surrounding failure to comply, and effect

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on Nutmeg's comparative qualifications to be licensee (Docs. 19870-1). Action March 18.

■ Review board in Fulton, Miss., FM proceeding, on request of Itawamba County Broadcasting Co., applicant for new FM on 101.7 mhz, added ascertainment and misrepresentation issues against competing applicant, Tombigbee Broadcasting Co. In separate action, board denied request by Tombigbee to add "harassment" issue against Itawamba (Docs. 19838-9). Action March 13.

Rulemaking actions

■ Broadcast Bureau proposed amendment of FM table of assignments by assigning the following channels: 257A to Lehigh Acres, Fla. (as requested by Broadcast Management, Inc.—RM-2232); 296A to Lehigh Acres (requested by Hudson Communications Corp.—RM-2293); 292A to Monticello, Fla. (Dr. Claud Anderson—RM-2240); 288A to Rockwell City Iowa (Francis N. Donnelly—RM-2241); 249A to Milinocket, Maine (Katahdin Radio, Inc.—RM-2242); 288A to Aguada, Puerto Rico (Aurio Matos—RM-2246); 269A to St. Helena, Calif. (Young Radio, Inc.—RM-2247); 276A to Johnstown, Ohio (Richard N. Seiler Jr., Robert G. Shaw and John W. Smith—RM-2250); 288A to Boyne City, Mich. (William F. Gipperich—RM-2263); 292A to Glennville, Ga. (Tattnall County Broadcasting Co.—RM-2268); 265A to Kilmarnock, Va. (Northern Neck and Tidewater Broadcasting Co.—RM-2269); 280A to Pinckneyville, Ill. (Coalbelt Broadcasters—RM-2290); 265A to Huntingdon, Tenn. (Ernest Vickers, Jr.—RM-2294), and 296A to Graham, Tex. (KSWA, Inc.—RM-2294). All would be first FM channel assignments for above (Docs. 19962, 63) communities. Interested parties may file comments on or before April 22, with reply comments on or before May 1. Action March 6.

■ FCC amended FM table of assignments with assignment of channel 241 to Greeley, Colo., and channel 256 to Fort Collins, Colo. Assignments required substitution of channel 273 for channel 236 in Craig, Colo.; channel 252A for channel 257A at Torrington, Wyo., and channel 236 for channel 241 in Laramie, Wyo. Commission also modified outstanding construction permit for channel 255 at Laramie to specify channel 275. Action becomes effective April 29 (Doc. 19663). Action March 13.

■ Sanford, Me. and Rochester, N.H. — FCC amended FM Table of Assignments with substitution of channel 244A (now assigned to Sanford) to Rochester for channel 280A, and substitution of channel 221A for channel 244A at a Sanford, J. Sherwood Inc., applicant for new FM at Rochester, supported substitution because it would correct short spacing problem and allow construction of new FM station at Rochester. Amended rule becomes effective April 29 (Doc. 19877). Action March 13.

Call letter applications

■ Glomor Music Broadcasters, Madera, Calif.—Seeks KUUL(FM).

■ Quixote Bldg. Co., Pueblo, Colo.—Seeks KPUB-FM.

■ Lewis & Clark Community College, Godfrey, Ill.—Seeks WLCA(FM).

■ Lake Providence Bdcg. Service, Lake Providence, La.—Seeks KBED(FM).

■ University of Maine, Fort Kent, Maine—Seeks WUFK(FM).

■ Southern Electronics Co., Winoia, Miss.—Seeks WONA-FM.

■ Media Corporation, Humble City, N.M.—Seeks KPOE(FM).

■ Marietta College, Marietta, Ohio—Seeks WMRT(FM).

Call letter actions

■ Connecticut College Broadcast Association, New London, Conn.—Granted WCNI(FM).

■ Seashore Broadcasting Co., Orleans, Mass. — Granted WVLC-FM.

■ KCAP Broadcasters, Helena, Mont. — Granted KCAP-FM-AM.

■ Clinton Broadcasting Corp., Wilmington, Ohio—Granted WDHK(FM).

■ Mullins & Marion Broadcasting Co., Mullins, S.C.—Granted WCIG(FM).

■ Perkins Broadcasting Co., Union City, Tenn.—Granted WALR-FM.

Existing FM stations

Final actions

■ *KTOO(FM) Juneau, Alaska—Broadcast Bureau granted license covering new station; ERP 85.0 (BLED-1207). Action March 11.

■ *KCSN(FM) Northridge, Calif.—Broadcast Bureau granted license covering changes for main and aux. trans.—ant.; ERP 3 kw; ant. height—235 feet (BLED-1186). Action March 11.

■ KVCRR(FM)—San Bernardino, Calif.—Broadcast Bureau granted license covering changes; ERP 24.5 kw; ant. height—320 feet (BLED-1203). Action March 11.

■ KDIG(FM) San Diego, Calif.—Broadcast Bureau granted license covering changes; ERP 28 kw; ant. height 640 feet (BLH-6113).

■ *KZSC(FM) Santa Cruz, Calif.—Broadcast Bureau granted license covering new station; ERP 16 w. (BLED-1202). Action March 11.

■ WGLO(FM) Fort Lauderdale, Fla.—FCC affirmed Nov. 21, 1973 grant to WFTL Broadcasting Co., licensee of WGLO(FM) of (SCA) to conduct visual subscription service (BSCA-1274). Petition by Micro TV Inc., permittee of common carrier MDS station WPE-97 Philadelphia for reconsideration of grant was denied. Action March 14.

■ WRIP-FM Rossville, Ga.—Broadcast Bureau granted CP to change trans. location to 270 N. Crest Road, Chattahoochee; install new trans.; install new ant.; change ant. system (decrease height); change TPO; ERP 3 kw; ant. height 270 feet; remote control from main studio on McFarland Ave., 1 mi. south of Rossville business district, waiver of rule 73.207 (BPH-8302). Action March 7.

■ WTTR-FM Westminster, Md.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; ant. height 350 feet (BPH-8829). Action March 19.

■ WBCH-FM Hastings, Mich.—Broadcast Bureau granted CP to change studio and remote control location to 146 East State, Hastings, Mich.; install new ant.; change ant. system (increase height); change TPO; ERP 1.55 kw; ant. height 295 feet (BPH-8647). Action March 8.

*KMTS(FM) Moberly, Mo.—Ceased operations on 90.1 mhz; license cancelled and call letters deleted. Ann. March 13.

■ WBF(BM) Rochester, N.Y.—Broadcast Bureau granted mod. of SCA to change equipment and programming (BMSCA-362). Action March 19.

■ WRWR-FM Port Clinton, Ohio—Broadcast Bureau granted license covering changes; ERP 6.7 kw; ant. height 165 feet (BLH-5951). Action March 15.

■ KYFM(FM) Bartlesville, Okla.—Broadcast Bureau granted CP to change ant.-trans. location; install new trans.; install new ant.; make change in ant. system (decrease height); change TPO; ERP 3 kw; ant. height 3000 feet; trans. location changed to Land Sec. #7, 4.85 ALM East of U.S. Highway #75 Bartlesville, Okla.; remote control from main studio at 1200 E. Frank Phillips Boulevard, Bartlesville (BPH-8512). Action March 11.

■ KLCO-FM Poteau, Okla.—Broadcast Bureau granted, data filed Feb. 1, in accordance with report and order of Nov. 28, 1973 (Doc. 19737), to change frequency to 97.9 mhz; change trans. location to Cavanal Mountain, 3.5 mi. NW of Poteau; operate by remote control from proposed studio site; change trans.; change ant.; make change in ant. system (increase height); change TPO; ERP 100 kw; ant. height 2,000 feet; remote control from main studio at 224 Dewey Ave., Poteau. Action March 8.

■ *WETS(FM) Johnson City, Tenn.—Broadcast Bureau granted license covering new station; ERP 70 kw; ant. height 2200 feet (BLED-1198). Action March 11.

■ *KZAG(FM) Dallas—Broadcast Bureau granted mod. of CP to extend completion date for new station to Sept. 1 (BMPED-1077). Action March 12.

■ Wichita, Falls, Tex.—FCC amended FM table of assignments by deletion of channel 236 from Wichita Falls, Tex. KNTO(FM) Wichita Falls, currently operating on channel 236 will be permitted to continue until it receives program test authority to operate on channel 277. Amendment becomes effective April 29 (Doc. 19876). Action March 13.

■ WVUS(FM) Putney, Vt. — Broadcast Bureau granted license covering new station (BLED-1193). Action March 11.

■ *KAOS(FM) Olympia, Wash.—Broadcast Bureau granted CP to install new trans.; make changes in ant. system (increase height); change TPO; ERP 1.55 kw; ant. height—14 feet; remote control from studio-trans. site at College Activities Building, Evergreen State College, Olympia (BPED-1724). Action March 11.

■ *WHWC(FM) Colfax, Wis.—Broadcast Bureau granted license covering changes; ERP 10 kw; ant. height 1,050 feet (BLED-1212). Action March 15.

■ *WHLA(FM) Holmen, Wis.—Broadcast Bureau granted license covering changes; ERP 57 kw; ant. height 1010 feet (BLED-1211). Action March 11.

■ WAUN(FM) Kewaunee, Wis.—Broadcast Bureau granted license covering new FM; ERP 3 kw; antenna height 300 feet (BLH-5949). Action Feb. 27.

■ WSWW-FM Platteville, Wis.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 235 feet; condition satisfied (BLH-6110). Action March 8.

Call letter applications

■ KITG(FM) Topeka, Kans.—Seeks KTPK(FM).

■ WDAF-FM Kansas City, Mo.—Seeks KYYS(FM).

■ WKNE-FM Keene, N.H.—Seeks WNBX-FM.

■ WGPL(FM) Winston-Salem, N.C.—Seeks WSEZ(FM).

Call letter actions

■ KACE-FM Riverside, Calif.—Granted KCNW(FM).

■ WCOA-FM Pensacola, Fla.—Granted WJLQ(FM).

■ KPOI-FM Honolulu—Granted KHSS(FM).

■ WDAN-FM Danville, Ill.—Granted WMBJ(FM).

■ WCHD(FM) Detroit—Granted WJZZ(FM).

Renewal of licenses, all stations

Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate: KCLU-AM-FM Rolla, and KMRN-AM) Cameron, KTTR(AM) Rolla and KUSN-AM-FM St. Joseph, all Missouri; WDOR(AM) Sturgeon Bay, Wis.; WEIC(AM) Charleston and *WTL(FM) La Grange, both Illinois; WMAG-AM) Forest, Miss.; WNF(AM) Green Bay, Wis.; WPQR-FM Uniontown, Pa.; WRWC-FM Rockton, Ill.; WSWW-FM Platteville, Wis.; WTGI-AM) Hammond, La.; WTOL-TV Toledo, Ohio; WUDO(AM) Lewisburg, Pa., and WSGA(AM) Savana, Ga. Actions March 8.

Broadcast Bureau granted renewal of licenses for following stations and co-pending aux., and SCA's when appropriate: KEEL(AM) Shreveport, and KLUV(AM) Haynesville, both Louisiana; WCDL-AM) Cleveland, Miss.; WCPM(AM) Cumberland, Ky.; WCP(AM) Tarboro, N.C.; WDHR(FM) Pikeville, Ky.; WDOR-FM Sturgeon Bay, Wis.; WETG-AM-FM London, Ky.; WJIT(AM) Jellico and WLA(AM) LaFollette, both Tennessee; WMAX(AM) Grand Rapids and WMBN(AM) Petoskey, both Michigan; WNV(AM) Nicholasville and WPKE(AM) Pikeville, Ky. and WYGR-AM) Wyoming, Mich. Actions March 13.

Broadcast Bureau granted following applications for renewal of license, including SCA's when appropriate: KCI(AM) Carroll, KCOG(AM) Centerville, KFNF(AM) Shenandoah, KWAY-AM-FM Waverly, and KWKY(AM) Des Moines, all Iowa; *WBCR-FM Beloit, Wis.; WLA(AM) Lexington, Ky.; WOJO(FM) Evanston and WPOK-AM-FM Pontiac, both Illinois; *WRPN-FM Ripon, Wis.; *WRSE-FM Elmhurst, Ill., and WSHB Raeford, N.C. Action March 8.

■ WJNM-TV Escanaba, Mich.—Broadcast Bureau granted renewal of license subject to following condition: If, at time next application for renewal is filed, licensee has not constructed local studios and has not commenced local originations, showing must be submitted with application demonstrating that continued operation as 100% satellite would serve public interest, convenience and necessity. Action March 18.

Modification of CP's, all stations

■ KQLH(FM) San Bernardino, Calif.—Broadcast Bureau granted mod. of CP for extension of completion date to Aug. 6 (BMPH-14000). Action March 11.

■ WEVU(TV) Naples, Fla.—Broadcast Bureau granted mod. of CP to change ERP to Vis. 1000 kw, DA, aural to 100 kw, DA; ant. height 710 ft; trans. location to Route #41, 2 mi. SSW of Bonita Springs, Fla.; same studio location; change type trans.; make changes in ant. structure; engineering conditions for ant. directionalized (BMPCT-7520). Action March 12.

■ *KUNI(FM) Cedar Falls, Iowa—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Sept. 6 (BMPED-1080). Action March 11.

■ WKJF(FM) Cadillac, Mich.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change ant. system (increase height); change TPO; ant. height 295 ft.; ERP 3 kw; remote control from main studio at site to be determined in Cadillac, Mich. (BMPH-14002). Action March 8.

■ WTBI(FM) McComb, Miss.—Broadcast Bureau granted mod. of CP to extend completion date for changes to Aug. 9 (BMPH-14014). Action March 11.

■ KEZT(FM) Dallas—Broadcast Bureau granted mod. of CP to extend completion time for changes to Aug. 28 (BMPH-13999). Action March 11.

Other actions, all services

■ Cambridge, Mass.—FCC denied application by William Flaherty for review of Jan. 29 Broadcast Bureau ruling denying his complaint that ABC, CBS and NBC failed to act reasonably in meeting fairness doctrine obligations on abortion issue. Action March 13.

■ FCC amended rules to allow 4 days for filing oppositions to petitions to intervene in hearing proceedings. Rule presently provides that 4 days are allowed for filing oppositions to pleadings in hearing proceedings and that replies to oppositions will not be entertained (does not apply to four types of pleadings). Amendment became effective March 27. Action March 13.

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Ownership changes

Applications

- WHOS(AM) and WDRM(FM) Decatur, Ala.—Seek transfer of control of Dixie Broadcasting Inc. from John H. Jones and Louis C. Blizard (100% before, none after) to Forrest Travis Broadcasting Inc. (none before, 100% after). Consideration: \$500,000. Principals: Information not given. Ann. March 12.
- KHOT(AM) and unassigned FM, Madera, Calif.—Seek assignment of license from Glamor Music Broadcasters to KHOT Inc. for \$128,400. Sellers: Gloria L. Moran (75%), et al. Buyer: Raymond I. Kandel, through 2588 Newport Corp. (100%), previously owned WKLC-AM-FM St. Albans, W. Va., and WERT-AM-FM Van Wert, Ohio. Ann. March 12.
- WNEB(AM) Worcester, Mass.—Seeks assignment of license from WNEB Inc. to Parliament Broadcasting Inc. for \$390,000. Sellers: Joan Clifford, president, et al. Buyers: Gerald and Theresa M. Williams, David E. Dick, Robert Walden (20% each), et al. Mr. Williams has interest in WOTW-AM-FM Nashua, N.H. Ann. March 12.
- WWTV(TV) WWAM(AM) and WKJF(FM), all Cadillac; WJFM(FM) Grand Rapids; WKZO(AM) Kalamazoo, and WWUP-TV Sault Ste. Marie, all Michigan—Seeks relinquishment of positive control of Fetzer Broadcasting Co. from John E. Fetzer (53.39% before, 49.99% after) to Carl E. Lee, A. James Ebel, C. E. Ellerman, et al. (12.2% before, 15.7% after). Consideration: \$240,084. Principals: All are executives of Fetzer. Ann. March 12.
- WAOP(AM) Otsego, Mich.—Seeks transfer of control of Allegan County Broadcasters from John F. and Rose M. Wismer (100% before, none after) to Robert V. and Dorothy K. Doll (none before, 100% after). Consideration: \$228,858. Principal: Mr. Doll has interest in WKFY(AM) and WKYW(FM) Frankfort, Ky.; WDLR(AM) Delaware, Ohio, and WTRE-AM-FM Greensburg, Ind. Ann. March 12.
- KAUZ-TV Wichita Falls, Tex.—Seeks assignment of license from Bass Brothers Telecasters to Wichita Falls Telecasters for \$4,250,000. Seller: Bass Brothers Enterprises (100%) owns several stations in California, Texas, and other areas. Buyers: Wichita Falls Television (80%) and White Fuel Corp. (20%). White Fuel also owns KGAF-AM-FM Gainesville and KORC(AM) Mineral Wells, both Texas. Ann. March 8.

Final actions

- KKOK(AM) Lompoc, Calif.—Broadcast Bureau granted assignment of license from John W. Parham to Straw Broadcasting Co. for \$115,000. Seller: Mr. Parham (100%). Buyers: Lawrence J. Straw (80%) and Ellen O'Brien Straw (20%). Mr. Straw is regional manager with Interstate Electronics Corp., Anaheim, Calif., and Mrs. Straw is secretary in Washington (BA-8047). Action March 19.
- KMPX(FM) San Francisco—Broadcast Bureau dismissed application for assignment of license from National Science Network to KMPX Inc. at request of licensee. Action March 20.
- WSGA(AM) Savannah, Ga.—Broadcast Bureau granted assignment of license from Coastal Broadcasting Inc. to WSGA Inc. for \$628,000. Sellers: Donald K. Jones, president, et al. Buyers: Albert F. Weis, Mr. Weis is owner of WZAT(FM) Savannah. He also has interests in motion picture theatres in Atlanta, Savannah, Macon, Augusta and Statesboro, all Georgia (BAL-7961). Action March 8.
- WSDL(AM) Slidell, La.—After concluding that hearing was not required, FCC granted assignment of license from Mid South Broadcasters Corp. to Inter-American Broadcasters Inc. for \$310,000. Sellers: Thomas V. Garraway, president, et al. (100%). Mid South is licensee of WVSL-FM Slidell. Buyers: George A. Mayoral (73%) and Richard Voelker Jr. (27%). Messrs. Mayoral and Voelker own WJMR-TV New Orleans. They also have 50% interest in KRBB(AM)-KLJT-FM Brazosport, Tex. and 49% interest in WBOX(AM) Bogalusa, La. (BAL-1956). Action March 16.
- KPLX(FM) Fort Worth, Tex.—Broadcast Bureau granted assignment of license from KXOL Inc. to Radio Metroplex Inc. for \$1,110,000. Seller: William Jamar Jr. also owns KBWD(AM) Brownwood, Tex. Buyer: Susquehanna Broadcasting Co. (90%). Louis J. Appell Jr., president, Susquehanna owns stations throughout eastern U.S. (BAL-1900) Action Jan. 31.
- KTBB(AM) Tyler, Tex.—Broadcast Bureau granted assignment of license from Blackstone Broadcasting Co. to Smith County Broadcasters for \$440,000. Sellers: David H. Rothwell, president, et al. (100%). Buyers: Marshall and Clint Formy, Graddy Tunnel and Don Chaney (together (100%)). Messrs. Formy own KPAN(AM) Hereford, KLVN(AM) Levelland and KTEM(AM) Temple, all Texas. Mr. Chaney is general manager of KTEM and Mr. Tunnell is attorney at Plainview, Tex. (BA-8056). Action March 19.

Cable

Applications

- The following operators of cable television systems have requested certificates of compliance, FCC announced March 19 (stations listed are TV signals proposed for carriage):
- American Cablevision Co. proposes for Breitung, Mich. (CAC-1609) to include Quinneseec and East Kingsford, Mich.
- Alden CATV proposes for Cassopolis, Mich. (CAC-3449) to add WZZM-TV Grand Rapids, Mich.
- Cable Communications Systems, Inc., Box 777, Hector, Minn. 55342 for Dawson, Minn. (CAC-3638) proposes to carry: KDLO-TV Florence, KELO-TV Sioux Falls, KCOO-TV Aberdeen, KORN-TV Mitchell and KESD-TV Brookings, all South Dakota; KWCM-TV Appleton and KCMT Alexandria, both Minnesota, and WCCO-TV, KMSP-TV and WTCN-TV, all Minneapolis; KSTP-TV St. Paul, and WDAY-TV, KTHI-TV and KFME, all Fargo, N.D.
- Continental Cablevision of Ohio proposes for Fairborn, Ohio (CAC-3641) to add WTTV Bloomington, Ind., and WUAB Lorain, Ohio.
- Continental Cablevision of Springfield, 119 N. Main Street, Fostoria, Ohio 45840, proposes for Springfield, Ohio (CAC-3640) to add WTTV Bloomington, Ind., and WUAB Lorain, Ohio.
- Brandonville TV for Brandonville, Pa. (CAC-3642) proposes to add: WVIA-TV and WNEP-TV, both Scranton, Pa.; WTAF-TV Philadelphia, and WKBS-TV Burlington, N.J.
- Johnstown Cable TV, 329 Main Street, Johnstown, Pa. 15901, proposes for Johnstown (CAC-2110, CAC-2785), Brownstown borough (CAC-2111), Conemaugh township (CAC-2112), Franklin borough (CAC-2113), Ferndale borough (CAC-2114), Dale borough (CAC-2115), Upper Yoder township (CAC-2116), Lower Yoder township (CAC-2117), Westmont borough (CAC-2118), Southmont borough (CAC-2119), Benson borough (CAC-2120), Stonycreek township (CAC-2121), Richland township (CAC-2122), Geistown borough (CAC-2123), Lorain borough (CAC-2124) and West Taylor township (CAC-2125), all Pennsylvania, to add WPGH-TV Pittsburgh and delete WDCA-TV Washington.
- Northeastern Pennsylvania TV Cable Co., 300 S. Blakely Street, Dunmore, Pa. 18512, for Archbald borough (CAC-3643), Blakely borough (CAC-3644), Jessup borough (CAC-3645), Olyphant borough (CAC-3646), Clarks Summit borough (CAC-3647), South Abington township (CAC-3648), Glenburn township (CAC-3649), Scott township (CAC-3650), La Plume township (CAC-3651), Factoryville borough (CAC-3652), Dalton borough (CAC-3653), Abington township (CAC-3654), Clarks Green borough (CAC-3655), Pittston (CAC-3656), West Pittston borough (CAC-3657), Hugheson borough (CAC-3658), Exeter township (CAC-3659), Pittston township (CAC-3660), Laffin borough (CAC-3661), Jenkins township (CAC-3662), Dupont borough (CAC-3663) and Duryea borough (CAC-3664), all Pennsylvania, proposes to add WNUJ-TV Linden, N.J.
- WKBC Cablevision Inc., Box 938, N. Wilkesboro, N.C. 28659, for Wilkes county, N.C. (CAC-3665) proposes to carry: WXII-TV and WJHL-TV, both Winston-Salem, and WBTV and WSOC-TV, both Charlotte, both North Carolina; WJHI-TV Johnson City, Tenn.; WKPT-TV Kingsport, Tenn.; WCYB-TV Bristol, Va.; WGHPT-TV Highpoint, N.C., and WHKY-TV Hickory, N.C.
- Cable TV of Cuero, Box 1209, Austin, Tex. 78767, proposes for Cuero, Tex. (CAC-3639) to delete KHTV Houston and add KVRL Houston (KVRL was previously listed in CAC-3162).

Final actions

- CATV Bureau granted following operators of cable television systems certificates of compliance: Crystal Cablevision, Seattle. (CAC-3); Fort Morgan Cable TV, Fort Morgan, Colo. (CAC-738); East Ridge TV Cable Co., East Ridge, Tenn. (CAC-1018); Tele-Vue Systems, San Rafael (CAC-1188); Ross (CAC-1189) and Larkspur (CAC-1190), all California; Gulf Communications, Poinciana (Osceola county), Fla. (CAC-1545); Capital Cable Co., Round Rock, Tex. (CAC-1580); Courier Cable Co., Buffalo, N.Y. (CAC-1771); Satellite Systems Corp., KI Sawyer Air Force Base, Mich. (CAC-1859); See-Mor Cable TV of Sikeston, Moorehouse, Mo. (CAC-1879); MBS Cable TV, Rittman, Ohio (CAC-2146); Teleprompter of Florida, Oakland, Fla. (CAC-2184); General Electric Cablevision Corp., Wyoming, Mich. (CAC-2282); Fairbault Cable TV Co., Fairbault, Minn. (CAC-2286); Community Video, Port Edward village (CAC-2377) and Nekonsa (CAC-2378), both Wisconsin; Sargent Cable TV, Sargent, Neb. (CAC-2381); General Electric Cablevision Corp., Anderson, Ind. (CAC-2545); Bay City TV Cable Co., Bay City, Tex. (CAC-2557); Warner Cable of Warren, Warren borough, Pa. (CAC-2572); Viking Media Corp., Oregon, Wis. (CAC-2675); Communications Systems, Slayton, Minn. (CAC-2698); Southern Monterey County CATV, Greenfield, Calif. (CAC-2713); Panther Valley Service Co., Panther Valley, N.J. (CAC-2741); Delaware County Cable TV Co., Upper Darby, Pa. (CAC-2746); Princeton Cablevision, Princeton, Mo. (CAC-2748); Peninsula Broadcasting Corp., South Hill,

- Va. (CAC-2749); Athena Cablevision Corp. of Corpus Christi, Corpus Christi, Tex. (CAC-2764); La Crosse Westgate, Medary (CAC-2801) and Onalaska (CAC-2802), both Wisconsin; Lebanon Valley Cable TV Co., Myerstown borough, Pa. (CAC-2818); Cablevision, Jerome, Idaho (CAC-2877); Ohio Video Services, Cardington, Ohio (CAC-2889); Cablevision of Knox County, Rockland, Me. (CAC-3016); Teleprompter of Newburgh Cable TV Corp., Cornwall, N.Y. (CAC-3020); Sammons Communications, Littleville, Ala. (CAC-3094); Garbersville Cable TV, Garbersville (CAC-3118) and Redway (CAC-3119), both California; Warner Cable of Fort Walton Beach, unincorporated areas of Walton county, Fla. (CAC-3126); Cablevision Investor's Inc., McGregor, Tex. (CAC-3139); St. Charles CATV, St. Charles, Md. (CAC-3163); Warner Cable of Williamsburg, unincorporated areas of James City county, Va. (CAC-3128); Vikoa CATV of Ohio, New Concord, Ohio (CAC-3171); Rolla Cable System, Northway, Mo. (CAC-3195); Redwood Cablevision, Fortuna (CAC-3196), Rio Dell (CAC-3197) and unincorporated areas of Humboldt county (CAC-3198), all California, and CSH Inc., Tangipahoa parish, La. (CAC-3452).
- Casa Grande, Ariz.—CATV Bureau dismissed as moot objection to application for certificate of compliance filed by KOOL-TV Phoenix against Casa Grande Cablevision (CAC-2392). Action March 12.
- Woodland, Calif.—Multi-View Systems of Woodland Inc. CATV 100-434, CATV Bureau dismissed petition for waiver of former section 74.1107 of rules and petition for reconsideration. Action March 14.
- Greeley, Colo.—Greeley Video Inc. (CATV 100-473) CATV Bureau dismissed petition for waiver of former section 74.1107 of rules. Action March 13.
- FCC granted following operators of cable television systems certificates of compliance, all in Connecticut: Systems TV at New Haven, Hamden and West Haven (CAC-1601-3); Bridgeport Community Antennae Television Co. at Orange, Woodbridge and Milford (CAC-1666-8); Valley Cable Vision at Naugatuck, Oxford and Beacon Falls (CAC-1854-6), and Community Television Systems at Wallingford, Guilford, North Haven, North Branford, Branford, East Haven and Madison (CAC-2699-2705), all systems to carry Connecticut stations: WHNB-TV New Britain, WFSB-TV, WHCT-TV and *WEDH(TV), all Hartford; WTNH-TV New Haven, and WATR-TV Waterbury; New York stations: WCBS-TV, WABC-TV, WNBC-TV, WNEU-TV, WOR-TV and WPX-TV; and *WNET(TV) Newark, N.J. In addition, FCC authorized for all but Community Television: *WEDW(TV) Bridgeport, Conn., and WXTV(TV) Paterson, N.J.; for all but Valley Cable: WKBG-TV Cambridge, Mass.; for Systems TV and Bridgeport: WSBK-TV Boston; for Bridgeport and Valley Cable: *WNYC-TV New York, WNUJ-TV Linden, N.J.; for Bridgeport: *WLIW(TV) Garden City and WSNL-TV Patchogue, both New York; for Systems TV: *WEDN(TV) Norwich and WTVU New Haven, both Connecticut, and for Community Television: WSMW-TV Worcester, Mass. Action March 13.
- Florida—FCC authorized Teleprompter Gulf Coast CATV Corp. to add WTCC(TV) Atlanta, WSWB-TV Orlando, Fla., and WLTV(TV) Miami to its cable television systems at Florida communities of Largo, Belleair Bluffs, Belleair Beach, Indian Rocks Beach, Seminole, Safety Harbor, Indian Rocks-South Shore and Belleair Shores, located within Tampa-St. Petersburg major market (CAC-2448-2455). Action March 13.
- Port Charlotte and Punta Gorda, Fla.—FCC ordered Gulf Coast Television, operator of cable systems at Port Charlotte and Punta Gorda, to cease and desist from operation of its systems in violation of program exclusivity provisions of rules (Docs. 19834-5). Action March 13.
- Fort Valley, Ga.—Valley Cable TV Inc. (CATV 100-413R) CATV Bureau dismissed as moot petition for reconsideration filed by WTVY Inc., licensee of WCWB-TV Macon, Ga. Action March 13.
- Shelbyville, Ind.—Shelby County Cable TV (CAC-3112) CATV Bureau dismissed as moot objection to application for certificate of compliance, filed Nov. 12, 1973, by Indiana Broadcasting Corp. Action March 15.
- Troy, N.Y.—Northeastern Telecable Inc. (CSR-146, NY352) CATV Bureau dismissed as moot petition for carriage filed on behalf of Faith Center, licensee of WHCT-TV Hartford, Conn. Action March 14.
- Troy, N.Y.—Northeastern Telecable Inc. (CSR-159) CATV Bureau dismissed as moot opposition filed on behalf of Sonderling Broadcasting Corp., licensee of WAST(TV) Albany, N.Y. Action March 15.
- Kingfisher, Okla.—CATV Bureau dismissed upon request application for certificate of compliance filed by North American Cablevision (CAC-2708). Action March 12.

Other action

- FCC invited supplemental and updated filings in newspaper-CATV cross-ownership rulemaking proceeding (Doc. 18891), to be accepted through May 15. Docket was reopened in view of time and changes in industry since proceeding began in June 1970. Action March 13.

Classified Advertising

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

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Top-rated, top-billing station in super midwest medium market needs a bright, young account executive to move up the sales ladder to management. \$20,000 is a conservative estimate of what can be your first year's income with us. Box C-171, BROADCASTING.

Sales manager with Management potential. Black and Contemporary format in medium sized north-eastern market. Good facility. Need strong sales-oriented man or woman on way up who also believes in good local programming. Decent base with excellent incentive. Rush resume to Box C-224, BROADCASTING.

Vice Pres.-General Mgr. New England—50kw rocker needs ambitious no-nonsense leader! Assume complete responsibility. Record and resume must withstand strictest confidential scrutiny. Compensation no object. Immediate opening. Box D-5, BROADCASTING.

Director of Marketing. Major group. College graduate with radio sales experience and strong management orientation desired. Masters Degree helpful. Salary \$25,000 plus bonus. Send confidential resume to Vice President Sales, Box D-25, BROADCASTING.

General Sales Manager for top-rated Texas station. Excellent salary plus override should total \$40,000 first year. Rush resume to Box D-29, BROADCASTING.

Sales Manager. Top-rated M.O.R. station in large Ohio market. \$32,000 salary, automobile, \$100,000 life insurance, plus percentage of sales increase. Send resume to Box D-33, BROADCASTING.

Chicago FM Station needs experienced account executive ready for local sales management. \$25,000 base with opportunity for rapid financial advancement. Box D-35, BROADCASTING.

Vice President/General Manager. Exceptional opportunity for dynamic radio executive interested top ten market. Highly profitable \$5k full time station with expanding group. Base salary of \$40,000 plus negotiable incentive. Send resume to Confidential, Box D-38, BROADCASTING.

General Manager position and ownership available with major market station. Salary range, \$30,000 to \$35,000 per year plus 10% ownership given out of profits. We will not contact previous employers without your permission. Young, aggressive program directors and sales managers rush complete resume to President, Box D-39, BROADCASTING.

WDXI Jackson, TN. Sales-oriented GM with management experience required. Superb salary, fringe benefits. Write: Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

Above average radio sales manager, with proven ability. Develop and train your own staff and sales promotions. Must keep accurate records, and be able to confer intelligently with management. Minimal starting salary \$10,000, more with incentive plan. Tremendous growth potential because of unusual expected plans. Write: S.K., Box 241, Casper, WY 82601 or call 307-234-9166.

Help Wanted Sales

Strong Salesperson to become Sales Manager. Black format station medium NE market. Fine opportunity. Excellent incentive plan with Equal Opportunity Employer. Box C-142, BROADCASTING.

Small but dynamic company needs you if you're a recent college graduate with some sales experience and a desire to earn \$18,000-\$22,000 this year. You can grow with us if you are the right person. Send resume to Box C-167, BROADCASTING.

Account Executive. Network owned and operated station. Opportunity to advance into national sales in 18 to 24 months. Excellent salary plus commission. Mail resume to Box D-27, BROADCASTING.

Help Wanted Sales Continued

Leading National Representative expanding sales staff in New York, Atlanta, Chicago, Detroit, Dallas, San Francisco and Los Angeles. Two to five years station sales experience preferred. \$30 to 35K depending on performance. Submit resume to Box D-31, BROADCASTING.

Top-rated St. Louis radio station has immediate opening for sales executive. College graduates with limited sales experience considered. \$15,000 salary with realistic potential for \$20,000 first year. Equal Opportunity Employer. Rush resume to Box D-34, BROADCASTING.

National Sales Manager positions have been created at our seven radio stations due to change in management structure. Unusual opportunity for rep or station account execs to move up. Confidential. Send resume and income requirements to Box D-36, BROADCASTING.

Recent college graduate with Radio/Television Degree and sales experience can move quickly into top management with expanding radio and television group. All replies answered. Send resume to Box D-41, BROADCASTING.

Full Service AM-FM Radio Station. Small market. High Pulse. Blue Cross and Car furnished for business. \$150.00 per week draw. Join us now or by June one. Ideal community in which to live. We are seeking applicants from New Mexico and adjacent states. This is a working position. Write Box D-51, BROADCASTING.

Solid opportunity if you know sales and are willing to work. You can be part of a most capable staff in one of New Mexico's best market areas. Contact: Dave Button, KSVP-AM-FM Artesia, 505-746-2751.

Northern California—Strong medium market station in S.F. Bay Area desires career minded Senior Account Executive for local sales. Eventual advancement into management. Resume to KZST, Box 2755, Santa Rosa, CA 95405.

Unique opportunity for professional salesperson with established Modern C&W. This is a permanent position with advancement so references will be checked. Contact Gray Ingram, WHIT Radio, New Bern, NC 28560. 919-637-4450.

Sales Manager. WRAC/WRKR Racine, WI seeks experienced person. If you're aggressive, full of fresh ideas and like community involvement you're the one. Call or write Mr. O'Connor, 2200 N. Greenbay. 414-632-1627.

Sales manager who sells! WSUS, Sussex County, N.J. 50 miles N.Y.C. Full time No. 1 rated. Permanent rewarding opportunity. Peter Bardach, pres. 212-973-2764 or Jay Edwards VP/Mgr. 201-827-2525. Reply in confidence.

Oklahoma's number one radio station needs a smart aggressive salesperson. Send resume to Box 1000, Oklahoma City 73102.

Help Wanted Announcers

Tired of swinging doors? Wondering whether you'll still be working next week? Is it time for a permanent change? Send complete resume and references to Box C-181, BROADCASTING.

Opportunity! Nuts and bolts first phone with on-air talent. Combo tech/air personality opening at leading Adult-Contemporary station in 90M Eastern market. EOE. Send resume. Box C-229, BROADCASTING.

New England secondary market. Needs jocks and newpeople. An equal opportunity employer. Box C-244, BROADCASTING.

Still looking "many Hats" person. Small market, Northeast, sales, announcing, news, copy, production. Willing to learn more? Box D-16, BROADCASTING.

Opening for full time air and news position with medium market Massachusetts radio station. Send detailed replies to Box D-43, BROADCASTING.

Experienced mature announcer for up-tempo MOR. Must have big voice—creative production—able to communicate. Permanent position for community minded adult. Salary commensurate with ability. Great place to live and raise family. Equal opportunity employer. Call Lyle Richardson, KUDE, Ocean-side, CA. 714-757-1320.

Experienced Program Director/Morning Personality with big voice for Modern MOR Personality Station. Send tape and resume to Mr. Vester, WDNC, Durham, N.C.

Help Wanted Announcers Continued

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.

N.E. Alabama Country FM, 24 hour Stereo Needs 2 announcers. Excellent working conditions. Must have experience. Contact Ben Kitchens, 205-574-2341.

Coming soon: "The Truth About Announcers or How Conceited They Are". Watch for it!

Help Wanted Technical

Chief Engineer, directional AM—automated class C—FM, Southwest Station with outstanding reputation, no board work—One part time engineer available. Send resume, references. Box C-103, BROADCASTING.

Engineer wanted, New England area, 50 Kw AM/FM, able to do board work and must have maintenance experience. Pay according to experience. Box D-17, BROADCASTING.

First Phone qualified to maintain automation/transmitters. Small market station in southern Arizona. Salary negotiable. KAWT, Douglas, AZ.

Get out of the cold humid winters from now on. Chief Engineer wanted for KSVP-AM and KSVP-FM Stereo, some announcing, good equipment, good community and good salary with solid future. Contact: Dave Button, Manager, KSVP, 317 West Quay, Artesia, NM 88210. Phone 505-746-2751.

Immediate Opening for a Transmitter Engineer. Some board work. Station WAMD, Aberdeen, MD 21001.

Delaware country music station needs experienced engineer-announcer. Should know country music. Call 1-302-422-7575.

Better than average Chief Engineer, start now with a Rocky Mountain broadcasting organization with tremendous growth plans. An exceptional opportunity for an engineer who can adapt to automation, FM, microwave, and all other new innovations. Call: 307-235-3380, Sidney King, Casper, WY. Afternoons only.

Help Wanted News

News Director: 5000 Watt AM looking for a real go-getter, take-charge newscaster. Experienced news reporter who can really dig, write, and air local news. Applications from minority group members encouraged. WCOJ, Coatesville, PA. 215-384-2100.

The top Radio News operation in active quarter-million market has opening for sharp, young newscaster who is not afraid of challenging assignments, hard work and long hours. Must be competent and versatile reporter with good sound. Compensation commensurate with ability. E.O.E. Forward tape and resume to Ed Wilson, News Director, WDAK, Post Office Box 1640, Columbus, GA 31902.

News and sports director capable of handling university sports, and supporting an outstanding news team. We are successful and growing fast. Tremendous opportunity for talent, positive thinking, to carve a career not just a job. Write: Box 2090, Casper, WY 82601, Mr. Sidney King, or call 307-235-3380 afternoons only.

Contemporary Radio News Honcho needed for Southern New England's Number One News Department. Dynamite station, consulted by Thomas McMurray Ideas. Immediate opening, contact Dave Hedrick, at 401-751-5700.

Help Wanted Programing Production, Others

Program Director small market. Announcer, know MOR programing; supervise 4-man staff; ramrod production; handle board shift; handle interview show; coexist with good, but rigid chief; fully responsible for programing; lovely upper midwest town. Box C-207, BROADCASTING.

Advertising generalist for Blue Chip Corporation. 4 to 8 years experience, with combination agency/client/TV background desirable. Strong writing, visualizing skills required for responsibilities ranging from recruitment advertising to institutional print and TV. Growth potential for creative, thoughtful communications professional. Located in New York's Westchester County. Send resume to Box D-1, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Program director for small radio station on east coast. Send application, credentials to Box D-65, BROADCASTING.

Situations Wanted Management

Strong sales background including agency, rep and 3 years in radio makes me the choice to be your new medium market sales manager. 32, B.S. Management. Box C-166, BROADCASTING.

Medium market sales is my life and do I live it! Now I'm ready for the move to Sales Manager. Young, aggressive, with good tenure at the two stations I've worked for. Let's talk! Box C-168, BROADCASTING.

Small market sales management has been good to me, and I've been good for my station; 86% billing increase since I arrived 3 years ago. Degree. 29. Plenty of drive. I can make it happen for your station! Box C-170, BROADCASTING.

Expert sales management has been my stock-in-trade for 5 years—all at the same medium market station. Sales have shown marked increases each year. Now I'm ready for the move up to a General Manager's position. 30, BA, married. Box C-172, BROADCASTING.

Small market GM wants move to medium or major market. 32, family, broadcasting degree with excellent sales record and desire to succeed at your operation. Box C-173, BROADCASTING.

Management and sales are my strong points. 10 years in radio, 5 at current station. Degree, family, 27, ready for move to General Management at your medium market station. Box C-174, BROADCASTING.

Programing, production, traffic, promotion, license renewal. Young, take-charge operations manager of suburban major market station with \$300,000 annualized ready for move. Turned this one around, now seek new challenge. Interested in participation. Box D-3, BROADCASTING.

I've programed new FM station. Looking for commercial or college management position. BA communications. Have 3rd, will travel. Box D-11, BROADCASTING.

General Manager, 31, with 10 years broadcasting experience. Last 7 years same employer in major market. Background in sales and programing. I know how to get the most out of your station and employees. Available immediately. Box D-13, BROADCASTING.

New England Management Team. Proven performance in top 10 market. Abilities range from Administration to Announcing; Bookkeeping to Traffic. Have ratings, awards and desire. 14 years experience from small town announcer to big city manager. We want to return and grow with the area we know and love. Box D-21, BROADCASTING.

Sales Manager ready to be General Manager in top 25 market. Proven performance with major group. 33, married, degree, outstanding references. Box D-53, BROADCASTING.

Large market General Manager needs greater challenge and financial opportunity. Doubled gross in top 10 market station in three years to \$2,000,000. Married, mid-30's, well educated and willing to relocate anywhere for \$40,000 plus with right company. Box D-55, BROADCASTING.

Ambitious young medium market Sales Manager interested in long term growth with expansion minded group. All offers considered over 25K. Box D-56, BROADCASTING.

2 yrs. WGR-TV sales, 3 yrs. WKBW AM sales, 2 yrs. WGR-FM sales, successful in all, ready for own sales team. Married, 33 yrs. old. Ed Mahoney, Buffalo, 716-648-4611.

Situations Wanted Sales

Sales national or local. Currently employed with national representative. 15 years experience in midwest. Intent on relocating Pacific Northwest or Rocky Mountain region. Box C-148, BROADCASTING.

Experienced sports journalist seeks sports/sales position in radio, tv or cable. College grad. Veteran. Married. 27 years old. Will relocate. Contact Fred Rosenthal, 405 W. Main St., St. Charles, IL. Phone: 312-584-7255.

Help! Starved for stable station. Workable account list. Baltimore area. 4 years sales experience. 2 years sports announcer. Phone Jerry Moshenberg, 301-833-9027.

Situations Wanted Announcers

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

Enough is enough! What happened to entertaining Radio? Do we need "Nader's Raiders" to prod us into action? Unique, experienced, warm, innovative Communicator/P.D. Requires freedom to deliver top demographics. Strictly Adult M.O.R. mid-mornings. Late twenties. Large, medium markets. Realistic salary. Box C-216, BROADCASTING.

Attention New England stations: Ten years experience in all phases of radio interest you? Strong MOR, and Contemp. background and 1st phone. Box C-246, BROADCASTING.

Leading private psychiatric hospital ready to release new personality on unsuspecting public. Write for details. Box D-B, BROADCASTING.

Up Your Numbers. Personality jock. Good production. MOR medium market experience. First phone. Clip and save. 414-475-1974 or Box D-19, BROADCASTING.

Big Voice, production wizz, imaginative and dependable, married and looking for stable position with N.E. station. Box D-22, BROADCASTING.

Personality Jock with first phone: 27, seeking medium market station with Top 40/Contemporary format. I'm energetic, creative and dedicated. Want stable organization with room to grow. Want to settle. Have excellent references. Box D-24, BROADCASTING.

Woman with experience! Currently announcer on 20,000 watt FM progressive rock station, seeking new market. Box D-47, BROADCASTING.

I'm Good, network TV commercials, radio, recording experience, first phone and a very young 31. I want a progressive station consistently on the move. Currently 3 years at stagnant suburban N.Y.C. station and want out. How about a hand? Box D-50, BROADCASTING.

CW Format. Experienced first phone, for pure country station. Announcer, production, news, sales. Reliable family man, employed with references. Box D-52, BROADCASTING.

Announcer, 3rd endorsed, 21, single, first job. Two years college radio experience. Box D-59, BROADCASTING.

First, with experience looking for Top 40/Rock position. Dependable, hard-working, and willing to learn. 714-583-4026. Box D-63, BROADCASTING.

New England area. 4 years experience, first phone, married, mature. Seek small or medium contemporary. \$115. minimum. 617-885-3335 collect after 5:30 p.m. or before 10 a.m.

Country PD's. 1st phone, modern country personality, 1 year experience, DMS grad. Wants small to medium market. Tape and resume on request. Marvin Yust, 311 E. Ogdan, Del Rio, TX 78840. 1-512-775-7026 after 3 p.m.

Preparation, Training, Experience. B.S., Radio-T.V., Miami (Ohio), 2 years college experience (Sports P.B.P., News, Weather). 1 year commercial experience, with 3rd. Age 24, willing to re-locate. A good mind, hands and voice is waiting for your news and sports needs. Write Jon Hunt, 501 S. Main St., Poland, OH 44514 or call collect, 216-757-1240.

MOR or Beautiful Music. 1 1/2 years experience. Third. College grad. Jeff Neil, 426 Brookhurst Ave., Narberth, PA 19072. 215-MO-4-8768.

First, with experience, 25, married. Good production, right board, now working, wants change. Seeking job in New Mexico, Arizona or Colorado. Call 505-334-6646 or write Randy Price, 217 1/2 Sumner, Aztec, NM 87410.

For a long time now programers have been looking for an 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.

Hard working, dependable young announcer, 3 years experience in play-by-play news and board. Not afraid of long hours. Available last of May. Pat Chambers, 816-429-4010.

Being heard now on New York's WHBI (1 1/2 years). For R&B with jazz. You can hear better than I can tell you. For resume, tape, reply to: Billy Ferrell, 200 West 72 Street, Suite 47, New York, N.Y. 10023.

Enthusiasm! 100% output! Will work days, nights, weekends! Big Dave has it all! Write Dave Jenkins, Box 49, Elliott Hall, Muncie, IN 47306.

Situations Wanted Announcers Continued

Midwest broadcast duo wants third party with financial help, to invest in radio station. Will relocate. Phone 314-443-5715.

Seeks position after 2 p.m., preferably all-night shift. C&W, telephone-talk, MOR, rock, or solid-gold format. Tight board, 3rd class ticket. Will send air-check. Steve, 555 2nd St., Apt. 1A, Lake Oswego, OR 97034.

I need a start. Young, creative, can follow directions. Any format. Willing to go anywhere on Eastern Seaboard, 3 rd endorsed, broadcasting school and RCA Studio School graduate. 914-965-8612 or 632 Warburton Ave., Yonkers, NY 10701.

Western United States graduate of Midwestern Broadcasting School, Chicago. Good DJ style, news, commercials and well versed in sports. If you are looking for a young dedicated, dependable staff announcer who is not afraid of hard work, look no further. Joe Pistello, 10957 Buffalo, Chicago, IL 60617. 312-375-5884.

Old fashioned radio. Remember? Variety of music. friendly ad lib. Audience communication. Mostly radio since 1946. Many formats. 1st phone. Good permanent anchorman for family station. Thank you. Smith, 305-886-4869.

Attention Washington, DC area. Contemporary jock eight months commercial experience, small market MD, six-month American Forces Radio gig. Married, stable college grad. 3rd endorsed. Willing to learn and to your thing. 518-374-9392 or Tom Reep, Blue Barns Rd., Rexford, NY 12148.

College Graduate, 23 years of age, 5 years broadcasting experience. Experience as music director, asst. PD, primary morning announcer, in charge of production. Looking for medium market MOR for announcing and/or junior management. Work hard for good salary. Available immediately. Relocation—No problem. 3rd endorsed. Gary McKenney, Route 5, Russellville, AR 72801. 501-968-1547.

4 years experience. Communicator jock/music director, major/medium market, 1st phone, good numbers and reference, \$700/month. 314-631-0980.

Beautiful music. EZ, automation, night shift ok. Good voice. Major market TV background. All Eastern, Southern markets considered. Industry references. Tape. Money secondary to security, 301-320-4664.

Black specs grad, tight board, 3rd endorsed, go anywhere R&B, MOR format. Some college. Call 1-313-824-8653 or write 194 East Grand Blvd., Apt. 202, Detroit, MI 48207.

11 years experience, major Mid-West market, relocate, prefer Houston or Dallas area, prefer sports, also successful personality. 32, family man. Call 816-358-0346.

8 year pro, with first, can handle any format, hard worker. Best offer. Any where. 501-227-0260.

Situations Wanted Technical

Engineer-handyman; 5 days, own hours. Need: desk, workbench, isolated work area, clean moderate climate. 305-390-3161. Box C-239, BROADCASTING.

Mature, dependable and conscientious, well qualified by experience, strong on installation, maintenance and trouble-shooting RF and audio, perfectionist desires Tech. Dir. for group owner or CE of top-fite AM/FM stereo combination. Prefer Western U.S. location. Presently located SW and available now. 213-691-8547. Box D-46, BROADCASTING.

Chief engineer, 25 years experience every phase AM and FM, desires change. Prefer south. Box D-57, BROADCASTING.

1st phone, 8 years last job, 36 years old. Full experience in AF & RF proofs, X-mitter studio maintenance and production, administrative engineering, purchasing bookkeeping, air shifts. AM and stereo FM with automation. Box D-62, BROADCASTING.

Need a chief/engineer? Ready to move up. Will relocate. 3 years large market experience. Production, operation, construction, maintenance. Can do all Resume, production spec. tape available. If you're interested, let's get together. Jack Linder, 1545 Hawthorne Street, Pittsburgh, PA or call 412-781-4997.

Situations Wanted News

Big voiced sportscaster with masters, three years major college pbp, and plenty of drive and enthusiasm. Ready to help you. Box C-219, BROADCASTING.

Major market announcer seeks return to full time news. On-air/writing/street work. Prefer Northeast major or medium market. Box D-12, BROADCASTING.

Situations Wanted News Continued

Energetic medium market news director. Bright authoritative style. Have done all there is to do in present market. Wants challenging change. Major reporting position or news top post. Box D-44, BROADCASTING.

Excellent news director in top market wants switch to reporting or combination. Major northeast market only. For first-rank journalist, write Box D-48, BROADCASTING.

College graduate seeking news job in upper midwest. BS, third phone, three years experience, married. Available June 1. Box D-60, BROADCASTING.

3 seasons of California league baseball. P8P. Want jump to higher classification. Available immediately. Box D-61, BROADCASTING.

Operations manager-news director-talkshow host. 15 year broadcast professional seeking position in major-market. Ted Lahn, 5003 Arlington St., Rockford, IL 61111. 815-877-4957 eve.

Energetic newsmen, radio or TV. May 1974 broadcasting graduate. Voice, delivery, and writing ability excellent. College and commercial news experience. Keep me in mind! John Hadley, Box 1531, Susquehanna University, Selinsgrove, PA 17870.

Major league credentials. NBC, Westinghouse, Taft, Buffalo, Pittsburgh, Philadelphia. 14 years, 4 as ND. Paul Burke, 3 Raintree Island, Tonawanda, N.Y. 14150. 716-693-7573, mornings.

Situations Wanted Programing, Production, Others

Major market program manager with proven track record available for right opportunity. Creative and good administrator. 28, married, require minimum 24K. Box D-54, BROADCASTING.

Production? See Big Dave's ad. Situations wanted—announcers.

First Phone Program—Music Director, twelve years in radio, nine with last employer. Will relocate. Have deep voice, warm, friendly delivery, specialize foreign pronunciation. Worked all formats including talk and news. Seek permanent position with growth opportunity. Min. \$10,000. Phone 1-617-544-3517 anytime.

TELEVISION

Help Wanted Management

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.

National Sales Manager for top 10 VHF, CBS affiliate. Growth position for results oriented individual makes this an outstanding opportunity. Let's talk it over. Group owned, equal opportunity employer. Box C-154, BROADCASTING.

Station manager. Now number one and growing in medium market, your challenge is to move it to new heights. Must be creative thinker, strong in programming, production and promotion. Send resume, salary requirements and picture. An equal opportunity employer. Immediate opening. Box D-23, BROADCASTING.

Local Sales Manager. We're one of America's leading television stations located in large Midwestern market. Position available as result of internal promotion. Candidates must have local sales experience and possess ability to develop and implement effective marketing strategy and planning for 6 man local sales department. 40K. Your identity will be protected. Send resume to Box D-28, BROADCASTING.

Sales manager. Profitable Top-10 market independent. Exceptional opportunity for experienced account executive ready to move up. Top salary plus percentage of station gross. Mail resume to Box D-32, BROADCASTING.

General manager. Medium market network affiliate. Solid opportunity for sales manager or account executive with top-level management potential. Current general manager will retire September 1. Salary, good incentive, and ownership possibilities. All replies held in confidence. Send detailed resume to Box D-37, BROADCASTING.

Business Manager New England based "Group" needs Radio/Television Business Manager. Accounting degree plus managerial experience and expertise are basic requirements. Reply Box D-45, BROADCASTING.

Help Wanted Sales

Account Executive. Large Midwest market. List earned \$42,000 in 1973. Management possibilities with growing company. Submit resume to Box D-26, BROADCASTING.

Leading Florida network affiliate. Excellent list with advancement possibilities. Mail resume and salary requirements to Box D-30, BROADCASTING.

Recent college graduate with television/radio degree and sales experience can move quickly into top management with expanding television and radio group. All replies answered. Send resume to Box D-40, BROADCASTING.

Great Opportunity in local sales with fast growing independent VHF station in Florida. Earnings commensurate with experience. Replies in confidence. P.O. Box 45066, Miami, FL 33145.

Help Wanted Announcers

Staff announcer being selected for WCAX-TV Burlington, Vermont. Job requires professional for commercials, weather, sportscasts. Contact Mr. Hall 802-262-5761.

Help Wanted Technical

Midwest Independent with Radio affiliate seeks super chief engineer. Top facilities and pay to match. Box C-179, BROADCASTING.

Engineer with first phone for southwestern VHF. Experience not necessary but must have trade school or military training. Annual salary reviews, paid holidays, vacation, retirement plan plus other benefits. Send brief resume to Chief Engineer, KOAT-TV, P.O. Box 4156, Albuquerque, NM 87106.

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.

Wanted: Video Engineer with 1st class ticket—some VTR experience. Ideal living in the West. Skiing, fishing, hunting. Clean air. Salary open. Write Bill Walter, KYCU-TV, 2923 E. Lincolnway, Cheyenne, WY 82001. Equal Opportunity Employer. Fringe benefits.

Help Wanted News

TV Field Reporters into Eyewitness and Action News formats. San Diego's number one news operation is looking. Box C-241, BROADCASTING.

May Grad. Broadcast Journalism, experienced, aggressive, sports. Box D-10, BROADCASTING.

Anchorperson, with a young aggressive No. 1 rated CBS station in Reno. Solid reporting ability is a must. (Journalism overcomes star-quality). We're based on concepts of Super 8 film, low pay and high enthusiasm. News director hates resumes. Contact KTVN, Attn. Ed Pearce, P.O. Box 2111, Reno, NV 89502.

Two producer-writers for the most respected local film documentary magazine in the country ARB, NSI rank our weekly prime-time program number two in total adults. We need people with the talent and experience to keep us there. Be prepared to show us more than a couple of films or tapes. Write: "Moore on Sunday," WCCO-TV, Minneapolis 55402.

WHAS-TV, a station with a known news reputation, is looking for three people: 1) general assignment reporter, 2) reporter with co-anchor potential, and 3) photographer. Send resume, copy, film-VTR, and picture to: Tom Dorsey, WHAS-TV News, Box 1084, Louisville, Ky. No phone calls.

Help Wanted Programing, Production, Others

Writer/Reporter—Requiring six years minimum experience newspaper or broadcast journalism. Must be strong researcher—ability to produce under pressure—pleasant personality. Salary based on experience. Send resume to Box C-227, BROADCASTING.

Producer-Director to join creative staff in complex VT Production. Experienced in commercial and program production essential. Send resume—Prod. Mgr., WTMJ-Teleproductions, 720 E. Capitol, Milwaukee, WI.

Graphic Artist: The University of Wisconsin—Green Bay designer for instructional and television graphics, scenery, and print. Includes ITV and color broadcast operation. Bachelor's degree or equivalent training required. Salary \$8-8,500. Send resume and portfolio to: UWGB, Educational Communications Dept., Green Bay, WI 54302. UWGB is an Equal Opportunity Employer.

Situations Wanted Management

13 years in broadcast management—current TV facility shows record revenues with pre-1970 expenses and improved image. Full knowledge of FCC, etc. Looking for management of small, medium market V in Southeast. Reply Box C-236, BROADCASTING.

Strong sales and programing, group experience, major markets, all three networks, \$40,000.00 plus to start. Write Box C-238, BROADCASTING.

Company's selling east TV station. Corporate staff VP/operations desires relocation with station or group. Only 39 with twenty years experience all phases TV management. Box D-2, BROADCASTING.

Executive Vice President-General Manager for large-market station or group. Thoroughly experienced all phases; all levels. 30 years includes 9 in radio; 21 in television. In mid-forties. Specialist in competitive programing, aggressive sales (network national, regional and local), production, promotion; community-involvement. Nationally-recognized as honest, aggressive, quality competitor and successful administrator-developer; producer of substantially increased profits, property-values and prestige. Accustomed to formidable challenges and much responsibility. Box D-7, BROADCASTING.

Situations Wanted Sales

Versatile, TVB Trained salesman/sales manager seeking challenge in major market. Will consider either position. 15 years broadcast experience. Sets high goals—achieves them. Box C-237, BROADCASTING.

Situations Wanted News

Anchorman—Experienced in reporting, writing, performing. Preparing and delivering editorials. Interviews, talkshow moderator. Box B-177, BROADCASTING.

Journalist—News Director, Anchorman, Reporter with top credentials. Major markets only. Box C-20, BROADCASTING.

Photo Journalist. 26, extensive work experience with major market. O&O and networks. Will relocate. Phone 314-878-7198 or Box C-76, BROADCASTING.

Give me a chance and I can write, report, research, or produce news. Communications graduate with strong radio and television experience. Will relocate anywhere. Box C-152, BROADCASTING.

29-year old East Coast based broadcast news reporter/writer with "J" degree and major market experience desires similar position with top forty market station. Resume and VTR available. Box C-153, BROADCASTING.

Radio News Director Female, seeks challenging news position with medium or large market TV station. Experienced, energetic, excellent references. Box C-161, BROADCASTING.

Anchorman—First class credentials including NYC wants replies only from pros who want pro. Box C-203, BROADCASTING.

23 Broadcast Journalism Degree 5 years radio and some television. Desiring investigative or beat reporter position. Box D-4, BROADCASTING.

Currently backup sports director in top 40 market. Desire directorship in top 60 market or backup in major market. Young, extremely knowledgeable, degree, major college, experience. Tape, resume on request. Box D-9, BROADCASTING.

News Director, anchorman. 12 yrs. experience. Major market only. VTR and resume on request. Box D-15, BROADCASTING.

Lawyer/News Director: Impressive radio news/sports director seeks small-medium market reporting/anchor position; degree, law school, ex-trial lawyer, 28, 3 years solid news experience, mature presentation, real digger, persistent. Box D-20, BROADCASTING.

Sportscaster: 10 years major market radio. Want TV anchor or #2. Available now. Box D-61, BROADCASTING.

Strong weekend anchorman, reporter, former NBC News correspondent seeks challenging anchoring and reporting post. Ivy League masters in broadcast journalism. Box D-64, BROADCASTING.

Award winning newsmen, small market, seeks reporter/photographer position in larger market. 316-855-2341.

Weather-caster, performer. Major market experience. Friendly approach. Will work staff duties. Excellent appearance. Good voice. All markets considered. Industry references. VTR. Money secondary to security. 301-320-4664.

Situations Wanted News Continued

Immediately Available. Missouri Journalism graduate. Can anchor news and sports. Also field reporter who will relocate anywhere. Dedicated and needs big break. Dennis Ballweg 3923 Dover Pl., St. Louis, MO 63116.

Seeking position as News Writer or Production Assistant. University graduate, broadcast journalism. Will relocate. Jacquie Wilson, Box 391, Los Gatos, CA 95030.

Situations Wanted Programing, Production, Others

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.

9 years experience in all areas of TV production—5 years Producer/Director—commercial and educational background—BA in TV—28, energetic, hard-working, determined company man with quality results—work well with anyone—available immediately. Box C-118, BROADCASTING.

Programing/Operations. 25 years experience top 10 markets. Department supervision, film experience, community affairs. Will relocate. Reply to Box C-235, BROADCASTING.

College graduate, educational radio and announcing/commercial television production experience, foreign language background, possibility of travel appealing. Box D-14, BROADCASTING.

Need challenging position in film. Dedicated and creative with five years behind camera shooting commercials, features, documentaries and TV news. P.O. Box 5153, Columbus, OH 43212.

Young Production manager/director with busy independent seeks move. Diverse remote/studio directing experience. Impeccable references. 602-968-8072 mornings.

1971 College grad., 24, theater major plus RCA Institutes, seeks immediate position in TV production. Professional exp.: air director-switcher, lighting, camera & remotes. Will relocate. Jack Flisser, 41 Jackson Ave., Bridgeport, CT 06606. Phone 203-333-3763.

Television production work wanted. Will relocate. Harry M. Schragar, 1815 Catalpa Drive, Dayton, OH 45406. 513-278-4611.

CABLE

Help Wanted Management

College graduates from the Midwest can move quickly into system management with expanding CATV company. Business experience in marketing and promotion helpful. Call Fred Harms, Management Consultant at 312-693-6171.

Help Wanted Technical

Chief Engineer. Rapidly expanding CATV Company—Midwest location—needs first class licensed engineer, experience required for headend microwave and supervision of qualified technical staff. An equal opportunity employer. Reply to Box D-49, BROADCASTING.

Help Wanted Programing, Production, Others

Large system of MSO needs program director. Good opportunity for experienced programmer. Must have television production experience and ability to sell and administrate. Send resume with salary requirements to: Continental Cablevision of Ohio, Inc., 211 S. Main St., Findlay, OH 45840. 419-423-8515.

Situations Wanted Programing, Production, Others

Cableman wants cablework. Available June. Currently directing college cable course, operating pay cable, producing video report on domestic satellites. Master's degree in broadcasting. First class FCC license. Former Green Beret officer and Indochina veteran. Excellent references. Attending Chicago convention. Box D-42, BROADCASTING.

WANTED TO BUY EQUIPMENT

Used guyed tower over 600 feet. Greg Perdue, 205-262-2701, collect.

FOR SALE EQUIPMENT

50 KW AM transmitter, Western Electric 407, FOB Cleveland, Tennessee. Box D-58 BROADCASTING.

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 1/2" 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.

RCA-FM transmitters. 10 kw mono model BTF-10 (1950), \$2,000, for California. Five 5 kw stereo model BTA-5B (1958), \$6,000, FOM Missouri. Sparta Electronic Corp., Sacramento, CA 916-383-5353.

1 G M Automation System. Contains 3 Carousels, 1 spare, 1 Skully Time Announcer, Cart machine, Remote Control, Record Playback Cart, and spare parts. In good condition. Call Ben Kitchens. 205-574-2341.

Save Money—RCA Low Band Videoheads—\$300.00 each. For trade-in on rebuilds. General Television Network. 313-548-2500.

RCA 5DX AM transmitter excellent condition. Has about 100 hours on all new tubes, including finals. Useable as is or for spare parts. \$3,000. Craig Healy, Box 182, Valley Falls, RI 02864.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Jack shorts! Monthly Contemporary Comedy. Free edition. Library. 58048 Twineing, Dallas, TX 75227.

Laugh all the way to higher billings. Book of 101 Humorous Commercials in 32 categories, usable for many more. \$10.00. Brain Bag, P.O. Box 875, Lubbock, TX 79408.

MISCELLANEOUS

Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

Biographies on hundreds of rock groups. Free sample: Write Rock Bio's Unltd. Box 978, Beloit, WI 53511.

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog... everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more; Write: Command, Box 26348, San Francisco, CA 94126.

TV Slides \$6. Program topics, news, weather, Quasi-computer style, send for list. Bob Lebar films, 240 E. 55, NYC 10022.

INSTRUCTION

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 results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

Instruction Continued

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin April 29, June 10, July 15, August 26. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

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.

Elkins in San Antonio**, 503 S. Main.

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.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on April 15th, 1974. For information call or write Don Martin School of Communications, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

FCC License. Our course teaches you electronics the right way, through understanding, at a price you can afford. Home study. Free catalog. GTI, 5540 Hollywood Bv. 9, Hollywood, CA 90028.

San Francisco. FCC license, 6 weeks, April 29 Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell, 94102. 415-392-0194.

You belong in

Broadcasting

The newswEEKly of broadcasting and allied arts

1735 DeSales St., N.W.
Washington, D.C. 20036

RADIO

Help Wanted Management

Radio General Manager

Top 40, 50 kw, Nations 5th top mkt. Long established eastern station. An aggressive-take-complete charge Winner with proven track record in sales and programing can write his own salary check! Our people know of this ad. Replies held in strictest confidence. Send full resume.

Box D-6, BROADCASTING.

Executive Sales Management Positions

New Broadcast group is expanding rapidly. We need solid broadcasters who are sales oriented for many positions. We are centered in a beautiful recreational area—Northern California. Also, a subsidiary is looking for qualified individuals to market new concepts in promotion to radio and television stations. These positions are truly executive and the benefits are equal to the responsibilities, beginning at \$40,000.

Box D-18, BROADCASTING.

Help Wanted Sales

SALESPERSON WANTED

Live in San Diego . . . Sell one of America's Top Modern Country Music Stations. Opening, for aggressive salesperson. Send resume and sales record to KSON, San Diego, Calif. 92115.

Situations Wanted Management

FOR HIRE

20-year radio pro, 5-years CBS News. seeks challenging Operations Manager/Program Director position in California medium/major market. RAY HASHA. 1768 Elmhurst Lane, Concord, CA 94521 Phone (415) 689-1339.

Situations Wanted Announcers

MORNING MAN FOR ADULT FORMAT . . .

Major market talent seeks secure small to medium market opportunity. Strong, witty personality, tight board, and heavy on sports . . . plenty of experience for the right opportunity. Neil Rogers, 3139 Lee, Hollywood, Fla. 33021. Call (305) 961-5070.

YOU CAN'T LOSE

Weekend jock at Chicago FM rocker wants SOLID gig in medium/large market. Young, creative Ivy League grad. Unbeatable references. For \$12,000 I'm yours. Call for tape/resume. Jeff Finch 312-629-5456.

Employment Service

Weekly, Nationwide Employment Listings for Radio & TV including PD's, DJ's, News, Sales & Engineers.

\$1.50 per issue
\$5.00 per month
\$12.00 3 months
Cash with order, please



BOX 61
LINCOLNDALE, N.Y. 10540

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

TELEVISION Help Wanted Technical

TV FIELD ENGINEERS

Our Service Department is seeking well-trained and experienced TV Field Engineers. Experience should be in trouble shooting and maintaining UHF and VHF TV transmitters. Extensive travel is required. Expenses paid by company.

Salary commensurate with experience, comprehensive benefits including hospitalization, life insurance, plus paid relocation expenses. Please send resume and salary history in confidence to:

Tom Bedford, Employment Supervisor

GATES DIVISION

HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

An Equal Opportunity Employer M/F

Help Wanted News

ANCHOR REPORTER

CBS affiliate in Dallas—Fort Worth offers excellent opportunity for young, attractive reporter with ability to work in areas of consumerism and education. Prefer previous experience in TV news. Send resume and tape or film to News Director, KDFW-TV, 400 North Griffin, Dallas, Texas 75202.

Miscellaneous Continued

EVERY RADIO STATION NEEDS A RELIABLE AUDIENCE MEASUREMENT SURVEY AT LEAST ONCE PER YEAR. IS YOUR STATION OVER-OUE? CONTACT US IMMEDIATELY. (SURVEYS FROM \$269)

National Radio Research

8585 N. Stemmons Freeway — Suite 922
DALLAS, TEXAS 75247 (214) 630-2521 (collect)

Business Opportunity

BARTER BUSINESS

- CHARGE-A-TRADE offers an opportunity to a sales minded, astute businessman to become its local marketing associate. The investment is moderate and there are no franchise or license fees.
 - CHARGE-A-TRADE is the World's largest corporate credit card barter system.
 - CHARGE-A-TRADE members trade their products or services for what would otherwise be cash purchases. THEY NEVER NEED CASH.
 - CHARGE-A-TRADE is a unique business for a unique person. If you feel you are that individual, write or call toll free 800-327-3720 (except Fla. 305-764-6424).
- CHARGE-A-TRADE 915 W. Sunrise Blvd., Ft. Lauderdale, Fla.

Miscellaneous Continued

Bankruptcy Sale

**WEAL, Inc.
Radio Station**
1002 Arnold Street, Greensboro, N. C.
Wednesday, April 10, 1974
On Premises at 10:00 A.M.
By Order of Rufus W. Reynolds,
Bankruptcy Judge

All equipment, facilities, real estate, etc. and operating rights of WEAL, Inc. will be sold collectively for cash, free and clear of all liens and encumbrances. 5% cash deposit. Sale subject to consent by the Court and approval of the F.C.C. Trustee to operate business pending F.C.C. approval.

Additional property to be sold: 20 acre tract of land in Bruce Township, Guilford County, N. C. and a 597 ft. Stainless Inc. guyed, galvanized, non-insulated tower.

For information contact
Eugene S. Tanner, Jr.
Trustee in Bankruptcy for WEAL, Inc.
P.O. Box 1497 Greensboro, N.C. 27402
919 275-3341

For Sale Stations Continued

SOLD

That's the only sign a selling owner wants attached to his property. Anyone can put up a "for sale" sign. A few brokers don't need them to profit you. We're one of the few. Maybe even the best. There's a reason why we're America's fastest growing media brokerage firm. (This is where the action is!)



**Brokers & Consultants
to the
Communications Industry**

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

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

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 OeSales St., N.W.
Washington, D.C. 20036
202/223-1553

Gulf small	Profitable \$ 165M terms	IL small	Profitable \$ 260M terms
N.E. metro	Profitable 350M 29%	N.E. metro	Profitable 825M cash
Coastal metro	Profitable 1,975M cash	S.W. major	Profitable 1,200M 29%



CHAPMAN ASSOCIATES®

business brokerage service

Atlanta—Chicago—Detroit—Dallas

Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

For Sale Stations



**SOVRAN
ASSOCIATES, INC.**
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

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 telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

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

Rates, classified Hatings 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 other \$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: _____

**you're whistling
in the dark.**

... if you haven't had your blood pressure checked lately. You could have high blood pressure and not know it. It can lead to stroke, heart and kidney failure. See your doctor—only he can tell.

Give Heart Fund



Profile

Who's Bob Howard? And why are they saying all those nice things about him at NBC?

When NBC announced last February that Bob Howard had been elected president of the NBC-TV network, the reaction more often than is usually the case was a question, "Who's Bob Howard?"

It was known, of course—because NBC's announcement said so—that he was the network's vice president in charge of administration and operations, and before that had been head of NBC's KNBC(TV) Los Angeles for seven years. But he had been in the network job only three months and had kept a low profile to boot. And in the station job, while building a solid reputation on the West Coast, he had had little opportunity to gain industrywide attention. To a great many people, then, what he was was unknown.

But that was Feb. 6 and this is April 1, when he officially becomes president as part of a larger reorganization of NBC executives. In the interim he has continued to maintain low visibility. This could be out of necessity, since he has been handling his old job and working into the new one simultaneously, a sort of one-man tandem arrangement that wouldn't seem to leave much time for anything else. But people who've worked with him over the years insist that, though he's always ready to stand up on issues that count, low visibility is characteristic of his way of working. Or, as one put it, "he's not a horn-blower."

Despite the low-key approach, it's easier to find answers now to the February question of "Who's he?" He is, for one thing, a dedicated Little League man whose baselines career in and around Tarzana, Calif., where he lived during the KNBC assignment, ranged from umpire to a league presidency and included a period as what one friend calls "a very, very tough coach." He is a sailing enthusiast who in looking for a house in the New York area insisted that it be near the water. He is an ardent dirt-road motorcyclist who, having found a new home near the water, may nevertheless feel constrained by the shortage of mountains and absence of deserts that he favored for his weekend rides in California. He is also a tennis player, a chess player and collector of chess sets and a heavy reader whose tastes run to newspapers and history but have been expanding, in anticipation of the new job, deeper into fiction as well.

That, in brief, is how friends and associates see Bob Howard. NBC's top officials, who like most corporate managements do not put an abnormally high premium on motorcycling or Little



Robert Thornton Howard—president, NBC-TV network; b. June 18, 1927, Newark, N.J.; U.S. Marine Corps, 1945; University of Virginia, 1947-48; Columbia University, 1949-50, and Pace University, 1949-51; page on NBC guest relations staff, part time, 1947-49; with NBC full time since 1949, starting as guide; NBC-TV research department, 1951-53; research director, NBC Radio Spot Sales, 1953-55; spot radio salesman, 1955-59; salesman, NBC-TV Spot Sales, 1959-63; national sales manager, WNBC-TV New York, 1963-64; station manager, WNBC-TV, 1964-66; VP and general manager, KNBC(TV) Los Angeles, 1966-73; VP, administration and operations, NBC-TV, 1973-74; president, NBC-TV, effective today (April 1); m. Joan Volkman, June 26, 1949; children—Barbara Jo, 20; Robert Jr., 16; Gregory Lyon, 13; Brian Devlin, 8.

League coaching as a presidential qualification, looked for other qualities. One top official credits his performance in developing KNBC into a station "unsurpassed anywhere" in community service, in news and as a business operation. That last—facility with the bottom line—is a frequently mentioned attribute, along with adjectives like "decisive," "strong" and "well rounded." "He's one of the ablest all-around broadcasting executives I've ever seen," said another NBC official, who has seen many. "He's very unflappable, very steady." A key West Coast executive offered this summation: "He's tough, he has very strong convictions, but he is fair and he's easy to communicate with. He demands top performance and he knows how to get it."

Reports out of NBC suggest that when NBC officials transferred him to New York last November they had the network presidency clearly, albeit secretly, in mind for him. If that is so—and persuasive evidence can be offered that it is—it must be said that more forethought went into the planning of this step than

into the selection of his birthplace some 46 years ago. He was born in Newark, N.J., more by circumstance than design, that being where his parents happened to be, en route to New York from the family home in Red Bank, N.J., when the time came.

He grew up in Red Bank, spent the last year of World War II as a demolition specialist in the Marines, then attended the Romford [prep] School at Washington, Conn., in 1946-47 and the University of Virginia in 1947-48. Then he moved to New York and in 1949 put his education into doubletime, entering Columbia University for its radio-TV course and Pace University for its business administration curriculum.

He completed Columbia's radio-TV course in 1950 and his business studies at Pace in 1951, whereupon he moved into the NBC television research department, working in audience measurement and program testing. This led to his appointment in 1953 as head of research for NBC Radio Spot Sales. Two years later, broadening his experience, he became a spot radio salesman and, in 1959, broadened it further as a spot television salesman. This brought him to the foot of the management ladder, where he began his climb with appointment as national sales manager of WNBC-TV New York in 1963 and continued it through promotion to station manager in 1964 and on to NBC vice president and general manager of KNBC in 1966.

If there is one accomplishment mentioned more often than any other in accounts of his stewardship at KNBC, it is his role in pioneering long-form newscasts. He did not singlehandedly initiate KNBC's two-hour local newscast, but by other first-person accounts he was an enthusiastic participant in the discussion in which the idea was first tentatively broached. When told that research indicated two hours of local news would find an audience, according to another participant, Mr. Howard's reaction was "it sounds great" and, turning to his news director, "Can you do it?" KNBC newsmen say his support for the project never weakened, either before or after KNBC launched in 1968 the two-hour local news that currently is beginning to gain adherents in other major markets.

But news is not alone in his catalogue of credits. Among others frequently cited are a weekly two-hour live program similar in format to NBC's *Tonight* but featuring minority group members, a series of 90-minute programs done live from a different southern California area each Sunday, in general the development of KNBC's image as a community station and the ability to make it all pay. One close associate offered this summary: "He's a good broadcaster and a good businessman—and a gentleman."

Editorials

Houston postlude

Several messages came through at the annual convention of the National Association of Broadcasters in Houston March 17-20. Most significant was the proposition that broadcasters are entitled to longer licenses. Pending legislation proposes an extension from three to four years. President Nixon, at a reception following his news conference, suggested five years.

Convention agendas, it was evident, need revision. Attendance at sessions involving delegates' political well-being was poor. Important panelists from Congress and in other pursuits who had journeyed great distances were obliged practically to talk to themselves. This was unparadonable.

The program syndicators for the most part not only missed the convention but were missed. Delegates complained the "convention atmosphere" that distinguished NAB gatherings from others was lacking.

But what must have been most disturbing to the delegates was that important members of Congress — such as Representatives Lionel Van Deerlin (D-Calif.), Clarence J. (Bud) Brown (R-Ohio), Barbara Jordan (D-Tex.) and John McCollister (R-Neb.) gave broadcasters low marks as lobbyists. What does this do to the accusations of the public interest fronts, consumer crusaders and other pressure groups whose battle cry is that the broadcasters have the most affluent and overpowering lobby in Washington?

Slippery footing

The hassle between networks and oil companies over commercials related to the fuel crisis centers on questions so thorny that any equitable resolution may have to be found elsewhere, if indeed one is to be found at all.

Mobil, thus far the most outspoken of the oil companies in pursuing this issue, contends it cannot reach the American people with its side of the controversy unless allowed to present it in commercials that the networks, to date, have rejected — even though Mobil offered to buy time for countercommercials answering its own. For their part the networks note that it is their long-standing policy not to accept commercials that deal with controversial issues, and beyond that they contend they have covered all significant sides of the fuel controversy in newscasts and other programming.

Broadcasters who operate in the most powerful of all news media would be hard put to turn aside any advertiser if in fact that advertiser could in no other way reach the public on an issue of vital public importance. But they would only invite chaos, as the networks recognize, by accepting issue advertising willy-nilly. Repeal of the fairness doctrine would help, and may in fact be the only solution. Even that would not solve everything. But it would provide latitude that broadcasters do not have now, freeing them to reach their yes or no decisions after studying the circumstances of each case, instead of the consequences alone.

Hip shot

Representative Torbert H. Macdonald (D-Mass.) must have spent, oh, two or three minutes thinking about the bill he introduced to require broadcasters to give the opposition party equal time after presidential appearances (*Broadcasting*, March 25). It may fairly be deduced that Mr. Macdonald watched Mr. Nixon's broadcast news conference before

the NAB convention and rushed in outrage to his bill-writing machine.

Apart from such practical defects as its omission of a reference to the means of choosing spokesmen for "the other major political party," Mr. Macdonald's bill is fundamentally flawed. It makes the same old assumptions that have been made by all the other congressmen who have envied Presidents their access to the air.

The assumptions, all wrong, are that congressmen are as newsworthy as Presidents, that presidential statements may be adequately countered only a talking-head appearance by a legislator, that a legislator speaking in reply will command as large an audience as the President's, that the people lack the resources to judge a presidential performance for themselves. These assumptions grossly underestimate the intelligence of the public and the volume of journalism that is generally available.

If Mr. Macdonald were just another congressman, this might be just another bill. He is, however, chairman of the Communications Subcommittee. The hope here is that the subcommittee will be preoccupied with more useful work.

Chet Huntley, 1911-1974

In its first half century, against the embittered opposition of older media, broadcast journalism has established a role of primacy. By the time television began its development, radio had become the news medium of World War II. Such names as Murrow, Davis, Shirer, Baukage and Severeid had become better known than most newspaper bylines.

Chet Huntley got his start in radio but came into prominence in television news. It has been four years since the team of Mr. Huntley and David Brinkley ended its 14-year run, but the huge audiences that network news commands remain as evidence of the programming evolution that Huntley-Brinkley typified.

The team came into being during the administrations of the late William McAndrew, as president of NBC News, and Robert E. Kintner, as president of NBC. A seasoned journalist himself, Mr. Kintner gave Mr. McAndrew the budget and managerial support that were needed to open frontiers.

At his death two weeks ago (*Broadcasting*, March 25), Mr. Huntley was a national figure. Along with Ed Murrow, Elmer Davis, Paul White and perhaps a few others who have gone, Mr. Huntley would deserve a place in broadcast journalism's hall of fame, if one were to be established.



Drawn for *Broadcasting* by Sid Hix
"Best damned salesman in the business . . . he sold a Johnny Carson suit to Merv Griffin!"



Giving problems the air

To help viewers find some answers for problems connected with alcoholism, aging, marital conflict, child rearing, drug abuse, the Sioux City Fetzer TV station aired an open-end forum.

By presenting a panel of eight mental health counselors, the station made it possible for many viewers to telephone in questions and still remain anonymous while their questions were answered on the air or referred to the proper agency.

Helping people find professional help with their problems 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	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

In Los Angeles: RKO Television's KHJ-TV reaches out to the public with Community Feedback.



To pilot a hard-nosed community affairs program like Community Feedback, you need more than a good voice and a nice smile. You really need to know the community and its problems. Enter Fernando Del Rio, KHJ-TV's Vice President of Public Affairs and host of Community Feedback. His credentials are impeccable. He served as a member of the President's Cabinet Committee on Opportunities for the Spanish Speaking; as Executive Director of the Eastland Community Action Council of Los Angeles; and as Vice President of the Council of Mexican American Affairs. He also produces and hosts his own community involvement series on RKO's Los Angeles FM Outlet, KRTH Radio.

Most important, Fernando Del Rio is not afraid of opening a can of worms if it

serves a useful purpose. In short, he not only knows and understands the community, but he can empathize with it and in so doing breathe life and fire into the community issues that count.

Responsibility, commitment, involvement. At RKO television stations that's more than a slogan. It's a reality.

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