

copy!

**Children's programing back on front burner
Holcomb on and off the stand; prospect favorable**

Broadcasting Apr 8

The newswweekly of broadcasting and allied arts

Our 43d Year 1974

SIOW... OFF

NEWSPAPER



Congratulations ...again!



KGO-TV's
"News Scene" is #1:
● Among peers...receiving
another San Francisco area EMMY
● Among Audiences...the #1 local news!
When it's news

KGO-TV is the place to go.



(Source: Feb/Mar '74 ARB/NSI average early and late news. Audience information subject to qualifications available on request)

57101
FREE PUBLIC LIBRARY
SIOUX FALLS SD 57101
C0404AGA JUN/74

**Our program on the
Dance Theatre of Harlem won three prestigious awards.**

And the hearts of America.

156 Finley Ave. N.Y.
Lenox, N.C. 28645
March 28, 1973

Dear Mr. Mitchell,

I think that the Dance Theater is
absolutely beautiful. I had heard about
you and the theater several times but
I had never seen you perform. I got that
chance when there was a special on
Channel 17, March 27. I love to dance, "soul"
too, but I would love to have a chance
to learn all I can about Ballet. I am
fifteen and there are a lot of teenagers
who love to dance like me. But being that
we live in the South (North Carolina),
this makes our chances for learning Ballet
even smaller.

Although I may never get a chance to
walk onto Ballet, I would like to pass
an opinion. It takes a real man to give
all his apt to strive at what he
believes in. I truly admire you for that.
Mr. Mitchell, may your mind and
good luck dwell with your heart always.

Sincerely,
Stana

Last year we produced a show called "Rhythmetron With the Dance Theatre of Harlem and Arthur Mitchell." It was about ballet — black ballet, no less.

And by all the laws governing television audiences, it should have been as popular as a 6 A.M. farm show running in New York City.

But somehow, those laws didn't apply to this show. Audience response was little short of phenomenal. Thousands of letters of praise poured in from everywhere.

And laid to rest forever one of television's more endearing myths. The myth that there's no audience for ballet on television outside of a few of the metropolitan areas of the country.

Sure, a lot of letters came from places like New York and Philadelphia and Los Angeles. But they came from places like Powell, Wyoming and Kingsport, Tennessee and Fayetteville, Arkansas, too.

They weren't the kind of letters you normally receive for a television program either. They were letters of thanks and gratitude. And, more importantly, letters of hope.

Producer-Director Milton Fruchtmann conceived the program as a way of showing that art can give focus and motivation to lives that might otherwise be empty.

Many of the people who wrote us declared that perhaps there was some hope for them in their communities — that at least they now knew how to begin to look for an outlet.

The program received three awards for which we're very grateful and proud. The 1974 Ohio State Education Award for Network Children's Programming. The Gold Hugo, the Chicago International Film Festival's highest award. And the Silver Award of the New York International Film and Television Festival.

But we're most proud of what the program meant to the people who watched it.

After all there aren't many television shows that can kindle a dream.

Capital Cities Communications.

We talk to people.

We turned a disastrous ice storm into a kid's fantasy.

When northern Rhode Island was hit with the most severe ice storm in years, our morning man, Salty Brine, started his 6 A.M. show to the steady accompaniment of the telephone. People were calling to complain of no power or heat.

In some homes, temperatures

dropped to 9° above zero.

Under the circumstances, a weather report was about as useful as a bag of ice cubes. So Salty appealed to local fire departments to allow people to come and stay in the stations.

They came. And Town Halls throughout that part of the state began throwing open their doors.

Once Salty had seen to it that people had a warm place to go, we made sure they had something to eat. We called the man who operates the McDonald's hamburger restaurants in Rhode Island. He quickly agreed to provide food for the people in temporary housing.

By 9 A.M., our on-air personalities were working out of a local McDonalds.

We made a lot of parents comfortable. And a lot of kids ecstatic.

We think it's a nice example of how radio can get a community together, and generate some warmth. Even during an ice storm.

WPRO Providence.

**One of the stations of
Capital Cities Communications.
We talk to people.**



Closed Circuit®

Comers and goers. Crystal ball used by those attempting to read White House choice of successor to Dean Burch at FCC is getting cloudier, not clearer. Candidates reported in some quarters to be under serious consideration are said in others to be out of contention. This is true, for instance, of Lynn Wickwire, of New York State Cable Television Commission, and Bruce Owen, one-time chief economist at Office of Telecommunications Policy, now on faculty of Stanford University (and who, like Mr. Wickwire, was interviewed at White House within past two weeks by Mr. Burch, now counselor to President). Meanwhile old name has re-surfaced — Abbott M. Washburn, former deputy director of U.S. Information Agency, now in international public relations ("Closed Circuit," March 4).

Although some administration sources say odds against him are prohibitive, Wade H. Hargrove, Raleigh, N.C., attorney and executive director of North Carolina Association of Broadcasters, is getting very strong push from Southern senators. Two prospects who once seemed among brightest are now being written off — Gene Nordby, University of Oklahoma's vice president for administration and finance, who is said to have taken himself out of picture, and James Mauze, member of Missouri Public Service Commission.

Hot seats. White House talent scouts attest that FCC memberships are among most sought-after appointive positions in government. Candidates for commissionerships come out of woodwork, according to staffers who have had plenty of opportunity lately to make judgments in light of three vacancies since last fall, two of which have nominees awaiting Senate confirmation.

More than 100 names for those three posts have passed through office of Jerry H. Jones, special assistant to President, as chief of screening operations.

One to a customer. Another record of sorts toppled last week with decision of J. Walter Thompson Co. to use only one rating service — Arbitron — in its spot buying, both TV and radio. Thompson not only is biggest broadcast agency and biggest in TV, including spot, but also by most calculations including its own is only agency continuing to use two rating services. That, according to Thompson executives, was factor in decision to drop Nielsen Station Index in TV (effective toward end of year) and Pulse Inc. in radio (probably in few months).

Decision applies to all JWT offices. It obviously strengthens Arbitron's position in both media, though in television Nielsen remains dominant in New York. In buying centers outside New York, they're generally rated more closely matched.

Trading punches. National Association of Broadcasters' intention to form National Coalition to Keep Free TV Free (*Broadcasting*, March 25, et seq.) hasn't gone unnoticed by National Cable Television Association, its adversary in pay cable fight. NCTA has compiled list of most organizations solicited by NAB for participation in coalition. It's in process of contacting same groups, urging them to look at

both sides of issue. NCTA also has wheels turning on response to CBS President Arthur Taylor's antipay booklet (see page 46). Tacitly acknowledging that booklet on pay issue it printed two months ago didn't carry strong enough message. NCTA has assigned Donald Witheridge, coordinator of its pay cable effort, to write new and tougher piece.

NAB, meanwhile, is claiming at least one coup in its preliminary efforts to get coalition going. Officials say letters pouring in by "thousands" to American Association of Retired Persons, one of 25 entities NAB has approached, are running eight-to-one in opposition to pay cable. Development follows publication in latest AARP newsletter of articles from both NAB and NCTA PR departments.

Hole filling. FCC is said to be close to naming new general counsel. He is Ashton R. Hardy, 38, member of large New Orleans law firm. Chairman Richard E. Wiley, who had more trouble than he expected in finding person who had qualifications he wanted and would take job, is said to have settled on Mr. Hardy last week. Mr. Hardy and Chairman Wiley have known each other about 10 years through Young Lawyers Section of American Bar Association. Mr. Hardy is Republican who worked as advance man in President Nixon's 1972 campaign. He was born in Gulfport, Miss., attended Tulane University and Tulane Law School, from which he graduated in 1962. His law firm is Jones, Walker, Waechter, Poitevent, Carrere & Denegri.

Meanwhile, progress is being made in filling another key spot, that of deputy chief of FCC Broadcast Bureau. Several candidates are said to be under consideration. One who conferred with Chairman Wiley and staffers recently is Dr. Larry Perry, of Nashville, Tenn., consultant to cable television systems and broadcasters. He has degrees in law and electrical engineering. He and Mr. Hardy were chairman's guests at commission meeting two weeks ago, getting inside look at commission in action, normally denied anyone not connected with FCC.

Odious comparisons. Establishment of guidelines for comparative TV advertising, on agenda for television's code board's May 1-2 meeting in Washington, could get sticky before it's settled. Some broadcasters think this is time either to ban such advertising on TV or to put tight restrictions on it. In either case reasoning is that viewers become confused by competitors' claims and counterclaims and TV credibility will suffer. Others point out that Federal Trade Commission encourages names-naming comparisons — as means of enlightening consumers — and that question therefore is not whether but on what terms to accept such advertising.

NBC-TV and ABC-TV have published their own individual guides (*Broadcasting*, Feb. 4, et seq.). CBS-TV has not: It reportedly feels subject should be dealt with on over-all basis through code. American Association of Advertising Agencies meanwhile has come up with new proposals for its members which would apply in all media (see story, page 7). Whatever outcome, current situation is causing business problems as well. One network reportedly is sitting on commercials submitted by four competitive products offering such seemingly contradictory claims that none can be aired.

Top of the Week

TV and the tot. Children's television and the controversies it has engendered were in forefront of news last week. Their Saturday morning schedules complete, network programmers are vowing to purge airwaves of "junk." Page 20. Action for Children's Television, group which instigated fray four years ago, gives Kennedy Center audience demonstration of what medium could be. Page 22. And in Canada, CRTC drops heavy shoe, threatens children's advertising ban on CBC facilities, cutbacks in general commercialism. Page 24.

To the top. Eddie Einhorn has come long way since his quiet days in Paterson, N.J. Now he's president of TVS Television Network, outfit which is not too quietly locking up TV rights to premier sports attractions. He promises even more concerted effort in future. Page 26.

Ambush. Dr. Carl McIntire and friends converged on Senator Pastore's Communications Subcommittee with one target — FCC nominee Luther Holcomb — in mind. They claim his "liberal" church alliance would slant agency away from fundamentalist beliefs. But despite these and other criticisms, Mr. Holcomb's chances of confirmation are considered good. Page 32.

Amen. While they weren't going out of their way with praise, industry leaders felt that, as far as House Commerce Committee's renewal guidelines are concerned, compromise is better than no relief at all. Qualms over specifics, however, continued to inspire inquiries. Page 34.

Checked, challenged. Citizens' intervention in renewal proceedings spells trouble for several broadcasters. Under prodding from coalition, McClatchy chain agrees to bring minority, women employment in line with population statistics. Page 42. FCC, adhering to warnings of citizen groups, does turnaround on WCFL(AM) Chicago proceeding, orders license into hearing. Page 42. Groups in Denver would like to see same thing happen to KWGN-TV, KOA stations. Page 43.

If at first. . Milwaukee officials, still reeling from industry scorn of city's initial cable ordinance, now have a new plan. And it's anything but conventional. Page 45.

Taylor made. CBS President Arthur Taylor's sentiments regarding growth of pay cablecasting have been recorded in a slick network propaganda booklet designed to attract support for broadcast ideology on subject. Selected excerpts are reproduced herein. Page 46.

Ax on information. Senate endorses legislation which would prohibit broadcast of election tallies while they could still influence outcome of race. Page 54.

Ultimate loser. NAB says AT&T's proposal to hike occasional rates would force broadcasters to curtail service to public. Page 54.

Case in point. Did Dan Rather take on Richard Nixon at NAB news conference, or vice versa? Question has divided industry, as illustrated by correspondence — reprinted here — between an incensed broadcaster and an adamant network news chief. Page 55.

Peacemaker. CBS's flap with Vanderbilt University over latter's use of network news product could be abated following CBS offer to give National Archives free access to same. Page 56.

Success. Henry Gillespie's broadcast-career ambitions weren't terribly sophisticated at the outset; he simply wanted to get rich. As Viacom's new head salesman, he may have found a way. Page 73.

Pastore keeps up pressure on violence as hearings open; networks say they're working hard on it, NIMH says it will need year or more to complete profile

"This idea of violence in television programs to get bigger ratings — I say it's a disgrace and a blot on the broadcasting industry." So Chairman John O. Pastore (D-R.I.) opened hearings late last week before Senate Communications Subcommittee on effects of televised violence and development of violence profile for gauging trends in action offerings of networks. "You don't have to be a scientist" to see that there is "imitative effect" of TV violence, senator declared.

Hearings are somewhat of paper chase. Conflicting studies and voluminous reports from social scientists and networks were being thrown about like so much confetti during two-and-half days of testimony.

Three commercial network officials provided committee with extensive lists of "quality" children's fare now on air and plans for beefing up expert consultation in other programming.

Preliminary report on development of violence profile shows five-year downward trend in amount of violence on children's programming, according to Dr. George Gerbner, dean of Annenberg School of Communications, Philadelphia, who has contract for creating profile. But levels of "crudest and most brutal" violence still are much higher than in adult shows. Study shows 78% of all male characters on TV are involved in violence. Characters that are non-white, lower or upper class or unmarried are more likely to be involved in violence. Heavy TV viewers "consistently overestimated" likelihood of their being involved in some kind of street violence. And, violence level by network breaks down with NBC programming having highest percentage of programs with violence, ABC second and CBS third. Latest trends show levels going up on ABC and NBC, down on CBS, study contends.

Workable, continuing TV violence profile is still "year or two away," according to National Institute of Mental Health spokesman. Presently, NIMH is funding 12 projects in study at yearly cost of half-million dollars. NIMH complains that it lacks funds to pursue future, follow-up work met sympathetic ears of Senator Pastore, who said he'll approach Health, Education and Welfare for more money on NIMH's behalf.

Leo S. Singer, president of Miracle White Co., manufacturer of laundry products, said advertisers bear as much blame as program producers for presence of violence on TV. He said concern over effects of TV violence caused him to take over advertising decisions from agency. Miracle White will spend \$3 million in TV this year, but nothing "on any television show which features violence." Pointing to claim that most Americans feel there is too much violence on TV, he noted seven of top 10 Nielsen-rated programs were of nonviolent nature (CBS-TV's *Maude*, *All in the Family*, *M*A*S*H*, *Sonny and Cher Comedy Hour* and *The Waltons* and NBC-TV's *Wonderful World of Disney* and *Sanford and Son*).

Eli Rubinstein, psychiatry professor at State University at Stony Brook, New York, and vice chairman of 1972 surgeon general's TV violence report committee, charged that despite "encouraging comments" by network officials at time of report, "there has been no significant reduction of televised violence in network programming in the past two years."

Chairman Pastore tried to solicit similar response from his star witness, Dr. Gerbner. "I would like to approach the representatives of the networks when they come here," senator said, "to say to them, 'Look, this situation is better than it was. Now keep going and make it a little better.' And

Official blessing. In policy turnabout, American Association of Advertising Agencies is issuing statement today (April 8) recognizing that "comparative advertising is now a reality" and offering guidelines for its use. While departing from former policy of discouraging comparative advertising, new policy nevertheless emphasizes such advertising should be handled with "extreme caution" lest consumers be misled rather than "truthfully and fairly" informed. Guidelines highlights: Comparative ads should inform, never discredit, unfairly attack or degrade competition; should make comparisons only with significant properties of competition and stress only significant differences, on "feature-to-feature" basis. If competitive tests are used, they should be conducted by objective and preferably independent source, results should fully support all test-based claims and partial results should never be used. No testimonial should seem to represent more than one person's opinion unless it does in fact represent "a sample of the majority viewpoint."

if it's worse, "Where have you been these last two years. Now what do I say?" Dr. Gerbner could not say.

CBS/Broadcast Group President John A. Schneider claimed that network cut number of violent acts in programming by 25% during last season. As well, network-funded research shows CBS success in communicating pro-social messages in programs such as *Fat Albert and the Cosby Kids*, and that research and *Fat Albert*-type shows will be expanded. Walter Schwartz, president of ABC-TV, and Alfred Schneider, vice president of ABC Inc., outlined "standards and controls" network exercises over prime-time and children's programming. ABC has adopted NAB children's code precluding it from airing spots with host or celebrity endorsements during Saturday morning hours and stated it will move forward with \$1 million program to develop "original research" in area of children's TV. "We stand on our record," Mr. Schwartz said. "We are making progress toward goals we set out to meet." NBC Chairman Julian Goodman cautioned committee against development of violence index that does not distinguish between types and context of violence "that can cover anything from gunshots to thunderstorms. A broad statistical approach that lumps all kinds of violence together is not very helpful to programmers," he said. "It seems generally accepted that excitement, confrontation and conflict are basic elements of drama in all media. As such, they are appropriate to storytelling on television, but we differentiate between violence that might be harmful to viewers and violence that is unlikely to lead to antisocial behavior."

Hearing adjourned after network presentations, then reopened for additional statement by Texas law student (and ascertainment consultant for ABC-affiliated KVUE[TV] Austin) Robert Thompson, who ended day on critical note. After saying networks' "litany" of quality programming did not excuse violence in other programming, he pointed out that ABC-TV, last Friday night, was scheduling 90-minute show titled *K is for Killing*. He suggested networks, responsible for 80% of all TV programming, get involved in ascertainment dialogue with public, instead of having that burden on licensees not in position to affect real change in system.

Mobil claims First on oil advertising

Mobil Oil Co. has asked Federal Trade Commission to reject petition by six congressmen urging agency to require substantiation for corporate image or idea advertising related to energy matters (*Broadcasting*, Jan. 14). Mobil said petition would raise "grave First Amendment problems" and cited possible "chilling effect" on free idea exchange.

Furthermore, news media haven't given complete picture of energy situation and have left impression oil companies are largely responsible for energy crunch, Mobil asserted. Company said "avalanche of news on energy crisis, emanating from the television networks, is simplistic and therefore inaccurate," and that Mobil's idea advertising was needed as means of introducing another viewpoint to public.

FCC opens another box on cable

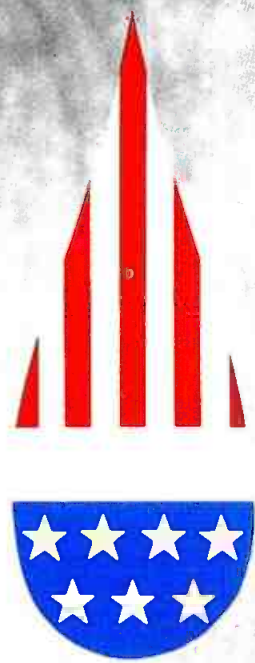
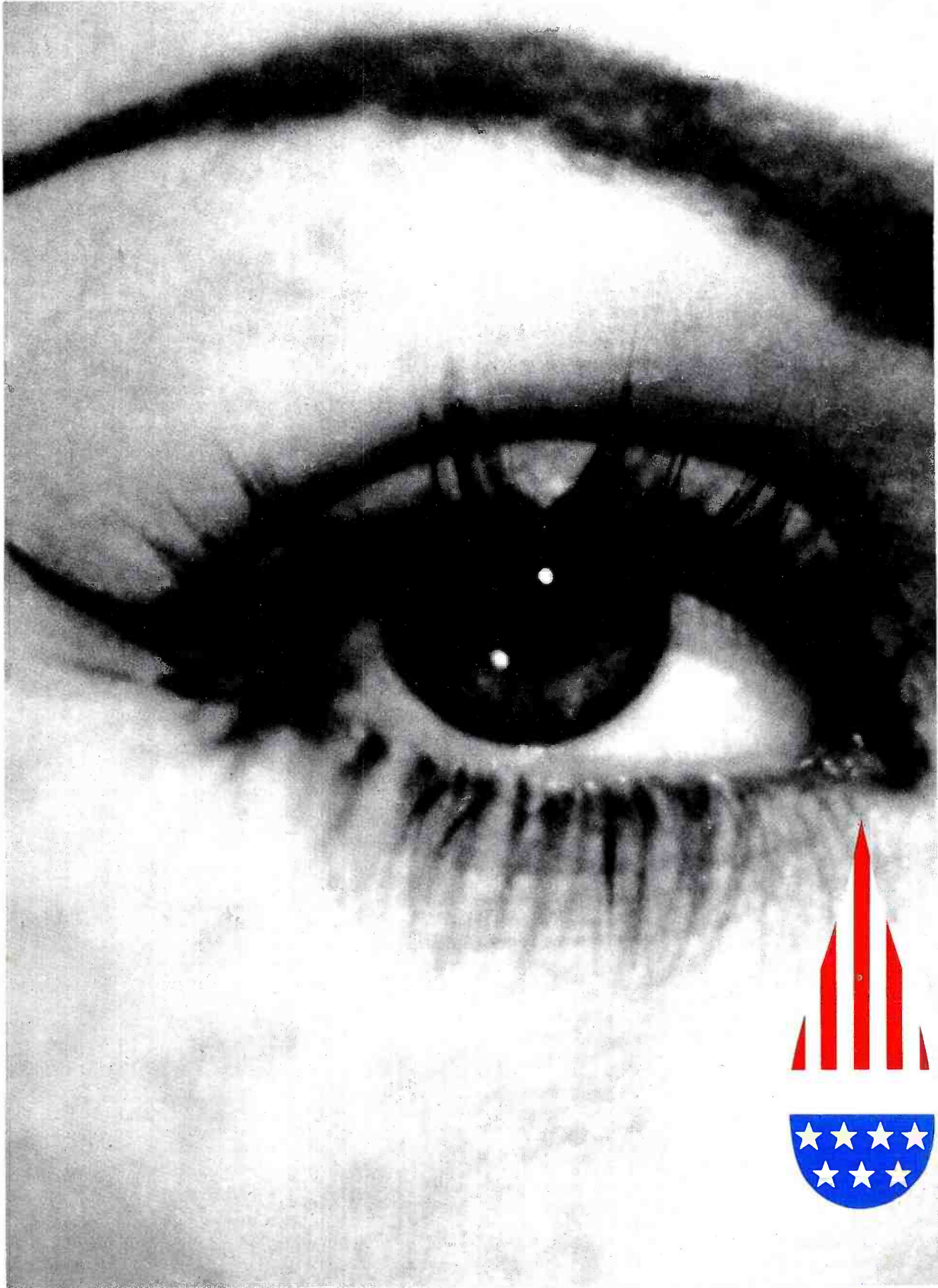
FCC is reopening question of kind and degree of program-exclusivity protection cable television should accord television systems. Systems now give simultaneous-only protection. But notice of inquiry and proposed rulemaking that commission adopted last week, and is expected to issue this week, opens discussion of whether there should be any exclusivity protection at all. Notice does not propose rules, but poses number of questions — should any modification of exclusivity rules be adopted, should systems beyond 35-mile zone of station (as against Grade B contour as at present) be exempt from requirement, should systems with fewer than 1,500 subscribers be exempt (commission has already exempted systems with less than 500 subscribers), should criteria other than number of subscribers — for example, size of community — be chosen for exempting systems, and should new or modified system of priorities or zones of protection be adopted? It also asks whether same-day protection now given Rocky Mountain stations should be changed.

Broadcasters start line for fee refunds

Thirteen broadcast licensees and representatives of estate of deceased broadcaster have followed cable system operators to U.S. Court of Claims in search of refunds of FCC fees they say were illegally imposed and collected. (All are clients of Dow, Lohnes and Albertson law firm, which filed suit.) But whereas cable systems filed class action suit that would cover all cable systems and sought refunds only for annual fees (*Broadcasting*, March 25), suit filed last week is for benefit only of plaintiffs and applies to transfer and assignment as well as annual licensee fees — and seeks total of \$510,594.68. Suit, which is directed against U.S. government, claims those fees are illegal. Court of Claims suits as well as petitions filed with commission seeking refunds and modifications of present fee schedule follow U.S. Supreme Court decision declaring annual fees paid by cable systems to be illegal, suggesting broadcaster's annual fees are also illegal and casting doubt on legality of entire fee schedule. Commission has suspended annual fees paid by cable systems and broadcasters (*Broadcasting*, April 1).

Gannett's multimedia purchase approved

FCC, which is considering rulemaking aimed at breaking up newspaper-broadcast crossownership in same market, has approved newspaper publisher Gannett Co.'s acquisition of control of Ohio company which controls two radio stations and publishes newspaper in city served by one of them. Gannett paid \$3,140,000 for Times Co., publisher of *Marietta* (Ohio) *Daily Times*; of total, \$574,000 was attributed to Times Co.'s 51% interest in WBRJ(AM) Marietta and WMWM(AM) Wilmington, Del. Grant fee was \$11,495. Gannett publishes 53 daily newspapers in 16 states and Guam and owns WHEC-TV Rochester, N.Y. James E. Webb, Gannett principal, is director of McGraw-Hill Publishing Co., whose subsidiary is licensee of KGTV(TV) San Diego, Calif., KMGH-TV Denver, WRTV-TV Indianapolis and KERO-TV Bakersfield, Calif. In making grant, commission said action was without prejudice to action it takes in long-pending rulemaking to break up crossmedia ownership in same markets.



"LOVE"

WOMEN CRY FOR IT.

They cry for the more than 600 great guest stars.

The wild laughs.

The total fun

of "LOVE AMERICAN STYLE"

More women 18-49 have watched "LOVE" than any other daytime situation comedy.^①

And it's number one among women 18-34 against all its time period competition at night.^②

These ardent "LOVE" lovers have made it a hit show both daytime and nighttime. And now "LOVE" is available to you for "anytime" on your station.



"LOVE" comes in 224 newly syndicated half-hour segments in color. And it's

open-ended so it can be programmed for

30, 60 and 90 minute slots. The perfect strip show—(straight strip, alternate strip) once-a-week or back-to-back format.

Audiences cry for "LOVE." The country's leading advertisers cry for "LOVE." And your competition will cry because of "LOVE."

"LOVE," it's wonderful.

WHERE ENTERTAINMENT



IS PARAMOUNT

PARAMOUNT TELEVISION SALES

SOURCE: Nielsen National Audience Demographics. REPORTS USED: ① October, 1971, 1972; November, 1971, 1972; December, 1971, 1972; February, 1972, 1973. ② October, 1970, 1971, 1972; November, 1970, 1971, 1972; December, 1969, 1970, 1971, 1972; February, 1971, 1972, 1973; May, 1970. These estimates are subject to qualifications available on request.

Lead into gold. By close vote, Senate rendered moot amendment to campaign-reform bill it passed earlier in week embargoing results of Presidential elections until midnight of election day (see page 54). Instead, it adopted new amendment imposing uniform closing time for polling places in country, which will prevent networks from broadcasting results of Eastern elections while West Coast polls are still open. Amendment vote was 48-42. Senator Peter H. Dominick (R-Colo.) sponsored measure. CBS President Arthur Taylor, who denounced vote-tally embargo as "suppression [of people's right to know] by delay," said he was "delighted that Senate has moved in this direction." His predecessor, Frank Stanton, had for years pushed uniform-closing idea as solution to reporting dilemma.

In Brief

Ratings fallout of DST. Television viewing declined in daytime, held steady in prime time and increased in late evening during month daylight saving time went into effect, according to Arbitron Television. As result, it said, TV buyers and salesmen may need to revise their traditional seasonal-adjustment factors in buying and selling on results of February-March sweep measurements. Arbitron noted switch to DST occurred Jan. 6 and said analysis of its January measurements in 21 major markets showed homes using television declined from January 1973 levels by average 10% in Monday-Friday 9 a.m.-to-noon Eastern time period, and by 4% to 5% in afternoon and early fringe (noon to 7:30). There was no change in average HUT level for 7:30 to 11 p.m., but gains of 4% for 11-11:30 and 5% for 11:30 to 1 a.m.

Aftermath. Tornadoes that ripped across portions of U.S. and Canada last week damaged number of broadcast facilities and cable systems. Casualties included WMMG(FM) in Brandenburg, Ky., one of hardest hit areas. WWWB-AM-FM Jasper, Ala., lost tower. WAAG(AM) Franklin, Tenn.'s tower was destroyed early in week but spokesman said station would return to air Friday. Reports of temporary curtailment of cable TV service due to power failures and fallen trees on power lines were numerous. Worst long-term damage occurred in hard-hit Xenia, Ohio. Officials of Continental Cablevision had not completed cost estimate of damage last week, but acknowledged destruction was "extensive." Trunk lines were severed and system's studio building, which underwent structural damage, may have to be replaced. In addition, Teleprompter Corp. reported extensive damage to Huntsville, Ala., system where tower was partially snapped and three-block segment of primary trunk line was destroyed. There were also reports of less extensive damage to systems in Hillsdale, Mich.; Jasper, Ala.; Mt. Gilliard, Ohio, Monticello, Ind., and Cartersville, LaGrange and Albany, all Georgia.

Milestone. Teleprompter Corp., New York, has signed and connected its 1,000,000th cable subscriber. Event took place in New York March 29 when Teleprompter President William Bresnan personally made installation at home of Howard Denny family.

CPA on the way. Bill establishing Consumer Protection Agency, with wide-ranging authority to intervene on behalf of "consumer interests" in regulatory agency and federal court proceedings, passed House late last week (*Broadcasting*, April 1). Move by Representative Clarence Brown (R-Ohio) and other Republicans to limit intervention and information-gathering authority of CPA was defeated. House vote was 293-94.

Another round. For third time FCC has decided to hold hearing on license-renewal application of RKO General TV station. Commission, in setting for hearing mutually exclusive applications of RKO for renewal of WOR-TV (ch. 9) New York, and Multi-State Communications Inc. for new station on same channel, pointed out that RKO's renewal application for WNAC-TV Boston is in hearing on three qualifications issues and said it was appropriate to specify these against WOR-TV's application.

Newsmakers. Washington chapter, Sigma Delta Chi, has booked FCC Chairman Richard E. Wiley, Office of Telecommunications Policy Director Clay Whitehead for tandem speeches at dinner April 17 in Broadcasters Club. Vice President Gerald Ford will address annual dinner June 28 at National Press Club.

Late Fates. *Robert T. Howard*, who became president of NBC-TV last Monday (April 1), elected to NBC board of directors. *Milton Gossett*, president of Compton Advertising Inc., New York, given additional title of chief operating officer. *G. Stuart Mitchell* is board chairman and chief executive officer. *Asher Ende*, retired deputy chief of FCC Common Carrier Bureau, has joined RCA Global Communications as executive vice president for strategy development. He will report to president, *Eugene D. Becken*, will be responsible for developing new applications for all communications services. *F. Bourne Ruthrauff*, 61, head of his own public relations and advertising agency in Rumson, N.J., and formerly VP of Ruthrauff & Ryan, New York, died April 2. In 1930's he directed such radio series as *The Shadow*, *Vox Pop*, *Big Sister* and *Major Bowes Amateur Hour*. (For earlier reports, see "Fates & Fortunes," page 60.)

Headliners



Daly



Sipes

Robert A. Daly, CBS-TV vice president-business affairs in New York, promoted to VP-business affairs for network. He succeeds **Donald Sipes**, who joins International Famous Agency, talent representative, as senior executive VP in charge of Los Angeles office. Both changes effective April 15.

Index to Departments	Cablecasting	45	Fates & Fortunes	60	Music	52
Broadcast Advertising 51	Changing Hands	40	Finance	57	Playback	12
Broadcast Journalism 54	Closed Circuit	5	For the Record	61	Playlist	53
	Datebook	14	Media	32	Profile	73
	Editorials	74	Monday Memo	12	Programing	20

We gave our audience good reason to think twice about having children.

Huntington's Chorea is a disease, an incurable, hereditary disease that robs a person of many faculties before it kills him. It usually develops late in life—after age 30. And, because the symptoms are similar, it is frequently misdiagnosed as senility or insanity. Woodie Guthrie died from it in a New Jersey sanatorium.

Unfortunately, Huntington's Chorea families can be identified only after the disease has developed in a parent. And it is a legacy that children have a 50-50 chance of inheriting.

This means that more research is desperately needed to discover means of earlier detection. It also means that until then, identified families will need long-term advice, counsel and support through the maturity of children previously born.

And it means that more people need to be informed about the disease and its effects and encouraged to come forth and be checked.

On June 16, 1973, the Philadelphia area learned about Huntington's Chorea on "Assignment," a regular, Saturday night, prime time, half-hour, public affairs film show. It was one of a series on genetic birth defects resulting from contacts with local medical geneticists.

Featured was Woodie Guthrie's widow, Marjorie, who had watched her husband deteriorate under the onslaught of the disease. Later, after she understood what it was all about, she organized a small group of parents into The Committee To Combat Huntington's Disease.

The program identified her group and its purpose. It explained the disease and described the symptoms.

The response was exceptional. In Philadelphia, The Committee To Combat Huntington's Disease has since grown to 58

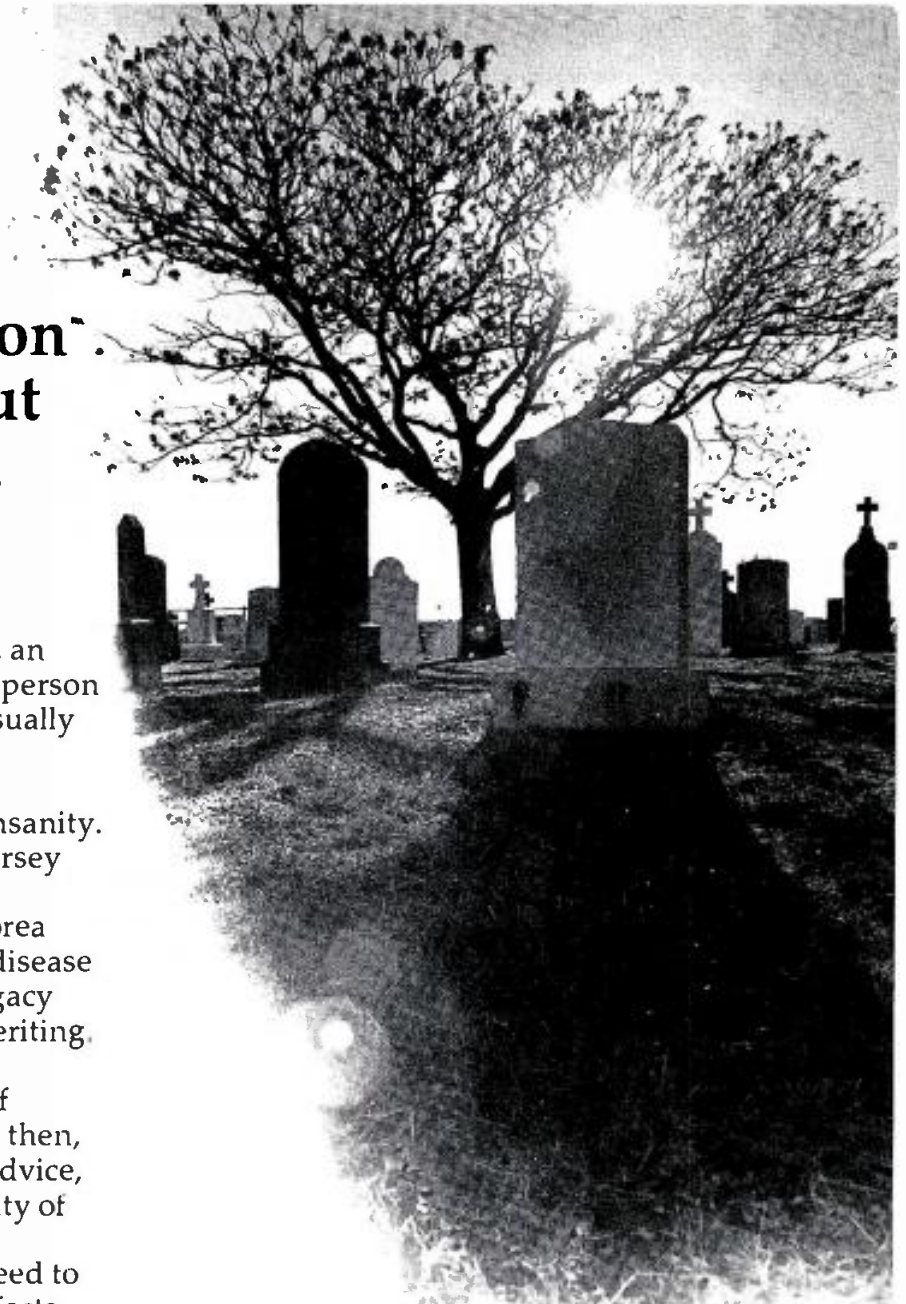
families, plus 35 young volunteers. Hahnemann Hospital in that city is establishing a clinic specifically to deal with the disease.

As side benefits, literally hundreds of people responding to the symptoms as described, but who did not actually have the disease, were referred to appropriate help. And hospitals were subsequently deluged with requests for genetic testing of all kinds.

We think our series on genetic birth defects points to an important new role for television: The delivery of social and medical information services to the community.

WPVI-TV Philadelphia.

**One of the stations of
Capital Cities Communications.
We talk to people.**



Monday Memo.

A broadcast advertising commentary from Irwin S. Davis, vice president, director of media research, SSC&B, New York

We don't really know to whom we're talking

In the last year, national and regional advertisers spent almost \$400 million on spot radio. In the last 10 years, more than \$3 billion was spent there by these advertisers. Yet the industry still does not have a basic definition of station coverage.

Over that same 10-year period, we witnessed a renaissance in radio research. We have new and better measurements of audience cume. We have elaborate and sophisticated computer systems to develop schedule reach and frequencies. We are enmeshed in esoteric discussions of non-telephone sample frames and ethnic balancing. But none of us has come up with the answer to the one basic question without which cume, demographics or any of these other endeavors are meaningless. What area do we measure when we talk about radio?

And if you try to look into the question, every time you talk to someone else you get a different answer:

- The FCC generally defines a station's coverage by its "A" contour; that is, the geographic area that would receive a signal equal to .5 millivolts in strength. In real terms that means that 75% of the people within that area could receive the signal from the station were they to tune to that station.

- Pulse measures an area whose overriding determinant is that at least 90% of the weekly daytime cume of each central zone station is represented.

- ARB's definition includes all counties where any station from the metro market received at least a 10% share of diary mentions.

None of these is satisfactory. None of these defines a mutually exclusive area, so that a county's radio audience could be measured separately in a multiplicity of rating reports. Nowhere is there com-



Irwin Davis is currently in his ninth year at SSC&B, which he served as assistant media director and then associate media director before moving to his current position in 1971. Prior to joining SSC&B, Mr. Davis spent six years at Kenyon & Eckhardt, where he started as a typist and finally held the position of assistant media director. He is currently a member of the Agency Media Research Council and of the American Association of Advertising Agencies Media Research Committee.

piled a station's total audience on a continuing basis.

The buyers of media and their research facilities are forced to invest their time, computer facilities and often money to estimate what has not been measured, except in sporadically produced coverage studies.

Our purpose here is not to argue the merits of either diary-produced radio audience data or personal-interview-produced audience data. Nor is it to climb on a soap box and categorically state that any particular rating service has the truth and that the other one is a lie.

Rather, accept this as a plea. We are crying for standardization of terms in

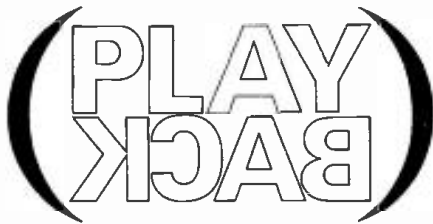
radio. Not standardization of measurement, not standardization of approach, not standardization of methodology but a simple, basic, everyday definition: What is a radio market?

Based on past experience, it would seem that many stations don't care. Why should they? National radio business represents only 25-35% of local station revenues. Their primary concern is with the local advertiser. Bear in mind it is the media, not the agencies or the advertisers, that pay the lion's share of any syndicated audience service. With the current state of spot radio business, there is no apparent motivation for stations to incur costs to make buying easier for the national business.

The fact remains, however, that without the simple basic definition of what constitutes a radio market, all industry cume, elaborate reach and frequencies and all of our modifications of sample frames are, in reality, totally and utterly meaningless. Until we know how large the audience of any particular station is, of what use are more and finer demographic splits?

That sounds like a simple solution: Work collectively. It has been tried before for many diverse projects. Almost universally, they have failed. For the triumvirate of agency, client and media to truly function, parochial interest must be put aside. Each party involved has to accept the fact that what he will gain is not a selling edge or a buying edge or a bargaining edge, but knowledge. For this to come about all three must feel that the subject is important enough to warrant their time and their money.

As a first voice, I am going to recommend to my management and then to our clients that we cease from investing our money in the esoterics of radio research until we have a universally agreed-upon definition of what a radio market is.



Perspective. "The [television news] anchorman does have the power to steer the public's attention in one direction or another. He can make an obscure person famous for a day or two, but not much longer than that unless the person is then able to hold the public's attention with his own resources.

"I believe the television anchorman becomes famous, but not for his power to

influence uncritical masses of people, and not for his ability to change the social or political order or to elect a candidate or defeat one. So what is he famous for? Mainly, he is famous for being famous.

"To survive as [the late Chet] Huntley did for 15 years, he must convince some millions that he is at least modestly competent, has some idea of what he is talking about, that he is playing it straight with them, and that is about all. He might comb his hair if he has any and wear a tie, but people seem not to care much if he is unhandsome and even moderately ugly, so long as he delivers the goods in a way they are willing to accept.

"Huntley did all that and did it well, as have [Walter] Cronkite and a few others. But is there any real power? No. In recent years, several television newsmen,

not understanding that they were famous only for being famous, have run for political office. Nearly all of them lost."—*David Brinkley, in the Washington Post.*

Enough's enough. "That the major networks were burned twice within a few days [by carrying presidential appearances], once in Chicago and again in Houston, is their problem. If they are unwise enough to get burned a third time, then it becomes everyone's problem. While no citizen should argue the President's right to use network television for a State of the Union or other major address, the networks should have no part of his desperate struggle for political survival, as it degrades them as much as it does the office of the presidency."—*William Hickey, in the Cleveland Plain Dealer.*

We found a way to help people hold politicians to their promises.

Paterson Mayor, Thomas Rooney, wanted to bring City Hall to the neighborhoods, so he ran a series of Town Hall meetings.

And he let us broadcast them.

We felt the broadcasts were important because they gave all of Paterson a chance to listen to the meetings. As they happened.

Mayor Rooney thought the broadcasts were important for another reason. They added legitimacy, and a much-needed sense of trust, to his work. People knew that their Mayor could be held accountable — on tape — for every promise he made.

And so could his department heads.

Our audience heard citizens make specific complaints on everything from street crime to overcrowded schools. From traffic hazards to street cleaning.

And they heard the one man who could confront those problems, do just that. Sometimes Mayor Rooney fielded

the problem himself. Other times, he and his community member confronted the municipal department head in whose area the problem fell.

And our microphone made sure those confrontations were heard by more than the one or two hundred people in the room.

When action was taken on serious problems, we let Paterson know about it. Like the time an unsanitary supermarket in the ghetto got cleaned up.

Because we draw our audience from the entire New York metropolitan area, the Town Hall Broadcasts drew response from other towns. And proved a lot of people in those towns would like an ear on their own meetings.

It's probably a little unusual for a station that airs good music to air a city's gripes. It's even more unusual to let people hear what that city's mayor proposes to do about those gripes. Maybe some day, open listening to cities' problems won't be unusual at all.

WPAT Paterson.

**One of the stations of
Capital Cities Communications.
We talk to people.**



M&H

PEOPLE MAKE IT

Roy Meyer

BSJ, MSJ Northwestern University 1961. News writer, WLS-Radio. Reporter, Editorial Writer, WITI-TV (1964-68). News Director and Commentator, WMBD-AM-TV, Peoria. News Director, WSPD-TV 1969-1971. News Director, WAVE-TV. Joined McHugh and Hoffman in January 1974.

Steve Fentress

BSJ, MSJ Northwestern University. Fellow, Columbia University. Twenty-seven years in Radio-TV News. WCN-TV, Assistant News Director. KMOX-TV, News Director. Senior Producer, KNBC News Service. Executive Producer, NBC News West Coast. NBC Network News Producer.

Jack Bowen

University of Michigan, Political Science Major. 1955 joined Marketing and Advertising Department, Campbell-Ewald, Detroit. Executive Assistant Radio-TV Director, then VP and Assistant Media Director, Chevrolet Account. 1968-1970, McHugh and Hoffman Account Executive. 1970-1973, President, Bailey, Dardourff and Bowen, Inc. (political advertising and analysis).

Pete Hoffman

Dartmouth, Sociology and English. 1954 joined Campbell-Ewald to organize and develop TV-Radio research section. 1957-1962, Radio-TV Department Account Executive (duties, Program Planning and negotiations for Chevrolet, General Motors, United Motors and Firestone. Coordinator of all Radio-TV research. Resigned in 1962, to form McHugh and Hoffman, Inc.

Phil McHugh

Notre Dame, Journalism. 1938 joined CBS Radio Network, (ten years, starting in research, later Associate Network Program Director, Network Program Director, involved with all types of programming. Assigned to CBS News as Network Program Director during the reign of Paul White). 1950, established the Radio-TV Department at Tracy-Locke Advertising, Dallas. 1954, Campbell-Ewald, Detroit, Vice President and Head of Radio-TV Department. Purchased and supervised all network programs, among them the Dinah Shore and Bob Hope Chevy Shows, Eyewitness to History, High Adventure. Danny Kaye, My Three Sons, Route 66 and Bonanza. Used depth research techniques to examine attitudes toward both programming and commercials. February 1962, organized McHugh and Hoffman, Inc.

Five reasons why McHugh and Hoffman, Inc. is the leading broadcast communications consultant company. For help, call us. No obligation.



McHUGH AND HOFFMAN, INC.

Communications Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Maury Long, *vice president*.
Edwin H. James, *vice president*.
Joanne T. Cowan, *secretary*.
Irving C. Miller, *treasurer*.
Lee Taishoff, *assistant treasurer*.

Broadcasting

The newsworthy of broadcasting and allied arts

TELEVISION

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Joseph A. Esser, Alan Steele Jarvis, Don Richard,
Michael Shain, *assistant editors*.
Carol Dana, *staff writer*.
Jonathan Tourtellot, *editorial research*.
Nancy Dahl, Laurie Endier, Patricia Thach,
Donna Wyckoff, *editorial assistants*.
Lucille DiMauro, *secretary to the editor*.

BUSINESS

Maury Long, *vice president*.
David N. Whitcombe, *director of marketing*.
Doris Kelly, *secretary*.

ADVERTISING

Winfield R. Levi, *general sales manager (New York)*.
John Andre, *sales manager—equipment and engineering*.
David Berlyn, *Eastern sales manager (New York)*.
Bill Merritt, *Western sales manager (Hollywood)*.
Stan Soifer, *sales manager—programming (New York)*.
Lynda Dorman, *classified advertising*.

CIRCULATION

Bill Criger, *circulation manager*.
Kwentin Keenan, *subscription manager*.
Stephen Brown, Odell Jackson, Patricia Johnson,
Jean Powers, Juliet Rollet.

PRODUCTION

Harry Stevens, *production manager*.
Bob Sandor, *production assistant*.
Susan Cole.

ADMINISTRATION

Irving C. Miller, *business manager*.
Lynda Dorman, *secretary to the publisher*.
Philippe E. Boucher, Brenda Otey.

BUREAU

New York: 7 West 51st Street, 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent*.
Rocco Famighetti, *senior editor*.
John M. Dempsey, *assistant editor*.
Leslie Fuller, *staff writer*.

Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Stan Soifer, *sales manager—programming*.
Susan Yang, Harriette Weinberg, *advertising assistants*.

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior editor*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

BROADCASTING* magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television in 1961. Broadcasting-Teletesting* was introduced in 1946.



* Reg. U.S. Patent Office.
© 1974 by Broadcasting Publications Inc.

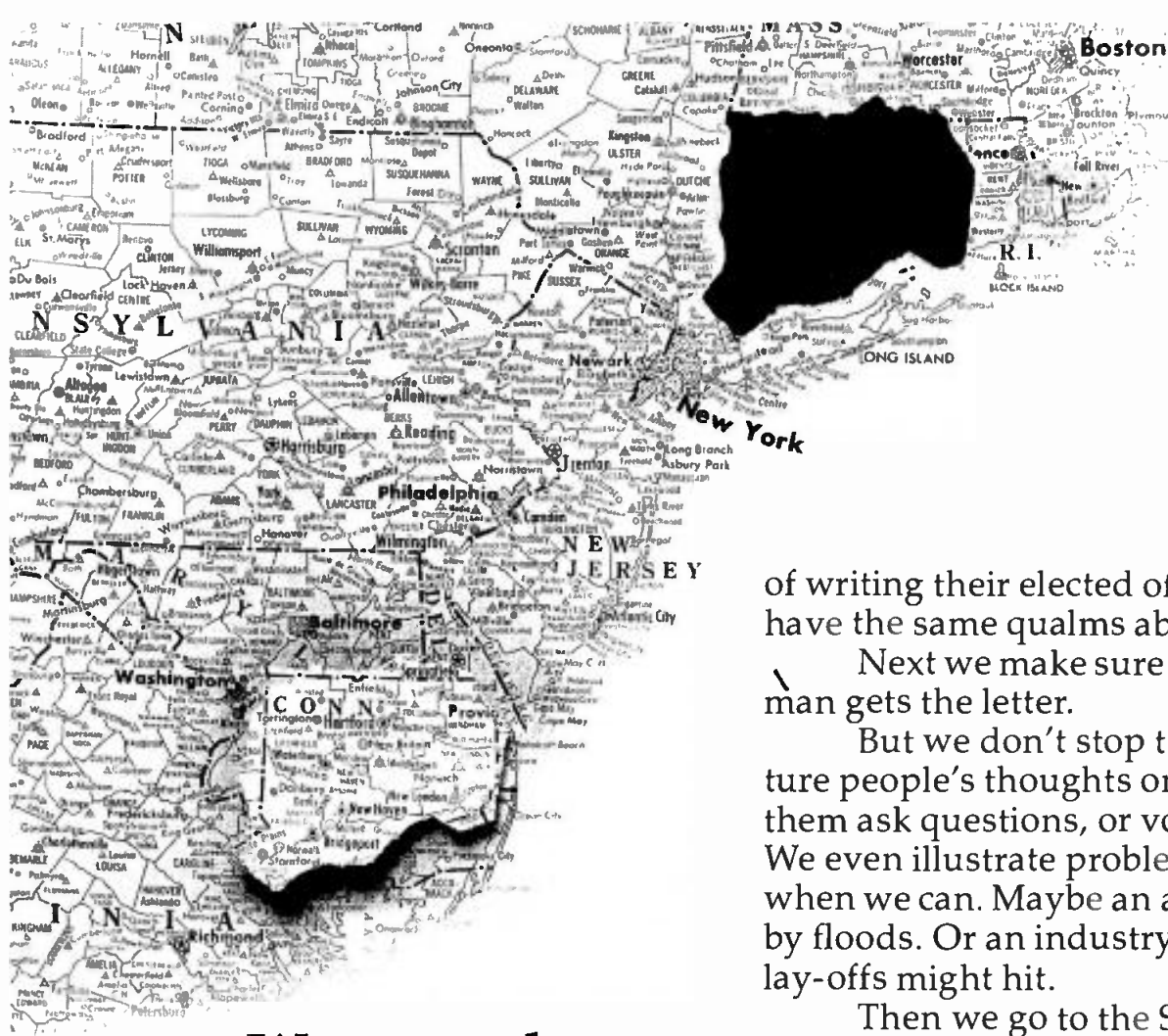
Microfilms of BROADCASTING are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

Datebook®

■ Indicates new or revised listing.

This week

- April 8-9—North Central Cable Television Association meeting. Hyatt House, Des Moines, Iowa.
- April 9—Liberty Corp. annual stockholders meeting. Liberty Life Insurance Building, Wade Hampton Boulevard, Greenville, S. C.
- April 9—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—FCC Cable Television Technical Advisory Committee conference on future coordination of CATV technical requirements. FCC, Washington.
- April 16—International Radio and Television Society full-day conference on "The Now and Future Role of Computers in Broadcasting and Advertising." Biltmore hotel, New York.
- April 17-18—Oregon Association of Broadcasters board meeting. Salem, Ore.
- April 17-19—Minnesota Broadcasters Association spring meeting. Ramada Inn, St. Paul.
- April 17-19—University of Miami Wilson Hicks International Conference on Visual Communication. Keynote speaker: Av Westin, ABC News vice president. Brockway Lecture Hall, UM, Coral Gables, Fla.
- April 18—Viacom International Inc. annual stockholders meeting. Delmonico's hotel, New York.
- April 18—Time Inc. annual stockholders meeting. Time & Life Building, Rockefeller Center, New York.
- April 18-19—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Chase-Park Plaza hotel, St. Louis.
- April 18-23—MIP-TV, the International Television Program Market. Cannes, France.
- April 18-25—MIFED, international film, TV film, and documentary market. Contact: MIFED, Largo Domodossola 1, 20145 Milano, Italy.
- April 19-20—Society of Professional Journalists, Sigma Delta Chi region one conference for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and New England. Fordham University, midtown Manhattan campus, New York.
- April 19-20—Society of Professional Journalists, Sigma Delta Chi region three conference for members in Tennessee, Mississippi, Alabama, Georgia, South Carolina and Florida. Tuscaloosa, Ala.
- April 19-20—Society of Professional Journalists, Sigma Delta Chi region four conference for members in Michigan, Ohio, western Pennsylvania and West Virginia. Cleveland.
- April 19-20—Society of Professional Journalists, Sigma Delta Chi region nine conference for members in Wyoming, Utah, Colorado and New Mexico. Denver.
- April 19-20—Society of Professional Journalists, Sigma Delta Chi region eleven conference for members in California, Nevada, Arizona and Hawaii. Fresno, Calif.
- April 19-20—Indiana Associated Press Broadcasters Association meeting. Imperial House, Terre Haute, Ind.
- April 19-20—American Law Institute—American Bar Association Joint Committee on Continuing Legal Education conference on pay television and leased cable TV channels with discussion of National Cable Television Association vs. U.S. and Teleprompter vs. CBS cases. Continental Plaza hotel, Chicago.
- April 19-21—State University of New York at Albany Focus '74, conference on film, TV, motion pictures



We moved Connecticut closer to Washington.

Most voters lose touch with their elected representatives after the election. Maybe they don't know the representative's address. Maybe they feel their writing style is clumsy. Or maybe writing to an elected official is just an awesome task to many people.

Unfortunately, special interest groups don't share this hesitancy.

So we set out to even things up. And to put Connecticut's Senators and Representatives in direct contact with Connecticut's people.

How? With our "Connecticut Asks Congress" project.

First we have people write and tell us what's bothering them. And write they do. People who would never think

of writing their elected officials don't have the same qualms about writing us.

Next we make sure their Congressman gets the letter.

But we don't stop there. We capture people's thoughts on film. We let them ask questions, or voice opinions. We even illustrate problems on film when we can. Maybe an area threatened by floods. Or an industry where job lay-offs might hit.

Then we go to the Senator or Representative in Washington and film *their* response. We film several each month.

The content is current—filmed the week before each half-hour monthly documentary. And the people have a direct line to their leaders. We even have a check-back, to see if legislation or action results.

We realize a letter isn't going to get a law passed immediately. But we can turn a lot of heat on an issue, and generate a lot of public awareness on pending legislation. Or a community need. Or an important problem.

And maybe, most importantly, we can give the people of Connecticut an ear, as well as a voice, in Washington.

WTNH-TV New Haven.

**One of the stations of
Capital Cities Communications.
We talk to people.**

Insure with Employers against Broadcasters Liability losses

You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation... up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U. S. offices which is nearest you. Write

Employers Reinsurance Corp.,
21 West 10th, Kansas City,
Missouri 64105. Other U.S.
offices: New York, San Francisco,
Chicago, Atlanta, Houston.

45th

MADISON

Corner New York

A great name at a great location. The Roosevelt, in the heart of the New York corporate community. Offering the busy businessman comfortable rooms ready on your arrival, an efficient staff, friendly no-nonsense service from check-in to departure. Fine dining. Plus convenience to New York's shopping and entertainment centers.

Next time, make time count. Corner New York at the Roosevelt. For reservations, see your travel agent or call free.

FOR RESERVATIONS CALL TOLL-FREE

800-221-2690 In the continental U.S.A.
 800-522-6449 In New York State
 212-683-6620 In New York City

THE HOTEL Roosevelt

MADISON AVENUE AT 45TH STREET
 NEW YORK, N.Y. 10017
 (The Heart of New York)

and photography. SUNY campus, Albany.

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

April 20—Iowa Broadcast News Association annual convention. Kirkwood hotel, Des Moines.

April 21-22—American Association of Advertising Agencies Southwest council meeting. New Orleans.

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

April 21-24—International Industrial Television Association annual conference. Special feature includes admission to National Cable Television Association equipment exhibits. In conjunction with NCTA convention being held simultaneously. Speakers: Representative Torbert H. Macdonald (D-Mass.), Wally Briscoe, NCTA. Palmer House, Chicago.

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

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

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

April 22—Deadline for reply comments on FCC's further notice of rulemaking on television automatic logging (Doc. 19667).

April 22—Deadline for comments on FCC's proposal to extend UHF-land mobile sharing plan to three additional cities (Doc. 18261).

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

April 23—Zenith Radio Corp. annual stockholders meeting. 1221 Avenue of the Americas, New York.

April 23—Schering-Plough Corp. annual stockholders meeting. 505 North Northwest Avenue, Northlake, Ill.

meeting. 60 Orange Street, Bloomfield, N.J.

April 24—Westinghouse Electric Corp. annual stockholders meeting. Pittsburgh Hilton hotel.

April 24-25—American Council for Better Broadcasts 21st annual conference: "Public Interest, Convenience or Necessity—Interpretation for 1974." Prince Murat Inn, Baton Rouge.

April 25—Transamerica Corp. annual stockholders meeting. 1111 California Street, San Francisco.

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

April 25-26—University of Wisconsin Extension, UW School of Journalism and Mass Communication and Wisconsin Advertising Clubs advertising conference: "Government, You and Advertising." Speakers: Gerald Thain, Federal Trade Commission, William Ewen, National Advertising Review Board, Nancy Buck, American Advertising Federation. Ramada Inn, Waukesha, Wis.

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

April 28—Extended deadline for filing reply comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round daylight saving time.

■ **April 28**—Southern California Broadcasters Association seminar on energy crisis. Speaker: FCC Chairman Richard E. Wiley. Baxter hall, California Institute of Technology, Pasadena, Calif.

April 26-28—Noncommercial WKPS(FM) New Wilmington, Pa., sponsors Radio Conference '74 for college radio broadcasters. Westminster College, New Wilmington.

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

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

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

■ **April 29**—Wometco Enterprises Inc. annual stockholders meeting. Byron-Carlyle theatre, 500 71st Street, Miami, Beach.

April 30—Extended deadline for entries in National Press Club/Montgomery Ward award for excellence in consumer reporting. Categories include radio, TV and print media. Contact: Awards Committee, National Press Club, National Press Building, Washington, D.C. 20004

■ **April 30**—Storer Broadcasting Co. annual stockholders meeting. WAGA-TV, 1551 Briarcliff Road, N.E., Atlanta.

■ **April 30**—RSC Industries Inc. annual stockholders meeting. Marriott hotel, 1201 N.W. 42d Avenue, Miami.

May

May 1—Deadline for supplemental filings and notices of appearance on FCC's proposed rulemaking on multiple ownership of newspaper and broadcast properties.

■ **May 1**—Magnavox Co. annual stockholders meeting. 1700 Magnavox Way, Fort Wayne, Ind.

May 2—Washington, D.C. chapter, American Women in Radio and Television "Exhibit '74"—display of works by college women in broadcasting curriculums. WTTG(TV) studios, Washington.

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

May 2-4—Kansas Association of Broadcasters convention. Silver Spur motel, Dodge City, Kan.

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

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

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

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

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

May 5-8—Association of National Advertisers financial management workshop. The Wigwam, Phoenix.

May 6—Deadline for reply comments on FCC's proposal to extend UHF-land mobile sharing plan to three additional cities (Doc. 18261).

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

May 8—Connecticut Broadcasters Association spring convention. Mystic Seaport, Conn.

■ **May 8-11**—ABC-TV's affiliates' annual meeting. Century Plaza hotel, Los Angeles.

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

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

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

May 11—Virginia Associated Press Broadcasters 1974 annual meeting. Executive motor hotel, Richmond, Va.

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

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

May 14-15—CBS-TV affiliates' annual meeting. Cen-

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 8-8—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. 13-16—Society of Professional Journalists, Sigma Delta Chi annual national convention. TowneHouse hotel, Phoenix.

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

■ **Nov. 17-20**—National Association of Educational Broadcasters 50th annual convention. Las Vegas Hilton, Las Vegas.

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

tury Plaza hotel, Los Angeles.

May 14-16—Central Educational Network workshop on ITV utilization. Ramada inn, Des Moines, Iowa.

May 15—Deadline for supplemental and updated filings in FCC's newspaper-cable television cross-ownership rulemaking proceeding (Doc. 18891).

May 16-17—Oregon Association of Broadcasters annual spring conference. Dunes Resort hotel, Lincoln City.

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

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

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

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

May 19-21—Illinois-Indiana CATV Association annual convention. Springfield Holiday Inn, Springfield, Ill.

May 21—20th Century-Fox Film Corp. annual stockholders meeting. Scottish Rite Temple, Los Angeles.

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

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

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

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

May 30-31—Arizona Broadcasters Association spring convention. Little America hotel, Flagstaff.

May 30-June 1—Associated Press Broadcasters Association national convention. Featured Speakers: Julian Goodman, chairman, NBC, Senator John Pastore (D-R.I.), and Grover Cobb, senior executive vice president, National Association of Broadcasters. Alameda Plaza hotel, Kansas City, Mo.

May 31—Closing date for entries in Atlanta International Film Festival competition. Contact: Entry director, AIFF, Drawer 13258, Atlanta 30324.

May 31—Syracuse University S. I. Newhouse School of Public Communications dedication of Newhouse II, broadcasting center. Featured speaker: William S. Paley, chairman, CBS, Syracuse, N.Y.

June

June 1-5—American Advertising Federation annual convention. Speaker: Lewis A. Engman, Federal Trade Commission chairman. Washington.

June 3—Extended deadline for filing petitions for reconsideration of FCC's decision rescinding waivers of Section 317 granted to state broadcasters association in connection with noncommercial sustaining announcement (NCSA) plans.

June 6-7—Indiana Broadcasters Association spring meeting. Airport Hilton Inn, Indianapolis.

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

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

June 6-9—Mississippi Broadcasters Association annual convention. Sheraton Motor Inn, Biloxi.

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

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

June 9-11—Publi-Cable conference. Mount Vernon College, Washington. Contact: B. P. Patterson, Publi-Cable, (202) 833-4108.

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

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

June 13—Association of National Advertisers/Radio Advertising Bureau radio workshop. Plaza hotel, New York.

June 13-15—Montana Broadcasters Association annual convention. Heritage inn, Great Falls.

June 14-15—North Dakota Broadcasters Association spring meeting. Edgewater Inn, Detroit Lakes, Minn.

June 15-18—Georgia Association of Broadcasters annual convention. Jekyll Island.

June 18-19—Oral argument on FCC's proposed rulemaking on multiple ownership of newspaper and broadcast properties. FCC, Washington.

June 20-23—Oklahoma Broadcasters Association summer meeting. Fountainhead Lodge, Checotah, Okla.

June 25-28—National Broadcast Editorial Association annual meeting. Mayflower hotel, Washington.

Doubleday Media Offers: OWNER-OPERATOR DAYTIME AM's

\$250,000
Central California Coast. Beautiful, growing area with exciting potential. Fantastic living.

\$135,000
Texas. A most interesting value with dramatic growth potential. Undeveloped adjacent market.

\$200,000
Rocky Mountain Northwest. Good opportunity to take advantage of unrealized potential.

\$250,000
Arizona. The right owner-operator could make this a real bonanza. Ethnic possibilities.

Call Neil Sargent in our Phoenix office
collect: 602-264-7459



Doubleday Media

Brokers of Radio, TV, CATV, and Newspaper Properties

Regional Managers

Bob Daichau, 13601 Preston Rd., Dallas 75240, 214-233-4334.

Neil Sargent, 1202 E. Maryland Av., Phoenix 85014, 602-264-7459.

Peter V. O'Reilly, 1730 M. St. N.W., Washington 20036, 202-872-1100.

OPEN LETTER TO PROSPECTIVE NEW BROADCASTERS

The Broadcasting industry continues to offer an exciting, interesting and satisfying career. Those who have the greatest chance of succeeding are trained and qualified.

Jones College, a non-profit institution of higher learning (Est. 1918) offers two and four-year programs of study in Broadcasting and Broadcast Management leading to the Associate in Science and Bachelor of Science degrees.

Four campus stations — a commercial AM, a commercial FM, educational FM, and a college campus station — are operated by the College, as well as fully-equipped broadcast laboratories for students' use.

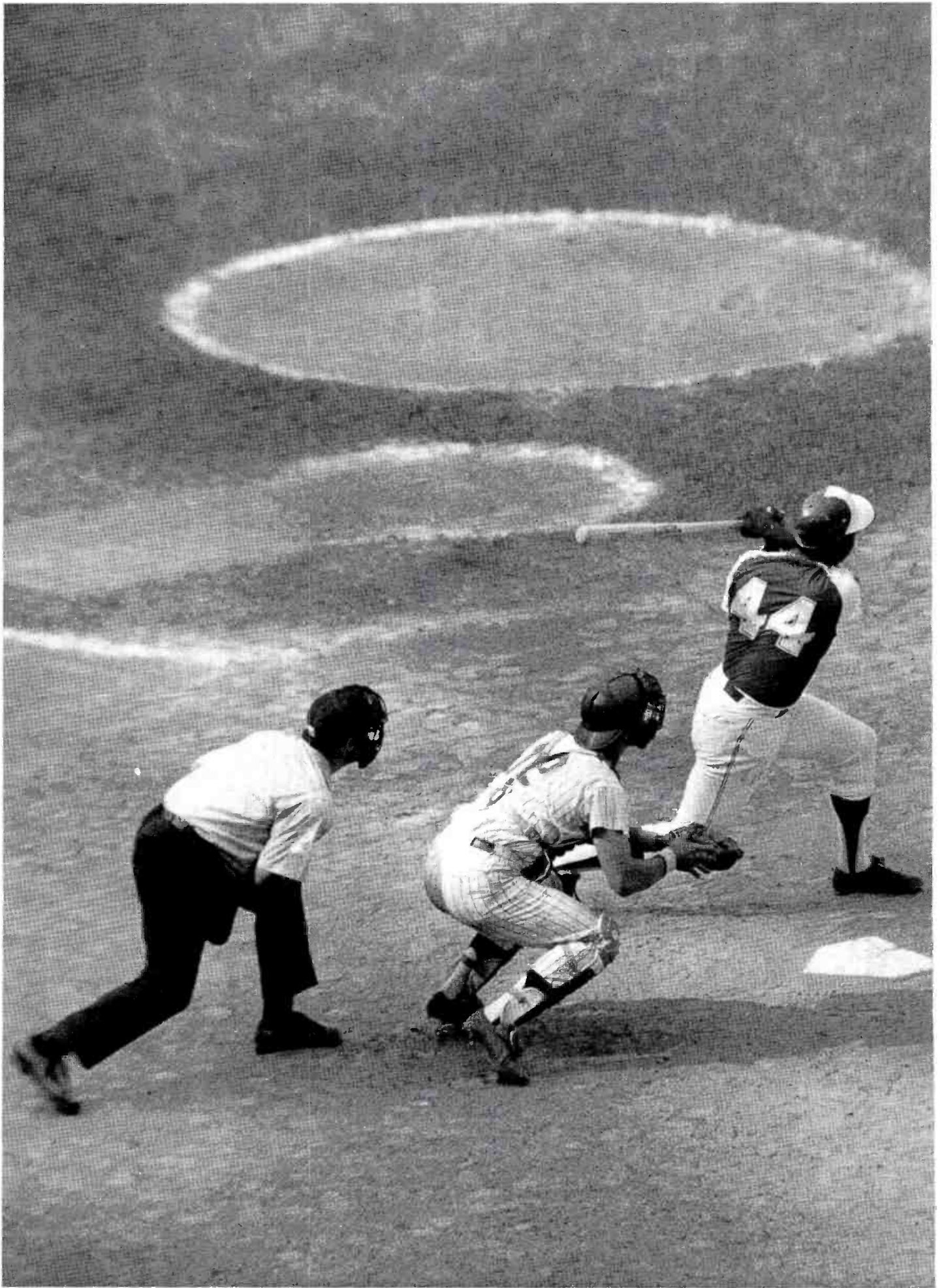
Facilities are among the most modern and complete in the South. Professionally-trained graduates are in demand by broadcasting stations throughout the South.

Enjoy the beautiful climate of Florida and look forward to employment in a Florida station after graduation.

Applications are now being accepted for Spring and Fall Quarter classes. For full information call or write today.

Admissions Department — Jones College
Arlington Expressway
Jacksonville, Florida 32211 — (904) 743-1122

APPROVED FOR VETERANS TRAINING





WHEN HE HITS IT, WE'LL CATCH IT!

If Henry Aaron cracks the record-of-records tonight, only NBC Sports will catch it for you live.

Because that's our game: the real events, the major events — live. We go for the big ones. And like Hammerin' Henry, we get 'em.

NBC Sports — and only NBC Sports — brings you the big moments in every major sport this year. (Check the list.)

That's why last year the average American home spent more time tuned to sports on NBC than any other network.

BASEBALL

ALL-STAR GAME
LEAGUE CHAMPIONSHIPS
WORLD SERIES

FOOTBALL

ROSE & ORANGE BOWLS
NFL-AFC CHAMPIONSHIPS
SUPER BOWL

HOCKEY

STANLEY CUP

BASKETBALL

NCAA NATIONAL CHAMPIONSHIP TOURNAMENT

TENNIS

WORLD CHAMPIONSHIP TENNIS FINALS
WIMBLEDON TOURNAMENT

GOLF

WORLD SERIES OF GOLF
BOB HOPE DESERT CLASSIC

Source of audience data: Nielsen Television Index, 1973; all network sports coverage. Subject to qualification available upon request.

NBC SPORTS

Programing

Children's TV back to a boil among medium's priorities

Networks gear up for what they think will be best year yet in quality of programing; ACT, in Washington, puts its own spotlight on the subject, and children's advertising gets the bum's rush on CBC network & stations

Children's television—never far back in the broadcaster's, and his audience's, collective consciousness—leapt to the fore again last week. The impetus was at least three-fold:

- The final face of children's TV at the network level for next fall was outlined with release of the ABC and CBS schedules (NBC's was already out). Concurrently, in individual discussions with BROADCASTING, the children's programing chiefs of all three networks forecast a virtual renaissance in that program category. A fair paraphrase of their declarations: Come this fall, the "junk"—their own characterization of much that has come before—will be gone.

- Action for Children's Television (ACT) went to Washington with what amounted to a festival of "quality" children's programing—a forum not only for lauding what might be, but for criticizing, if only by contrast, what ACT still considers the commercial TV medium's sins of omission, as well as of commission.

- And the Canadian Radio-Television Commission, in perhaps the most dramatic, if nondomestic, of the week's developments, announced it will require that licensees of the state-owned Canadian Broadcasting Corporation abandon all children's advertising by yearend—as well as decreeing a cutback to five minutes an hour in all advertising on the CBC and complete elimination of advertising on its radio stations.

By week's end, the concern about children's fare had moved to a new forum: the Senate Communications Subcommittee hearings on violence in TV programing (see "Top of the Week," page 6). It would not end there, of course. Last week's ripples gave every sign of developing into a wave.



ABC's Rushnell ...



CBS's Ducovny



NBC's Heineman

Three networks all point to their new crop of shows for children as proof they're moving fast in the right direction

When it comes to next season's programing on the three TV networks, the adage that "today's kids have it better than ever" holds true—despite the networks' inability to deflect some of the continuing organized criticism of their efforts. With the announcements of the 1974-75 Saturday morning schedules, ABC, CBS and NBC pulled the curtain on their response to that criticism. All three have increased their commitments, financially and creatively, to children's programing.

The upcoming Saturday morning schedules will show an over-all dramatic increase in live-action shows, more variety in the type of programs available, trends toward sophisticated production techniques, use of prime-time personnel, and some degree of expert consultation for every new show. The networks are proclaiming that almost every one of their children's shows will now harbor educational and informational content.

It is generally conceded by network children's programing leaders that the upcoming season is somewhat experimental—a gamble for public favor. "The effort on the part of the networks is obvious," said Allen (Duke) Ducovny, CBS-TV director of children's programing. "It goes beyond the principle of a commitment of dollars; it's a risk, and the success depends very largely on how the schedules are received this fall. It's a crap shoot, and we hope it will work."

All three networks are increasing their children's programing budgets for the new season. ABC-TV, although dipping back a half-hour on Saturday and on Sunday morning next year, will expand its acclaimed *Schoolhouse Rock* series, extend the award-winning *Afterschool Specials* to twice monthly, beef up its evening children's specials, and alter its Saturday morning line-up with four new animation series and one new live-action drama. Seven half hours of animation (six shows) were canceled for next year.

CBS-TV drops six half hours of animation next season and replaces them with three animated half hours and three live-action half hours. The live-action push includes two musical comedy variety shows and one science fiction drama. CBS will also expand the number of two-and-a-half minute *In the News* segments.

NBC announced the addition of two live-action dramas and an animated comedy to replace one and a half hours of animation (BROADCASTING, March 18).

All three networks have indicated they

will use a chunk of their "wild card" prime-time access early evening slots for quality children's programming (BROADCASTING, March 18). ABC network officials revealed they will program six hours of that time in early weekend evenings for children's specials, part of ABC's *Rainbow Sundal* allotment. Some of that programming will include a re-programming of *Afterschool Specials* in the 7-8 p.m. time period, and some of it will be experimental series pilots.

No one at the networks says live action is in itself preferable to animation. Nonetheless, "live action" has become a password for quality on Saturday morning, partly because it is more expensive, partly because it is supposed to be more sophisticated, and partly because cartoons had been criticized for their violence. Unmotivated violence, by the way, was eliminated two years ago from the Saturday morning roster, network programming leaders declare.

"Animation is becoming far more expensive," network children's programmers say. "It's coming up close to live action" in production costs, said Joseph Taritero, NBC director of children's programming. One reason for the higher costs, network programmers agreed, was "higher requirements" dictated by increasingly sophisticated youngsters, and by demands of greater creativity in animation. For example, one of ABC's upcoming animated programs is a singularly complex rendition of a turn-of-the-century Virginia homestead. One of CBS's new animated shows is about dinosaurs, rendered as realistically as possible. And NBC's new animated show, *The Chopper Bunch*, depicts the world of anthropomorphic automobiles.

Animation's rising prices are a reason why children are going to be watching less of it next year. Of CBS's 10 Saturday morning half hours, five will be live action. At NBC, Saturday mornings will find four of the 10 half hours to be live action, and at ABC, three out of 11 half hours are live action (including *American Bandstand*) plus Sunday's *Make a Wish* live-action program.

As part of the drive for educational elements in Saturday morning entertainment, the three networks have each come up with a show set in primeval times. NBC's Mr. Taritero said: "It's too bad there are three shows airing that are very similar." NBC spent "five months in development" of *Land of the Lost*, which will follow two children and their father, lost during a Colorado River trip, in a prehistoric world filled with dinosaurs and a tribe of "monkey people." *Land of the Lost* is all live action, with miniature dinosaurs and acts created exclusively for the series. "For children aged 6 to 11 there is a tremendous interest in dinosaurs," Mr. Taritero said.

CBS's contribution to the dinosaur craving is *Valley of the Dinosaurs*, an animated drama also about a contemporary family lost during an archeological expedition in a world of dinosaurs.

ABC takes up the cause with a live-action drama, *Krog: 70,000 B.C.*; which ABC's vice president for children's programs, Squire Rushnell, calls "the Wal-

tons in 70,000 B.C." The Krog family of cave people "cares for each other" and demonstrates healthy solutions to family problems, Mr. Rushnell said.

The networks' commitments to "responsive" children's programming has taken them down an academic primrose path. ABC consulted a different institution for almost all its new shows. For instance, the animated *New Adventures of Gilligan's* "socially relevant themes"

ABC Saturday

8 a.m.—*Yogi and His Friends* (animation), Hanna-Barbera. Second season. 8:30—*The Bugs Bunny Show* (animation), Warner Bros. Second season. 9—*Kung Foohey* (animation), Hanna-Barbera. New show about Penrod Pooch, taking correspondence course in the martial arts, is transformed from a janitor to the fearless Kung Foohey. 9:30—*The New Adventures of Gilligan* (animation), Filmmation. New show with characters derived from the TV comedy, *Gilligan's Island*. 10—*Devlin* (animation), Hanna-Barbera. New show, an animated dramatic adventure series about three orphaned youngsters with strong family attachments and an interest in motorcycles. 10:30—*Krog: 70,000 B.C.* (live action), Hanna-Barbera, new show, a drama about survival struggles of a Neanderthal family. 11—*Super Friends* (animation), Hanna-Barbera. Second season. 12—*These Are the Days* (animation), Hanna-Barbera. New show about American rural life in the 1900's, featuring the Day family—a widowed mother, a grandfather, three children; serious drama about family life. 12:30—*American Bandstand* (live). Returns for 18th season. And four segments of *Schoolhouse Rock*, returning for second season, at 9, 10:30, 11:30, 12:00.

ABC Sunday

10:30 a.m.—*Leslie's Rescue Rangers* (animation), Filmmation. Second season. 11—*Goober and the Ghost Chasers* (animation), Hanna-Barbera. Second season. 11:30—*Make a Wish* (live, with newsreel footage and animation). Fourth season. *Schoolhouse Rock*, at 10:30 and 11:30.

CBS Saturday

8 a.m.—*Speed Buggy* (animation), Hanna-Barbera. Second season. 8:30—*Scooby-Doo, Where Are You?* (animation), Hanna-Barbera. Third season, cut from one hour to half hour. 9—*Jeannie* (animation), Hanna-Barbera. Second season. 9:30—*Partridge Family: 2200 A.D.* (animation). New show with characters derived from the TV series, the *Partridge Family*, set in the future with future gadgets to play with and interplanetary travel. 10—*Valley of the Dinosaurs* (animation), Hanna-Barbera. New show about contemporary family lost in prehistoric times. 10:30—*Shazam!* (live action), Filmmation. New show adventure series based on Captain Marvel comics, focusing on young Billy Batson, who by uttering, "Shazam," brings ancient heroes to his aid and transforms himself into Captain Marvel. 11—*Harlem Globetrotters Popcorn Machine* (live, variety). Pepplatt & Aylesworth. New show, taped musical and comedy with 11 Globetrotters and Rodney Allen Rippy in skits, jokes and songs. 11:30—*The Hudson Brothers Razzle Dazzle Comedy Show* (live, variety). New show starring three comedic brothers and guest stars in sketches and songs. Written and produced by Allan Blye, and Chris Beards, producers of prime time *Sonny & Cher Comedy Hour*. 12—*U.S. of Archie* (animation), Filmmation. New show, with cartoon Archie characters in new format, as fourth-dimension travellers in American history; highlighted will be important role played by children in U.S. history. 12:30—*Fat Albert and the Cosby Kids* (animation), Filmmation. Third season. 1—*The CBS Children's Film Festival* (international motion pictures). Ninth season.

NBC Saturday

8 a.m.—*The Addams Family* (animated), Hanna-Barbera. Second season. 8:30—*The Chopper Bunch* (animated), Hanna-Barbera. New comedy about group of personified motorcycles and an invincible small car. 9—*Emergency #4* (animated), Frel Calvert/Universal TV. Second season. 9:30—*Run, Joe, Run* (live action), Bill D'Angelo. Adventure about a runaway German shepherd dog wrongly accused of attacking his trainer. 10—*Land of the Lost* (live action), Sid and Marty Krofft. Adventure fantasy about a forest ranger and his son and daughter who become lost and wander into a prehistoric world. 10:30—*Sigmund and the Sea Monsters* (live action), Sid and Marty Krofft. Second season. 11—*Pink Panther* (animated), DePatie-Frelong Enterprises. Sixth season. 11:30—*Star Trek* (animated), Filmmation Associates. Second season. 12—*The Jetsons* (animated), Hanna-Barbera. Fourth season. 12:30—*Go* (documentary), George Heinemann. Second season.

are courtesy of the School of Social Welfare at the University of California at Los Angeles. The safety consciousness of ABC's animated motorcycle family, *Devlin*, is straight from the Bank Street College of Education.

CBS's concern for higher values in children's programming leads it to huddle with a panel of "eight PhD's" for every upcoming program, Mr. Duconvy said. CBS's new children's line-up was "very, very carefully constructed and engineered" to "endow each of the shows with educational and informational values beyond the entertainment value." CBS points to the achievement of Bill Cosby's *Fat Albert* animated series about a group of teen-aged black friends. "Not everyone thought it would work," Mr. Duconvy relates, "but its success is what proved to us we could develop the projects for this fall." Each new CBS show is described according to its educational benefits, even *The Partridge Family: 2200 A.D.* CBS's alteration of its popular series based on the Archie cartoons will be the *U.S. of Archie*, taking the cartoon characters through American history, and showing "the need to continue reaching for democratic ideals and the need to protect individual rights and freedom of all," CBS announced.

All the networks insist that entertainment will not be sacrificed to education. Nonetheless a strong pitch is being made, especially by CBS, for the social values of Saturday morning TV. The upcoming *Harlem Globetrotters Popcorn Machine*, an all-out variety show starring each week the Harlem Globetrotters and child performer Rodney Allen Rippy, will, according to CBS, "advance important pro-social messages, such as good behavior, good health habits, adhering to rules in the interest of safety, and showing respect—all presented in musical and comedy features laced into theme-based jokes, sketches and songs."

CBS's other Saturday morning musical variety show, *The Hudson Brothers Razzle Dazzle Comedy Show*, will each week "seek to convey such value-related messages as family love, value of fair play, honesty and the rights of individuals," CBS announced.

NBC children's programmers were not proclaiming a new push for education-infused shows with their new-season announcement, primarily because the network "has continually been fulfilling its responsibility to the public with good, healthy programming," Mr. Taritero said.

NBC regularly consults academics and specialists, and maintains PhD consultants whenever "a problem arises," he said. NBC programmers point to animated series such as *Star Trek* and *Emergency*, both returning for second seasons in September, as examples of socially instructive television. The intricate graphic style and science fiction plots of *Star Trek*, and the subjects such as "arson, playing around refrigerators, bicycle safety" in *Emergency* were reasons for "keeping these important programming building blocks" for another season, Mr. Taritero said.

One of the most spectacular successes in children's programming on any network

has been NBC's *Go!* show, produced by George Heineman, NBC vice president for children's programs. Mr. Heineman travels with a production crew wielding a PCP 90 portable color video camera to the far corners of the country to film half-hour documentaries aimed directly at children. This spring, for example, the *Go!* show has filmed the story of a Navajo boy caught between two cultures, and the story of an astronaut's sons and Mr. Heineman's dream is to film the birth of a human baby for children viewers, in the context of "spring, puppies, kittens, baby birds, mosquitoes and the re-birth of the land." The *Go!* show returns for its second season in September.

"I never programed for critics and critics have rarely reviewed my shows," Mr. Heineman said. The general failure of newspaper and magazine critics to give attention to children's programming contributes to adult suspicions that it is worthless, Mr. Heineman contends. "We're in the entertainment business," he insisted, "and no matter how we place our philosophical efforts, there will still be judgments on how well we entertain."

The NBC vice president predicted that "when all three networks get into balanced programming, meaning entertainment balanced with instructional and educational ideas, you'll find continued growth. It's another form of competition."

ABC's Squire Rushnell last week affirmed the network stance that there have been "successful advances in integrating innovative, informative and socially relevant themes throughout Saturday morning." Many adults remain "unaware of the progress because adults don't watch" children's TV, he told a panel at the Washington symposium of Action for Children's Television (see below). Mr. Rushnell said the networks have "responded to criticism," and try to "maintain a healthy dissatisfaction for everything we do."

Saturday morning programming "is not nearly as bad as most people think," he maintained, but conceded that the networks must "improve their image" in the area of children's shows. ABC's lauded effort in this regard has been the ABC *Afterschool Specials*, hour-long made-for-TV movies about children. This year, for example, the specials dealt with divorce, sex discrimination and cowardice. The series will be expanded from 12 to 14 movies next season, Mr. Rushnell said. The series, which premiered in 1972, won a Peabody award and Ohio State and Christopher awards, and was commended by ACT.

Mr. Rushnell, Mr. Ducovny, and Mr. Heineman were of the opinion that children's programming is an "evolutionary" process, and that the networks are riding an evolutionary crest with the upcoming season's experiments.

Since heightened public attention to children's TV has made Saturday morning more conspicuous, network competition for those viewers has become more like prime-time competition. ABC's *These Are The Days* is based unabashedly on the successful *Waltons* of CBS, and

ABC's *Krog* family was inspired by that network's prime-time *Primal Man* specials. CBS hails the fact that producers of upcoming children's variety shows are successful prime timers making Saturday morning debuts. Producers for the *Sonny & Cher* show were hired to make an upcoming children's musical program. NBC hired the executive producer of *Room 222* and *Love American Style* for its new adventure drama, *Run, Joe, Run*.

"We're approaching Saturday morning the same way people approach night time, especially in the extensive testing of new shows," said Mr. Taritero. "Kids are now used to night time production values." Mr. Ducovny admits the "very expensive" new variety shows are also "very appealing to sponsors."

ACT takes its show to Washington

Fourth and largest of group's yearly conferences on TV for children draws wide range of speakers and a toned-down critical approach to the problem

Peggy Charren, whose frequent travels to Washington in behalf of Action for Children's Television have in some circles earned her the nickname "Wicked Witch of the East," was in Washington again last week. But this time, as ACT's fourth annual symposium on children's television convened at the Kennedy Center, she said she came as the fairy godmother of children's television. She left her magic wand in Boston, and brought instead "The Magic Box," a collage of children's television programs from around the world, hoping to prove "there is some TV worth watching."

The evening of children's television that opened the conference March 31 attracted some 1,200 broadcasters, producers, educators and parents as well as government watchdogs (including FCC Chairman Richard E. Wiley) to see selections from British, Canadian, Czechoslovakian, French and Nigerian product as well as American programs.

The audience sang along with the "Sing Song" from *Sesame Street* and reached for handkerchiefs as it viewed a moving segment on the acceptance of death as Fred Rogers of *Mr. Roger's Neighborhood* buried a pet goldfish. Commercial product was also on display with excerpts from CBS's old standby, *Captain Kangaroo*, ABC's "Santiago's Ark" segment from its *Afterschool Special* series, and NBC's *Go!* documentary. The programs were chosen for their diversity of style and imaginative approaches to dealing with educational material, multicultural presentations, and sensitive topics.

While ACT has made headlines calling for the elimination of advertising on children's programming and lambasting the violence and unimaginative programming, this conference focused primarily on what's good in children's programming,

with a look at positive attempts to improve children's viewing fare.

Monday morning panels dealt with special programming needs for children with sessions on reaching handicapped and multicultural audiences, instructional programming and consumer education.

Gordon Berry, educational consultant on children's programming for CBS, called that network's *Fat Albert and the Cosby Kids* series a "bold attempt" to look at some of the major issues that face children as they grow and develop and "especially to introduce pro-social values and multicultural content." He also sounded a concern that was to be echoed by a variety of speakers throughout the three-day conference: Not only does children's programming have the responsibility to reflect accurately today's world; it must also accept responsibility for its long-term impact. Failure to move aggressively to foster in children a sense of pride in themselves and respect for others, Mr. Berry said, "will cause us all to be the losers."

Ray Hubbard, vice president for programming and productions, Post-Newsweek Stations, used the instructional television session to announce that group's meshing of something old (1933), something new (an educational technique), something borrowed (from MCA) and something viewed (a TV series)—into an experiment designed to teach reading skills. In May, Post-Newsweek's WJXT-TV Jacksonville, Fla., will air—in prime-time viewing slots—12 doctored segments of MCA's old *The Vanishing Shadow* serial, using superimposed dialogue and vocabulary exercises to develop reading skills in sixth and seventh grade students. Based on an educational concept pioneered by two Philadelphia teachers, who taught reading through the use of TV scripts, Mr. Hubbard said the Post-Newsweek experiment is based on the theory that "the enjoyment comes first and the kids learn how to read as a side issue." "With a skill as important as reading," he said, entertaining programming is a "small price to pay."

All was not sweetness and light, however. In a Monday session on consumer education for children, Joan Gussow, a nutrition educator at Columbia University Teachers College, had some bitter words for consumption-oriented advertising that exists to "stimulate wants and instill needs." To counter that impact, consumer advertising messages must do nothing less than teach "how not to consume anything unless absolutely necessary," she asserted. It's time, she said, that consumer messages began to take the "offensive"—not offensive meaning the opposite of defensive, she said, but meaning the opposite of "inoffensive." "Consumer education will have to offend some, ultimately most sponsors," she said. And, she said, while there was a growing trend toward consumer education by television sponsors, the child viewer has difficulty separating the message from the medium. "No chorus of hamburgers singing about nutrients has a snowball's chance in hell" of drowning out MacDonald's "real message," she said.

To add flavor to her presentation, Ms.

We want kids to learn that "You don't always get what you pay for," before they pay for it.

In California, a student can finance his technical education with a federally insured loan. And the law says he must honor that loan.

About nine hundred students of West Coast Trade Schools had taken out loans of between \$1500 and \$2500.

Then, all six branches of the school closed. Because of the quick collapse, students

couldn't get the balance of their loans refunded.

Unfair? We thought so. So we launched a six week investigation. And followed it up with an in-depth series of reports on the schools' closing.

We pointed out short-comings in the actions of both the state and federal agencies charged with regulating trade schools. We revealed suspect financial dealings of the corporate offices of West Coast Trade Schools. Three weeks after the schools' collapse, nearly \$300,000 of the schools' operating funds was converted to cashier's checks payable to one of the school's officers.

As a result of our probe, things began to happen. The state bureau charged with supervising trade schools is under review, and proposals are being made to prevent other surprise closings.

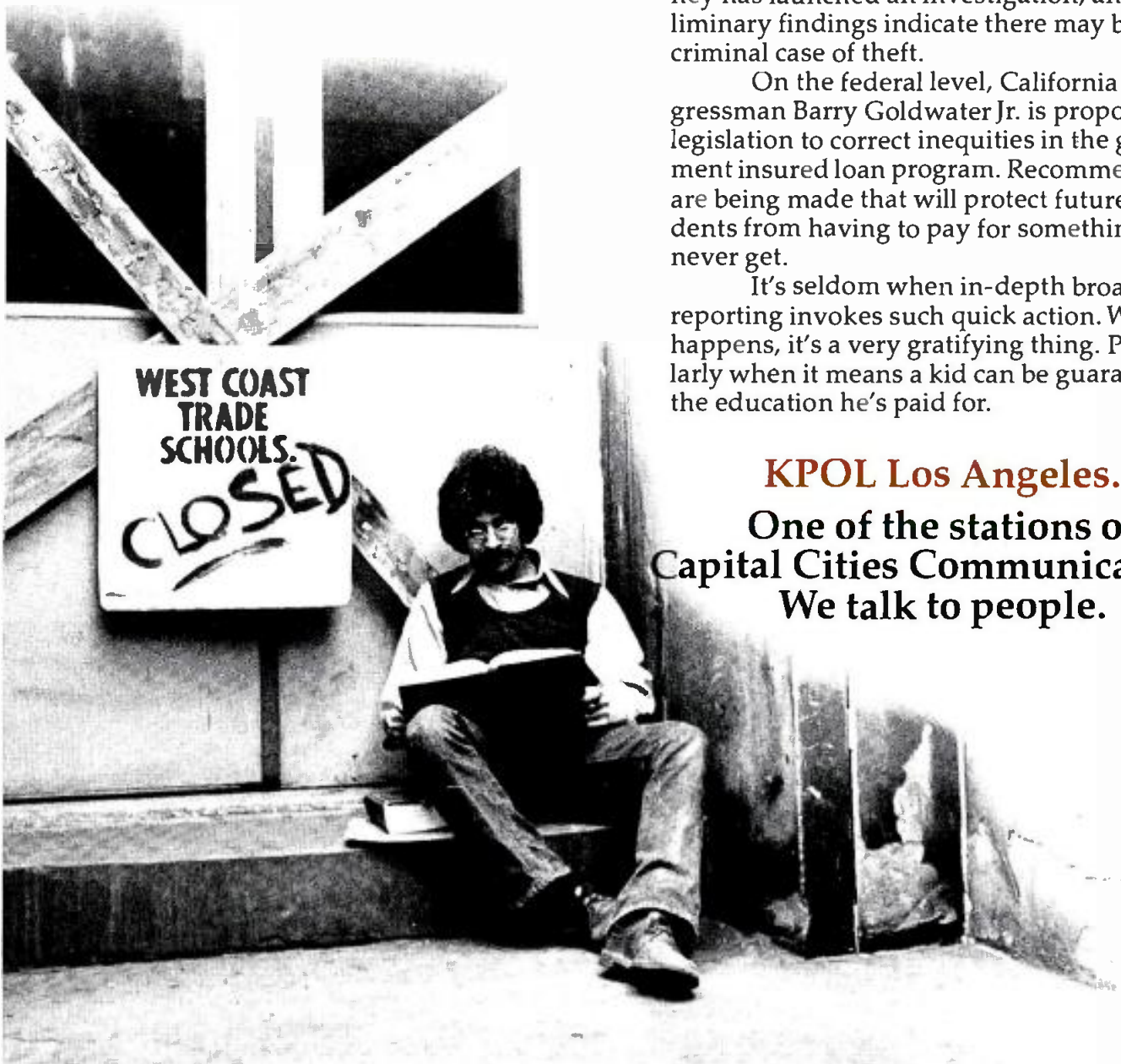
The Los Angeles County District Attorney has launched an investigation, and preliminary findings indicate there may be a criminal case of theft.

On the federal level, California Congressman Barry Goldwater Jr. is proposing legislation to correct inequities in the government insured loan program. Recommendations are being made that will protect future students from having to pay for something they never get.

It's seldom when in-depth broadcast reporting invokes such quick action. When it happens, it's a very gratifying thing. Particularly when it means a kid can be guaranteed the education he's paid for.

KPOL Los Angeles.

**One of the stations of
Capital Cities Communications.
We talk to people.**



Gussov showed comedian Marshall Ephron's "Chemical Feast" short film, in which a Morton pie is assembled from an array of chemical powders, scents, preservatives, flavors and counterflavors. Concludes Mr. Ephron with his finger in the Morton lemon cream pie: "No cream, no lemon, no eggs . . . just pie!" Like the Ephron piece, Ms. Gussov said, consumer education to children will have to be "seductive about the joys of austerity, specific about the products we don't like . . . and therefore highly radical."

Ralph Nader, speaking at a Monday night banquet also bit into advertising techniques and the impact of poor program content. More attention must be focused on the type of background preparation that advertisers use in determining salability of products, he said. Advertising is the "leading use of applied social science," the success of which demands "grudging respect" not only for its ability "to sell something demonstrably bad but also to divert the child's attention to the little plastic doodad in the package," he said. Some hope lies in teaching children to become their own critics, their own advocates, as a means of reducing their credulity, he suggested.

Mr. Nader applauded ACT's efforts in children's television as a "prototype" illustrative of how people "without any power" have created a movement that is "rising, soaring." The greatest force behind governmental action is people, he said, and urged ACT to sue the FCC for "nonaction" on its petitions submitted in 1970 before the organization is renamed "Action for Grandchildren's Television."

In the area of program content, he said children's television has been characterized by its "really excessive poor taste" and criticized the medium for not recognizing its responsibility to prepare its future citizens to meet the challenges of tomorrow.

The question of the economic viability of quality children's programming was the subject of a Tuesday morning panel on syndication and distribution. While little was provided in the way of answers the panelists summarized the major problems:

- "It's *Popeye* or perish," according to Richard Block, president of Kaiser Broadcasting, who contended that in highly competitive markets UHF stations generally must rely on tried-and-true programming—despite its quality—in order to survive. However, hope for improved UHF children's offerings lies in establishing an all-U network, he suggested.

- The key to syndication potential lies in an outstanding product, according to Richard S. Burdick, vice president and general manager for creative services, WCVB-TV Boston. But even then it's tough going, he said, noting that his award-winning *Jabberwocky* series, a "natural" for syndication, took two years to sell to sponsors.

- Wynn Nathan, vice president, Time-Life Films, said one problem in marketing children's programs is that they must be "auditioned" for adult buyers. That accounts for the popularity of *Gilligan's Island*, *I Love Lucy* and the like as children's fare, he said. What's more, if

parents demanded quality programs for children, the product would be a more popular local buy, he said.

- Squire Rushnell, ABC's vice president for children's programs said that the economies of scale can be applied to children's programming when stations band together to create programs suitable for a number of markets. A cooperative project bringing in the ABC O&O's, BBC and 20th Century-Fox reduced costs in producing ABC's *Rainbow Sundae* series. And, like Mr. Nathan, Mr. Rushnell argued that parental demand is at least partly responsible for the quality and availability of children's shows. He suggested broadcasters hold "open house" wherein parents would join children in viewing and critiquing program offerings.

- While most of the panelists focused on ways to make the local station management say "yes" to children's programming, William Dilday Jr., general manager of WLBT-TV Jackson, Miss., said it may be as important to recognize local market characteristics and know when to say "no" to exceptional, but unsuitable product.

- Perhaps, as one audience member commented, the answer to large-scale distribution of children's programming does not lie in increasing its economic viability, but in stimulating change of viewpoint at the broadcast station level—away from profitability.

While ACT has not yet achieved its long-term goal of eliminating advertising completely from children's television, Mrs. Charren said she's optimistic about the improvements that have been made in children's TV and the interest and widespread discussion that are being evoked by the subject. ACT, itself, is coming into its own. What began six years ago as a group of mothers concerned about children's viewing, packed the Kennedy Center last week for its panels and programming offerings. What's next? "Maybe the moon," Mrs. Charren said.

Canada may place restrictions on children's fare, commercial totals

CRTC proposes compliance be made part of license-renewal process; parliament must give approval; FCC's Roberts hopes Canadian move will generate action on her report

So far as the style and financial support of broadcasting are concerned, Canada last week issued a kind of proposed declaration of independence of her large neighbor to the south. The declaration was issued by the Canadian Radio-Television Commission, in a 150-page report, but it apparently depends for fulfillment on the Canadian parliament. The report, on the applications for renewal of the licenses of the Canadian Broadcasting Corp.'s networks and publicly owned radio and television stations, says CRTC

intends to condition renewal on the stations' abandonment of advertising aimed at children. The ban would go into effect on Jan. 1, 1975.

More than that, CRTC also said it intends to condition renewal of the CBC's 50 owned and operated AM and FM radio stations on their giving up virtually all advertising as of Jan. 1. And CRTC intends to require CBC television stations, which now carry about 10 minutes of advertising per hour, to reduce that amount over the next five years to five minutes. CRTC also called for an increase in the production of domestic programming.

But whether CRTC does attach those conditions depends on its being satisfied that arrangements can be made for assuring the maintenance of the quality of programming. And CRTC officials said later that, as a practical matter, this depends on parliament and its willingness to provide additional funds.

CBC last week estimated that the CRTC conditions, if attached to the publicly owned stations' licenses, would result in losses of some \$40 million annually after five years; this includes about \$2 million paid by sponsors of children's programming.

The Canadian parliament already is the chief support of the CBC. It provides \$275 million for the English- and French-language AM, FM and TV stations that, by law, are required to provide "balanced" services to all areas of the country, regardless of how remote and small in population.

CBC operates 182 originating and rebroadcasting television stations, 50 AM and FM stations, 280 low-power relay transmitters, and two short-wave stations. Another 111 privately owned AM stations are affiliated with the CBC AM network. In addition, there are 358 privately owned originating and rebroadcasting TV stations, as well as 202 independent AM's, 78 FM's and six shortwave stations.

All Canadian television stations—privately as well as publicly owned—have been operating since Jan. 1 under self-imposed restraints in connection with children's advertising. All commercials aimed at preschoolers were banned, while advertising directed to children generally was required to be reliable, to avoid arousing "unreasonable" expectations and to shun techniques for pressuring children into purchasing the products.

The CRTC sees its move away from advertising as a step in the direction of freeing Canadian broadcasting from what CRTC Chairman Pierre Juneau called "the North American mold." A spokeswoman for the CRTC last week said that the CBC, as publicly owned, has "a lofty mandate" from parliament to be "something other than routine," and, she added, "the North American type of entertainment impedes the broadcasting service's ability to fulfill that mandate."

The report CRTC issued last week indicates the almost wholly negative attitude the commission has toward advertising as the fuel that powers a broadcast service. "Disentanglement of the [CBC] from the commercial context is an urgent priority. . . ." "Commercials and programs tend

We found seven prisoners that nobody even knew were lost.

A man in Houston was arrested for shoplifting. His haul: a 53¢ can of beer. Usually this kind of misdemeanor goes to trial within thirty days. After 155 days in jail and no trial, the man finally wrote us.

Action 13 Special Investigator Marvin Zindler checked out the

problem immediately. The District Attorney's office files reflected that the prisoner had never been arrested. Zindler saw to it that he was quickly brought to trial. After pleading guilty, he was sentenced to 108 days in jail and a \$200 fine. The judge gave him credit for the days he'd already spent in jail, and he was set free.

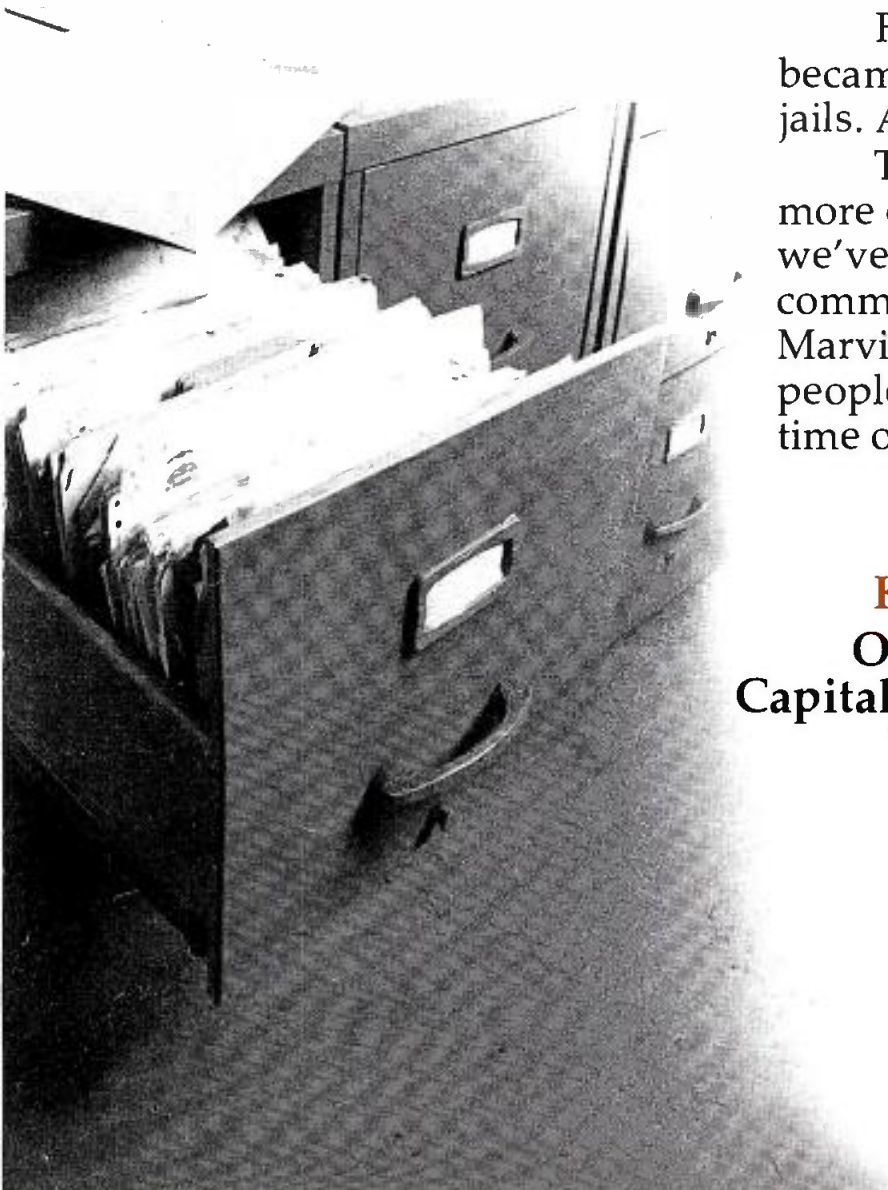
Another man was arrested on a drunk driving charge and spent three months in jail without going to court. He wrote us and we advised the District Attorney of the problem. The man was brought before a judge, given his back time and released.

Five other prisoners also became similarly lost in Houston's jails. And were similarly helped.

These are just a few of the more dramatic examples of how we've been able to help correct community problems. And why Marvin Zindler is a man a lot of people in Houston turn to first in time of trouble.

KTRK-TV Houston.

**One of the stations of
Capital Cities Communications.
We talk to people.**



to convey instant solutions to life's most pressing problems. . . "Commercial activity deflects CBC from its purpose, and influences its philosophy of programing . . . [Advertising] must be reduced or even eliminated entirely."

The CRTC report was issued at a time when the FCC is moving toward consideration of what its position should be on children's television programing generally, and the advertising contained in that programing in particular. The only restrictions now in effect on advertising generally are those contained in the National Association of Broadcasters code—nine and a half minutes of advertising per hour in prime time for network-affiliated stations, 12 minutes for independent stations, and 12 minutes in children's weekend programing.

However, a report prepared for the commission by the former head of its children's television programing unit, Elizabeth Roberts, makes a number of recommendations about imposing restrictions on advertising aimed at children.

And Mrs. Roberts last week said she hoped the action by CRTC means the U.S. commission will consider her recommendations regarding the elimination of commercials designed for preschoolers and cutting back all advertising aimed at children to nine and a half minutes. "We have to consider whether advertising to children of any age is justified," she said. "But there is evidence to justify these two steps."

FCC closes book on Sugar Bowl

Back on Dec. 20, 1973, the FCC refused to prohibit a broadcast of the Sugar Bowl Game on Dec. 31, or to state that the broadcast would not be in the public interest. But it was unable to dispose of other matters raised in a petition filed by the Ad Hoc Committee on the Sugar Bowl, composed of New Orleans area individuals and groups, against both ABC, which carried the game, and its New Orleans affiliate, WVUE(TV).

Last week, the commission got around to disposing of those issues. It said it lacked the authority to resolve complaints that the Midwinter Sports Association, which sponsored the game, and the National Collegiate Athletic Association violated the Civil Rights Act or the antitrust laws. The commission also said it had insufficient grounds on which to consider whether ABC monopolized collegiate sports coverage, had no "extrinsic evidence of deliberate distortion of news in connection with the Sugar Bowl and the surrounding controversy," had evidence, in form of scripts of 31 news stories, that WVUE had covered the controversy surrounding the game, and that its policy of checking into conflict of interest had always been in reference to conflicts between the licensee's responsibility to broadcast in public interest and its non-broadcast activities—policy that did not extend to the kind of promotional announcements for the Sugar Bowl game cited by the ad hoc committee.

A man who toots his Einhorn

TVS's confident chief maintains his network does the best sports TV; says the job will get even better when the events get more pizzazz; there's a movie test in the offering

"If the people at Hughes knew what they were doing these past 10 years, I'd still be little Eddie Einhorn of Paterson, N.J."

Instead, he's *the* Eddie Einhorn, president of the TVS Television Network, which holds exclusive TV rights to the new World Football League's games and to just about every college basketball conference that has regional or national interest.

"Ask anybody in the business and he'll tell you that we're the hot independent sports network right now," Mr. Einhorn continued in his booming voice, and proceeded to launch into one of his standard set pieces about how he snatched conference after conference away from Hughes in the late sixties and seventies by making a better offer when it came time to negotiate a new TV contract. And, although he won't name the conferences, he clearly implied that more than one college-basketball bargainer chose TVS not because the money proposal was higher but because he thought Mr. Einhorn would do a better job.

So, as of now, the only major college basketball attractions not controlled by TVS are the National Collegiate Athletic Association Tournament (NBC holds the rights), the National Invitational Tourney (CBS has the rights) and the East-West All-Star Game (Hughes). But, Mr. Einhorn said, he has no intention of getting CBS and NBC mad at him by trying to outbid them for the NIT and NCAA. "Besides," he added, "just this year alone we ended up doing 13 regional NCAA games that NBC couldn't handle." That was four more NCAA games than NBC televised nationally, "and TVS did a better job because college basketball is my real area of expertise," he said.

Mr. Einhorn described TVS as an "occasional" network, which lines up stations pretty much event-by-event. This indefiniteness has one major drawback, he said: Because the three major TV networks are in constant daily operation, "their line charges add up to only about 10 cents per mile per hour. The phone company charges us 65 cents per mile per hour." Since a typical two-hour TVS national telecast covers 13,000 miles, the line charges for that event total \$16,900, according to Mr. Einhorn.

"Another problem in being on a national hookup only occasionally," he continued, "is that we don't get the constant, steady barrage of on-air publicity that the networks can bring to bear when they want to promote a particular event." He said that he urges his affiliates to schedule promos for upcoming TVS sports events, but the results are catch-as-catch-can and "at best, unsatisfactory."

For the past few years, TVS's only sustained period of network feeds occurred during the 10 weeks in January, February and March when the college



Einhorn

basketball conferences are locked in the competition that determines which teams reach the finals. But, from July 18 and running through the end of November, TVS will carry 23 World Football League games in prime time. Mr. Einhorn is anticipating revenues of "over \$5 million" for these games, of which "more than a million" would be returned to the league in rights fees. (For the college basketball season just ended, he says that TVS harvested about \$5 million in revenues and paid out \$1.5 million in rights fees to the various conferences.)

Mr. Einhorn is convinced that the WFL's cutting back on fair catches, and on the kicking of point-after and field goals, will arrest what he regards as the National Football League's "creeping dullness." As he put it: "Miami's quarterback threw only 13 passes in the Dolphins' final two games of the season. Who needs that kind of boredom?" He's equally critical of most of the other televised sports. For example, he said, "Pro basketball hasn't gained in the ratings in recent years because the players aren't putting out any more. They're making fat salaries, they've got no-cut contracts—why should they knock themselves out? Hockey is hopeless—there's not enough scoring, and TV simply hasn't been able to capture the essence of the sport. With baseball, NBC is trying to jazz up a basically dull game by hiring guest announcers to clown around in the booth."

Mr. Einhorn thinks the trend in television these days is "the catch-all family-type sports show, like ABC's *Wide World of Sports* and the CBS *Sports Spectacular*. These shows are reaching such a broad-based audience that they're outrating the live games, which appeal to the sports aficionado who knows the rules and knows the players." He exempted college basketball from most of his sweeping criticisms. "We did a 13.5 national Nielsen on the first UCLA-Notre Dame game this year, and a 16.3 on the second," he says. "And the spirit and excitement of those games was overwhelming."

"Our main problem with college basketball is that it is not taking hold in the big cities in the East and Midwest. Cities like New York and Chicago and Detroit have been pretty much won over by the pros. I can do well in the East by beaming a Notre Dame game into New York

All we did was help him get a drink of water in his own Herndon, California home.

Paul Henderson worked hard. He saved his money and he and his wife bought their dream house.

Then they watched that dream house turn into a nightmare.

The water company that services Paul's house is privately owned. And the owner of that company decided that Paul was an "undesirable person." So he simply refused to turn on the Henderson's water.

Paul took the water company to court. And we took Paul's case to the people on KFSN-TV Action News. We aired four film stories during our early and late segments, and four on our noontime "Answers and Action" program.

Finally, the owner of the water company turned on the Henderson's water.

But not before Paul, his wife and two kids had to move in with relatives. And not before almost every blade of grass, almost every bush, almost every tree on Paul's property died from lack of water.

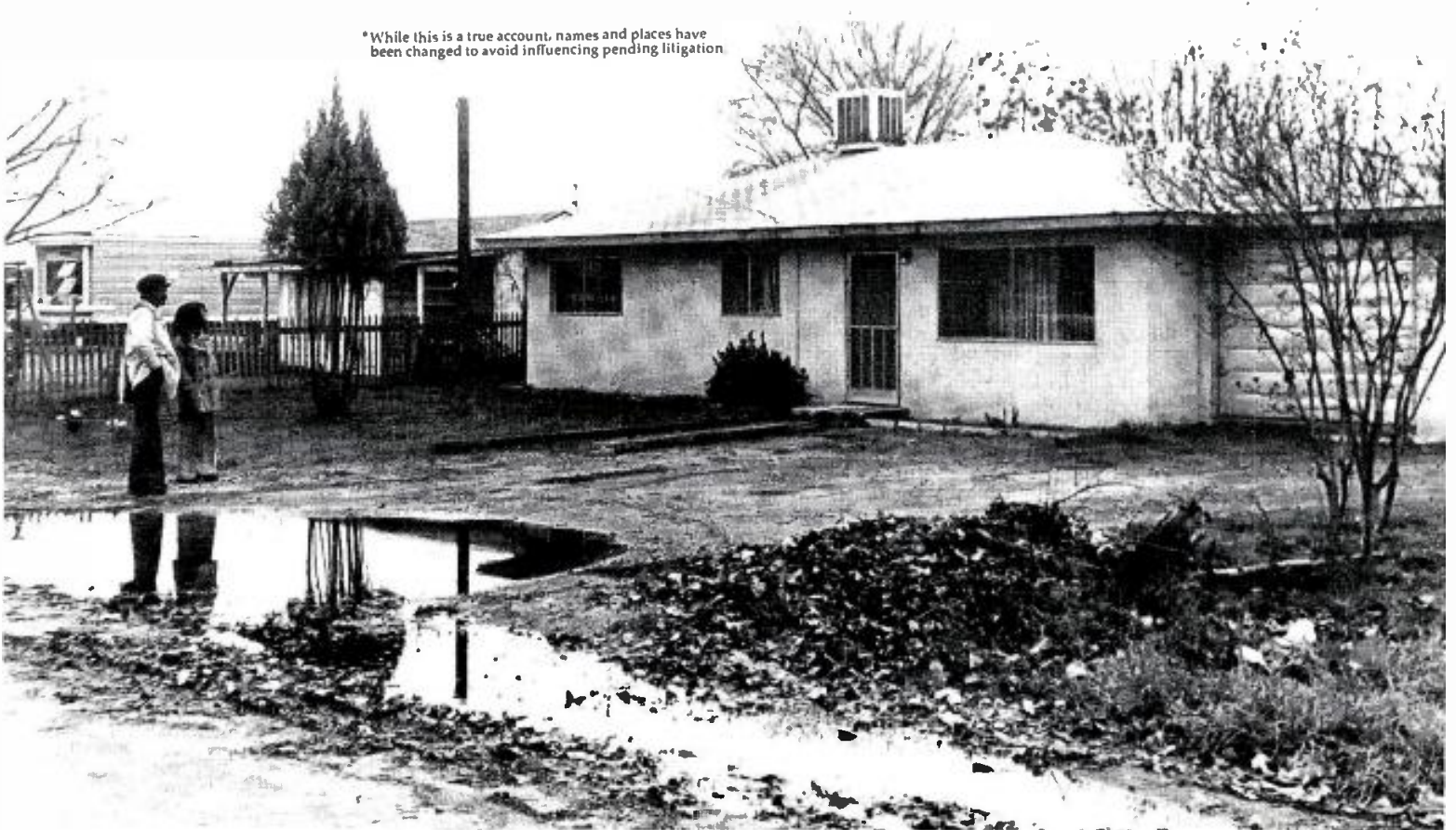
In the scheme of community involvement, trying to help the Henderson family get their water running again may have been no big deal — except to the Henderson family.

But the "thank you" letter we got from Paul Henderson when it was all over proved that sometimes community involvement works very well, even when the community is a community of one.

KFSN-TV Fresno.

**One of the stations of
Capital Cities Communications
We talk to people.**

*While this is a true account, names and places have been changed to avoid influencing pending litigation



and Boston to take advantage of the large Catholic population, but that's sort of a one-shot thing. To really gauge the fever in this country for college basketball, you've got to travel to the Carolinas and Kentucky and Tennessee and places like that."

Mr. Einhorn said he has a strong underpinning now that "I've capitalized my earnings" by selling TVS to Dun and Bradstreet's Corinthian Broadcasting, a transaction that was completed last year. Looking to the future, he said he's taking a tentative step in the direction of non-sports programming by scheduling "a major movie" early in June, one that's already had two network showings but hasn't been put into syndication. If the ratings of this movie showing are encouraging, he says he may think seriously about using TVS as a conduit for movies that have exhausted their network runs but haven't started their syndication go-round.

But, he concludes, "sports is still where it's at as far as I'm concerned."

Video-tape producers charge noncommercial with unfair competition

Association says public TV operations are leasing facilities at costs below market and that some make money

A group of independent video-tape producers have charged that educational television stations were undercutting commercial companies by offering their facilities on the open market at rock-bottom prices.

At a news conference in New York, Alfred Markim, executive vice president of Teletronics Corp., New York, and a national board member of the Videotape Production Association (the umbrella group of 29 companies in the video-tape field), said the following instances had been brought to his attention by association members:

Noncommercial WNET-TV New York taped some European segments for the Tony awards show of 1972 by "bidding so low that if a commercial company had matched the bid it would have lost money on the taping"; noncommercial WTTW-TV Chicago made money from the televising of President Nixon's March 15 question-and-answer session with Chicago businessmen, and NET Television Inc., Ann Arbor, Mich., which started out as Public Broadcasting's center for tape duplication, has now gone commercial and is taking advantage of "14 or 15 video-tape recorders worth about \$120,000 each" to compete "unfairly" with companies that have to buy their own equipment.

Mr. Markim cited Title 47 of the U.S. Code as stating that noncommercial broadcasting facilities must be "used only for educational purposes." But, he added, "we're not interested in lawsuits and fines and punitive damages for things that happened in the past." He said the video-tape producers would "set up a file system to log all incidents of unfair competition by educational broadcasters,

and will channel this information to the controlling authority in Washington."

Mr. Markim also used the news conference to complain that ABC-TV, CBS-TV and NBC-TV "coerce" many independent producers into using "network facilities for production and post-production," a practice that "restricts our ability to compete with them on a fair and equal basis."

NATAS retreats under pressure from its new awards format

TV-series people feeling left out are threatening to boycott Emmys

The National Academy of Television Arts and Sciences, which only last February had taken a giant step toward reducing the number of entertainment Emmys given out at the annual awards ceremonies, took a half-step back last week.

Under pressure from a group of actors, producers and writers of series who had threatened to boycott this year's Emmy ceremonies, the trustees of NATAS voted to give all winners an Emmy, and to double the best-of-the-year awards to include continuing series as well as "specials-limited series." In its restructuring of the Emmy awards earlier this year, NATAS proposed to provide a suitable award to category winners, but furnish gold statuettes only to "best of" winners who were to be chosen in eight areas (best actor, actress, writer, producer, musician, cinematographer, film editor and art director-scenic designer), with no distinction between specials and series. This last is what raised the hackles of TV series regulars, who claimed they were being discriminated against since their budgets were minuscule compared to those of some of the specials, and that their artistry was a week-in-week-out kind of thing that left them in a poor posture vis-a-vis performers in a big-budgeted single special. Among the dissidents were Mary Tyler Moore, star, and Allan Burns, producer, of the *Mary Tyler Moore Show*; Lee Rich, executive producer of *The Waltons*, *Apple's Way* and *Doc Elliott*; Bob Sweeney, producer, *Hawaii Five-O*; John Rich, producer-director, *All in the Family*; Allan Manning, producer, *Good Times*.

The trustees voted March 29 to provide separate "best of" Emmys for continuing series as well as for specials in four categories (best actor, actress, director and writer), and on March 30 to provide Emmys to all winners, with the big winners receiving an extra line on their awards to indicate that they were tops in their fields.

The dissidents had asked that the new awards policy be postponed for at least another year. The trustees refused to do this, resulting in the resignation of Trustee Grant Tinker, Miss Moore's husband. Mr. Tinker said his resignation was due not only to the Emmy-award dispute but also to what he called the structure of the academy. He said that

NATAS does not truly represent the workers in TV, and that the academy is rife with regionalism and self-interest. Mr. Tinker was elected a trustee of the national body last year, following a number of years as a governor of the Los Angeles chapter.

Whether the dissidents will carry out their threatened boycott of the May 28 ceremonies (to be telecast by NBC) or whether they have been mollified by the revisions voted by the trustees could not be ascertained. There was talk of another meeting by the protestors, said to number 174 persons representing 27 TV series, before a decision is made.

Program Briefs

Oscar for radio grad. John Houseman, who won best supporting actor Oscar for his performance in "Paper Chase," is director of drama department of Juilliard School of New York's Lincoln Center. In 1937, with Orson Welles, he founded Mercury Theater that was responsible for quality radio drama of late 1930's and early 1940's, including now *War of the Worlds* broadcast that panicked thousands of listeners.

Bicentennial Music. Network 90-minute special, *200 Years of American Music*, to be wholly sponsored by Airwick Industries sometime in 1975, has been announced as joint venture by Casablanca Records, Dick Clark Teleshows Inc., and Mission Argyle Productions. Mr. Clark is executive producer and Jim Packer of Mission Argyle is in charge of network and worldwide syndication.

Fanfare for MBN. Mutual Black Network receives Central Intercollegiate Association distinguished service award for efforts in promoting black college sports through presentation of 1973 Black College All-American Football Team. MBN and Chevrolet Motor division sponsored selection of All-American Team in December 1973. Among selections: Eddie (Too Tall) Jones, defensive tackle, Tennessee State, currently number-one draft choice of National Football League.

Tisch taking over. Ownership of Wrather TV series, *Lassie*, *Lone Ranger* and *Sgt. Preston of Yukon*, is scheduled to be transferred to Edward D. Tisch, senior vice president and director of Wrather Corp. that is in process of liquidation. Mr. Tisch, who has been executive of Wrather Corp. since 1957, proposes to pay \$4.35 million for TV properties. As part of Wrather Corp. liquidation, it is selling its holdings in Disneyland hotel in Anaheim, Calif., to Walt Disney Productions Inc. for \$1.3 million plus 189,366 Disney common shares. These and other fiscal arrangements for liquidation (Wrather still owns 1,236,800 shares of Teleprompter Corp.) are to be voted on by stockholders sometime in May. Company reported 1973 revenues of \$20.5 million, up from 1972's \$18.4 million; net income was \$113,771 (five cents a share) compared to 1972 operating profits of \$264,932 (12 cents a share).

Revell on TV. Establishment of Revell Productions Inc., to produce 90-minute

**8 Years old and
he can't master basic
learning skills.
Until we came along,
his parents thought he
was backward.**

Learning disabilities.

Until recently most people didn't understand that certain children couldn't master basic learning skills. Now through research we know that children with a learning disability may in fact be extremely bright.

But more people needed to understand this problem.

Molly McConnell knew this. Molly is a college graduate pursuing additional training in special education. She herself overcame a learning disability.

Her idea led to the production of a two-part documentary entitled "The Child Next Door Is Yours." In the first half-hour we defined the term learning disability. We showed how learning disabilities appear in a child's behavior, in his coordination and performance and in his abstract thinking. We expressed the need for parents to recognize and understand learning disabilities — then to take proper action.

Our program concluded with a discussion on the status of teacher-training for learning disabilities. And what the state government has done to date in helping solve the problem.

The second half-hour deals with special education and a community approach to the problem of learning disabilities. We stressed that one group of people can't solve the learning disability problem. A team effort — includ-



ing doctors, teachers, special educators, parents and legislators — is needed.

And needed now.

"The Child Next Door Is Yours" is unique and touching. It was so successful it drew a petition for rebroadcast from the Division for Disorders of Development and Learning.

"The Child Next Door Is Yours" is just another way Capital Cities is trying to reach people.

WTVD Durham — Raleigh.

**One of the stations of
Capital Cities Communications
We talk to people.**



Some like it hot: or, why is the thermostat at 68°? Public access to policy decision makers was the name of the game when WMAL-TV Washington opened its microphones and telephone lines to questions about the energy crisis in a March 27 prime-time special, *Energy: Crisis or Confusion*. Giving the answers were (back row, l-r) John Sawhill, deputy administrator, Federal Energy Office; Senator William Proxmire (D-Wis.); Frank Ikard, president, American Petroleum Institute; Z. D. Bonner, President, Gulf Oil Co., and Senator Hubert Humphrey (D-Minn.). Moderators for the panel were (front row, l-r) newsman Jim Clarke and anchorman Fred Thomas. WMAL-TV received 1,500 phone calls during the program, and has set aside 11:30 p.m.-1 a.m. slot April 22 for a follow-up broadcast.

film drama on professional drag racing for TV and/or theaters, as well as 26-episode TV series on same subject, announced by Revell Inc., Venice, Calif., major manufacturer of model kits. Pilot will be released for TV airing this winter; series for 1975-76 season. Both will be partially sponsored by Revell, which does virtually all its advertising in magazines.

Spelled backward. Oidar Unlimited, Studio City, Calif., is offering *Oidar Wavelength*, three-hour monthly free radio program that is half sponsored by national record companies. Hosts of unusual concept (format is set in 21st Century with airing of today pop hits as oldies) are Thom Beck and Sie Holiday, both Los Angeles broadcast personalities. So far 50 stations have signed one-year contracts for program aiming for May weekend start, according to Doug Andrews, who has been syndicating for past five years John Gilliland's *Pop Chronicle* for radio stations.

Union in. National Labor Relations Board, in decision released March 24, found Westinghouse Broadcasting Co. engaged in unfair labor practices by refusing to bargain with Directors Guild of America Inc. Guild has been authorized to represent staff producers-directors at Group W's KYW-TV Philadelphia since Aug. 30, 1973, NLRB said, and KYW-TV's management must now, upon request, bargain with union on wages, hours and other employment matters as they affect station's producers-directors.

Author. WJXT(TV) Jacksonville, Fla., boasts soon-to-be-published novelist. Jefferson Fields, producer, has written *A Cry of Angels*, scheduled for publication by Atheneum in May, and to be alternate selection for June by Literary Guild.

Pay preliminary. Pay Television Corp., Los Angeles firm seeking to start over-air subscription operations on KBSC(TV)

Corona, Calif.—which it will purchase from Kaiser Broadcasting Corp. subject to FCC approval—announced agreement in principle with System Development Corp., developer of patented encoding-decoding process. Agreement will allow Pay Television to acquire rights to SDC technology, which in long run will reduce cost and expedite PTV's planned operation. No financial terms were disclosed.

Revenge. When KOAM-TV Pittsburg, Kan., decided to pre-empt March 3 7:30-9:30 p.m. showing of NBC-TV *Heidi* special in order to telecast championship basketball game of Big Eight Conference, station sports department recalled several years back ago when network cut off crucial last minutes of pro football game to present *Heidi*. Result was promotion theme for Kansas-Kansas State play-off: "At last the world of sports has finally gained revenge against *Heidi*!"

Horne on the vine. Hugh Downs's Raylin Productions begins production on syndicated TV variety-talk show hosted by Lena Horne. One-hour weekly program, titled *Lena Horne's Grapevine*, is designed to appeal to black female adult market, will be bartered by Johnson Products Co. (Ultra Sheen), also in market with *Soul Train*, syndicated dance series.

Sports reports. Mutual Broadcasting System is offering five-minute sports capsules series—including basketball, golf, hockey, tennis, auto and horse racing on weekends through Labor Day. Al Wester, Van Patrick will be anchors.

Forward's exchange. Each of six television stations of Forward Communications Group, Wausau, Wis., has committed itself to produce at least two documentaries and minimum two children's programs by fall of 1974. Under Forward's blueprint, programs will be exchanged among stations—WRAU-TV Peoria, Ill.; KCAU-TV Sioux City, Iowa;

KOSA-TV Odessa, Tex.; WTRF-TV Wheeling W. Va.; WMTV(TV) Madison Wis. and WSAU-TV Wausau.

Think and Do on TV. Modern version of traditional workbook approach to learning has been developed by WIC-TV and Compulearn Inc., both of Pittsburgh. Participatory educational technique utilizes Captain Jim, host of WIC-TV children's show, who teaches daily three minute lesson while young viewers follow along at home in "Picturepages" workbook. Lessons, aimed at preschoolers, teach concept formation, logic, discrimination through such topics as ecology, health, social studies. Full-color Picturepages kits are distributed weekly free of charge by Foodland Markets, supermarket chain.

Bunches of fun. Syndicast Services Inc. New York, will syndicate children's series *B.J.'s Bunch*, which features puppets in format combining education and entertainment. Half-hour series was developed by WNBC-TV New York in association with puppeteer Bill Jackson.

Believe it or not. New radio suspense series, *Strange As It May Seem* comprises 65 five-minute programs based on actual events. Audition tapes available from Dan Janis Presents, 1216 East Racine, Janesville, Wis. 53545.

Windfall. Noncommercial WETA-TV Washington announces receipt of \$25,000-grant from Eugene and Agnes E. Meyer Foundation. Station has received foundation's assistance on several occasions, money having been put primarily into production of specials of cultural and public affairs nature.

CBS changes 'Morning' line

Still fiddling with its format, *The CBS Morning News* announced some on-camera personnel changes last week with a low-key letter to newspaper editors. Intended to offset the heavy kind of publicity given to the arrival last summer of former anchorwoman Sally Quinn (BROADCASTING, Dec. 3, 1973), the letter briefly heralded the broadcast's return to "hard news, background interpretation and analysis—the thing we think CBS News does best."

Among the changes, which started last week, were the removal of conservative newspaper columnist Jeffrey St. John from the list of commentators featured in each program. Mr. St. John will be replaced by *National Review* editor William Rusher, it was reported. Mr. St. John and other commentators had appeared during the Spectrum segment.

Spectrum will change from one opinion per program, to two opposing opinions per program. The feature will resemble *60 Minutes* counterpoint mini-debates, a CBS News source revealed. *The CBS Morning News* selects commentators from a rolling panel of partisans, including Nicholas Von Hoffman, of the *Washington Post*.

CBS News correspondent John Hart will begin analysis pieces several times per week, and reporter Charles Osgood will contribute feature pieces, the source

We helped keep the Detroit Symphony playing.

Last February we gave up twenty-one continuous commercial hours. To top that off, we asked our listening audience to pay to hear their favorite music.

It was all part of our Detroit Symphony Marathon – twenty-one hours of classical music broadcast to raise money for Detroit's own symphony orchestra. Each selection we played was paid for by our audience.

The Marathon was conceived and coordinated by Karl Haas, our Director of Fine Arts. First he made a list of over 200 musical selections available to local department stores. And placed them in Detroit papers.

Included, was everything from Beethoven's nine symphonies to tone

poems by Ravel and Respighi. Each selection was assigned a value – anywhere from \$25 to \$100.

A donor could choose a selection from the list and pledge any amount towards that selection. When the total price of the selection was reached, we played it.

Donations ranged from two dollars on up to two hundred dollars. When it was all over, we had raised \$35,000 to help defray the Detroit Symphony Orchestra's expenses.

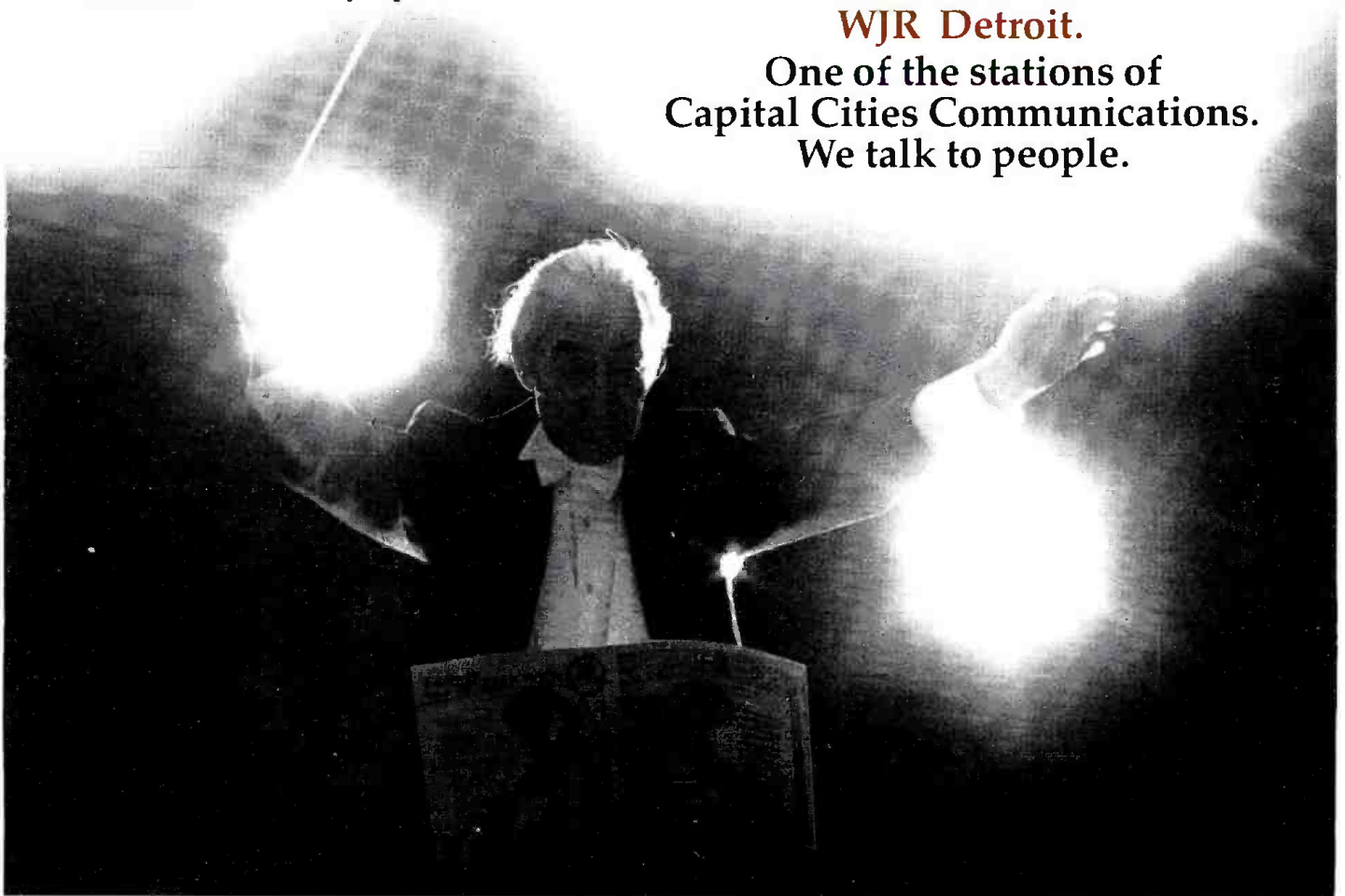
Maybe even more important was the fact that so many people who were not classical music buffs had donated money. The members of the symphony were overwhelmed by the community's broad-based support.

In fact, the symphony has been playing to more people than ever.

We like to think our Marathon helped make a lot of people, who never cared before, patrons of this art.

WJR Detroit.

**One of the stations of
Capital Cities Communications.
We talk to people.**



said. Hughes Rudd remains the sole anchor for the broadcast.

"Don't expect a dramatically different broadcast," the letter states. "But we do hope you'll look in occasionally as we work on developing a really solid, informative hour."

Graduate study calls Nixon charges unfounded

American University students find no news bias in period before 'vicious, distorted' remark

A group of graduate students at The American University in Washington have compiled a research study concluding that, during a particularly critical two-week period last year, the three television networks were generally objective in their news reporting.

From Oct. 15 to Oct. 26, 1973, the 12 students, working under Professor Edward Bliss Jr., had taped the evening newscasts of the three networks. Their original objective—to determine the objectivity of correspondents' concluding statements—was abandoned after President Nixon's Oct. 26 accusations of "outrageous, vicious, distorted reporting." Professor Bliss decided instead to examine the charge of distortion.

The copyrighted study, "Nixon's News Distortion Charge: A Coincidental Two-Week Test," points out that the study, quite by chance, covered a period climaxed by the President's denunciation of network news. It also encompassed an unusual time of crisis, including "the dismissal of [special Watergate prosecutor] Archibald Cox, the resignation of Attorney General Elliot Richardson, the firing of Deputy Attorney General William Ruckelshaus, calls for presidential resignation or impeachment, war in the Middle East, and a global alert of U.S. military forces."

The students were divided into three groups, one for each network. The ABC group counted 134 stories during the two-week period but questioned only five. "And in no instance was handling of the story questioned for reasons of distortion," the report says, but for "other editorial judgments." The ABC study team concluded that, overall, the reports were "objective and factual."

The CBS group found only one of 216 stories to be unfair to President Nixon—a report by Walter Cronkite that the President was having a White House dinner for former Secretary of State William Rogers. Mr. Cronkite said the guest list included "former Commerce Secretary and Nixon campaign fund-raiser Maurice Stans, who's under federal indictment in New York in the Vesco case." By that comment, the CBS team said, CBS "was deliberately casting Nixon in an unfavorable light. The inference is that Nixon is still surrounding himself with crooks."

The students assigned to NBC examined 175 stories during the period. The group expressed concern over two reports

by Carl Stern. In one, it said Mr. Stern's use of the word "inoperative" could be construed as "an unjustified dig at the President." In the second, Mr. Stern said then acting Attorney General Robert Bork was considering procedures to make the Watergate inquiry "seem more independent." By using the word "seem," the group said, Mr. Stern implied "that Bork might not be interested in a thorough, independent investigation."

According to the report, the NBC group "found that, although the network 'quite consistently' countered anti-Nixon reports with supporting reports when it could, 'most of the time, the President was seen in a more negative than positive light.'" The team did not consider this to be a case of imbalance, since "news is not created in balanced form."

Professor Bliss concluded that, at least for the two-week series of evening newscasts, "the case of the administration is not supported."

Nevertheless, Bruce Herschensohn, deputy special assistant to the President, said the administration is sticking by Mr. Nixon's statement and is compiling for submission to the National News Council a list of specifics to document the charges (BROADCASTING, April 1).

UA's return to TV is headed by Chasman

United Artists Corp. is returning to television program production through a company it is creating and financing.

David Chasman who has been senior vice president in charge of production for UA, based in New York, has been appointed president of the new company, whose name has not been announced. He will make his headquarters at UA's West Coast offices on the Goldwyn lot in Los Angeles.

Mr. Chasman said UA has not been active in TV production in almost a decade. The first objective, he said, is to produce series for network TV based on UA's extensive feature film libraries (BROADCASTING, April 1).

According to Mr. Chasman, the new company will bear the same relationship to UA as the independent motion picture producers which make films for UA theatrical release.

Heading for home

The mighty and the lowly of major league baseball were not completely squared away on broadcasting coverage as season opened last week. The champion Oakland A's belatedly signed with KEEN(AM) San Jose, Calif., to originate for a network of 18 other radio stations, but was still negotiating for a TV outlet as of last Wednesday. The San Diego Padres' first TV game was to be carried last Friday on XETV(TV) Tijuana-San Diego pending a definite contract. Padres' radio is being originated by KOGO(AM) San Diego, part of the \$43-plus million that the major leagues will realize for radio-TV coverage in 1974 (BROADCASTING, Feb. 25).

Holcomb foes try to derail FCC appointment

McIntire, other ministers fear religious weighting of commission; NOW charges 'political cronyism'; Spanish group cites EEOC incident; but there's praise from Texans on Hill

Luther Holcomb, nominated to replace the retired H. Rex Lee on the FCC, ran into unexpected bad weather at his confirmation hearing last week. The Rev. Carl McIntire and six other fundamentalist ministers appeared before the Senate Communications Subcommittee in Washington to plead for Mr. Holcomb's rejection on the grounds that he has been deeply involved with the National Council of Churches as a Baptist minister and would therefore add a second minister aligned with the NCC to the FCC.

(FCC Commissioner Benjamin Hooks is also a Baptist minister who has served congregations in Memphis and Detroit. Mr. Holcomb is the vice chairman of the Equal Employment Opportunities Commission.)

Dr. McIntire and his battery of "Bible-believing" pastors spent most of last Wednesday morning (April 3) trying to convince Senator John O. Pastore (D-R.I.) and the committee that there was "real religious cleavage" within the Protestant church between "liberal and conservative" sects and that the appointment of Mr. Holcomb would "pack the FCC in favor of the National Council of Churches"—the liberals, in Dr. McIntire's opinion.

"These are not just church members," the former licensee of WXUR-AM-FM Media, Pa. pointed out, "these are clergymen." And being clergymen, he said, "representing ecumenical interests [a long-time target of Dr. McIntire's and the fundamentalist movement] raises questions of fairness, balance and appropriateness. And there might also be raised a possible question of clericalism," he said.

Dr. McIntire and his associates charged that it was clergymen affiliated with the National Council of Churches who called for the lifting licensee of WXUR and KAYE(AM) Puyallup, Wash. The Rev. James Nicholls, the former licensee of KAYE, charged that the NCC, fronted by Rev. Everett Parker of the Office of Communication of the United Church of Christ, "created hell for me" and "spear-headed" the attack on his license.

One of Dr. McIntire's allies, the Rev. Darrell Hagler, stated that even FCC Chairman Richard Wiley was in sympathy with the National Council of Churches. He said the lifting of WXUR's license "stands as evidence of [the FCC's] prejudiced power."

Committee Chairman Pastore, at one point in the hearings, sighed deeply and

We put the heat on to get the heat on.

Mrs. Ella Razer. Partially blind, with a heart condition, she lives alone. And survives on \$131 a month with Federal assistance.

Last year, for eight months, survival became even tougher for Mrs. Razer. Her gas was cut off by the local Gas company for non-payment. The company was unaware of the woman's situation and after issuing the standard number of bills — and receiving no reply — they shut off the gas.

For eight months, Mrs. Razer used a woodburning stove for cooking meals. And for heat.

Buffalo winters being what they are, and Mrs. Razer, being a brave, though fragile eighty-eight, she put her legs inside the stove to keep warm. Her scars show her struggle.

Finally, Eyewitness News, with the help

of the Community Action Organization, found Mrs. Razer.

We aired her story on January 16 of this year. Community response was immediate. Mrs. Razer was offered financial assistance. One caller offered to pay her utilities for life. Heating companies offered to inspect her furnace or donate a new one if, after eight months of inactivity, hers didn't work.

Of course, the utility company restored her gas immediately. But maybe, most importantly of all, they indicated that in the future, they would personally attempt to follow up hardship cases. And accept minimal payments below actual monthly bills.

We like to think that by putting the heat on for one person, we helped keep the heat on for a number of people.

WKBW-TV Buffalo.
One of the stations of
Capital Cities Communications.
We talk to people.





Holcomb with Tower



Holcomb with Bentsen



Holcomb with Jordan

wondered if "maybe someday the administration will send down a nominee that's an easy one."

Senator Howard Baker (R-Tenn.), ranking Republican on the committee, replied quickly that things might be "easier" on the committee if it acted promptly on the nominations presently before it—namely Messers Holcomb and Quello whose confirmations have been stalled in the committee awaiting a third nominee to the FCC to replace former Chairman Dean Burch. "I'm not about to strike a bargain with the White House that if they'll go easy on us, we'll be easy on them," he said.

The National Organization for Women, as well, went before the committee to urge Mr. Holcomb's rejection, as it had done previously with the nomination of James H. Quello, the former Detroit broadcaster, to the FCC. Janice Blue of the Texas NOW chapter—Mr. Holcomb is a Texan—charged that, although NOW did not object to Mr. Holcomb personally, his appointment was made on the "basis of political cronyism." Former Texas Governor John Connally was one of the prime movers behind the Holcomb appointment. And NOW's dealings with the EEOC over an eight year period, Ms. Blue said, "led us to conclude that Dr. Holcomb shows little sensitivity with regard to sex discrimination and in developing effective policies for eliminating employment discrimination against all people."

The NOW spokeswoman cited several public positions that Mr. Holcomb took

while serving with the EEOC which "revealed his insensitivity to the public interest." Three years ago, she said, Mr. Holcomb opposed the banning of sex segregated want ads in newspapers in a speech before a press group in Chicago. The Supreme Court upheld the ban on segregating want ads last year in the *Pittsburgh Press* case. In 1969, Mr. Holcomb testified against proposed legislation that gave EEOC enforcement powers in job discrimination cases, she charged. "Mr. Holcomb's view was that 'conciliation would work' in employment cases, keeping the EEOC a powerless agency," she stated.

A charge against Mr. Holcomb from another quarter was made by Manuel D. Fierro of the Raza Association of Spanish Surnamed Americans (RASSA). Mr. Fierro asked the committee to investigate the circumstances surrounding a 1972 White House memo written to then chief of staff H. R. Haldeman concerning Mr. Holcomb. As reported in the *Daily Texan* and the *Chicago Daily News* last January, Mr. Haldeman was told by White House talent-hunter Fred Malck that Mr. Holcomb had informed Senator John Tower (R-Tex.) that the EEOC was investigating the possibility of suing the University of Texas for employment discrimination. The White House memo expressed Mr. Haldeman's concern that the suit might hurt Richard Nixon's re-election chances in Texas. The fact that word of the proposed suit reached the White House violated the confidentiality requirement of the law setting up the EEOC. The law precludes any member of the agency from disclosing information regarding actual or pending investigations.

Clearly, Mr. Holcomb's ace-in-the-hole was the support of Representative Barbara Jordan (D-Tex.) who spoke strongly for his confirmation. Representative Jordan has impeccable liberal credentials and her support helped balance criticism, especially from the National Organization for Women, with which she has been closely aligned in the past. The Houston congresswoman told the committee that Mr. Holcomb would bring "sensitivity and patience" to the FCC. Mr. Holcomb also received support from Texas Senators Tower and Lloyd Bentsen (D).

Senator Pastore called Mr. Holcomb back to the stand on Thursday morning.

Mr. Holcomb denied ever revealing an impending EEOC suit against the University of Texas to Senator Tower and said he did not recall talking to Fred Malek about it either. A letter from Senator Tower, in which he also denied ever talking to Mr. Malek or Mr. Holcomb about the suit, was inserted in the record.

Also, Mr. Holcomb denied that he had any present ecclesiastical ties and was not actively involved in the ecumenical movement. "I hold the ministry in the highest respect, almost in awe," he said, "but by the turn of events in my life, I am a former clergyman." Mr. Holcomb stated that he had not held a pastorate position for the last 15 years. But, from 1958 until 1965, Mr. Holcomb did serve as director of the Dallas Council of Churches.

But that fact was enough for Dr. McIntire, who also returned to the stand Thursday morning, to say that the Holcomb appointment would undermine the balance on the FCC. "A sharp line has to be drawn," he said, "separating church and state."

They're asking questions while applauding report on renewal bill

NAB says it supports 'compromise', but elsewhere there are heard some objections to specifics

Though they're not exuding a lot of warmth about it, industry leaders last week were saying that they are qualifiedly pleased with a House Commerce Committee report and legislative history that will provide guidelines for the interpretation of proposed license renewal legislation (BROADCASTING, April 1). "It's a compromise, as the bill was," said Grover Cobb, senior executive vice president for government relations, National Association of Broadcasters. Many were looking to the committee report to clear up possible ambiguities.

Despite the report language which states that "good faith negotiations" should not be construed to mean give-and-take in the labor-law sense of that



Dr. McIntire and "Bible-believing" colleague



**We gave someone
who's been here
a weekly program to
keep people out.**

Ten years in Attica. Four and a half more at Auburn Correctional Facility.

It's not the kind of background you expect of a talk show host. But then the talk show isn't the kind you expect either.

It's aimed at kids in trouble. Or kids who could get into trouble easily. And it tells them what to expect if they get caught.

But the words have a lot more meaning because the man speaking them has been there. And when he calls prison "natural hell," he has a way of making you feel that hell.

His name is DeWitt Lee. When he went into prison, he swore he'd come out a better man.

While there, he organized the first Jaycee chapter inside prison walls and served as its president. And he took the Jaycee slogan, "Service to humanity is the best work of life"—and made it his personal creed.

He began to help other prisoners. He helped them study for high school equivalency exams. He helped them raise money for worthwhile causes.

When he was pardoned, he became Director of Recreation for the Drug Abuse Research and Treatment Center in Buffalo, as well as supervisor of children for the State Division of Youth. He's also a

volunteer and the first black chairman of the New York State Jaycees Criminal Justice program.

With this kind of background, DeWitt Lee was a natural to appear as a guest on "Outlook"—our live one-hour talk show. After hearing him, it was obvious being a guest wasn't enough.

We gave DeWitt Lee his own telephone talk show. On it, he's doing what he's been doing for the past several years. Helping kids—and ex-cons, like himself—find work, find help, stay out of jail.

Only now, he can reach every kid in town, before the kid runs into trouble.

WKBW Buffalo.
One of the stations of
Capital Cities Communications.
We talk to people.

term, there are still objections from broadcasters. "It institutionalizes community pressure on broadcasters and it institutionalizes it in the program content area," one industry spokesman said. Also, there are objections to the guidelines the report provides the FCC in drawing up procedures for negotiations,

as prescribed in the bill. The report suggests the commission determine what are suitable topics for negotiations, where and how such negotiations should be initiated and who should chair such meetings. "That's tantamount to saying the licensee should make concessions on A, B and C," said one industry official

who asked not to be identified. And if they're going to green-light concessions in programing and news, we've got problems."

Also, the official—who had been involved in negotiating the language of the report and did not want to "undercut" his support of the committee report now that it is out—felt that the report left the issue of format changes ambiguous. "It is appropriate to provide for those broadcast stations whose formats are directed to particular audiences," the report says, "by allowing such stations to give special consideration in the ascertainment of the needs, views and interests of their service area to the needs, views and interests of their particular audience and to be especially responsive thereto. . . . Such special-format stations should be permitted in any area as long as the over-all needs, views and interests of the residents of that area are met by the aggregate of broadcast signals covering that area."

"What does that mean if someone else in the market changes his format?" the official asked. "What relation does it have if you change your own format?"

"When you add it [the report and bill] up," he summarized, "the commission can still decide whether your response to ascertainment has been good or bad. And that's a situation that everyone agrees is not wanted."

One of the other sections of bill—now on its way to the House floor with the completion of the report—that caused much worry was the new ascertainment provisions. As defined, community "needs" are "issues or problems in the licensee's service area"; "interests" is intended to be the reflection of the "widest possible range of interest groups (including, among others, agricultural, labor, professional, racial, ethnic, economic, religious, charitable, business, political, social, educational and cultural groups)"; and "views" which constitute a "new factor in the ascertainment process," are intended to mean the "responsible contrasting positions with regard to ascertainment needs. . . . In addition, such ascertainment of views should be a means of increasing the licensee's awareness of public attitudes toward its operations," the report said. "Formal or statistical ascertainment" can be done jointly by the licensees of an area or by a third party, the report also allowed. And, the committee reaffirmed its position that the ascertainment process does not require licensees to "seek out individual or community preference for particular programs or program formats."

The report, like the bill, also prescribes that different ascertainment procedures may be drawn up by the FCC for different classes of stations. "It would be consonant with these provisions," it stated, "for different procedures to be established for television stations, AM and FM radio stations, and, within these groupings, for stations based on their economic strength and the extent of their service area."

As the test of renewal, the committee set up a three-point check list: If a

Bottom line. This is the ultimate "test for renewal," as outlined in the House Commerce Committee's report amplifying its proposed broadcast license-renewal bill.

"Under the bill as under existing law, the ultimate test for renewal of a broadcast license continues to be whether the public interest would be served thereby. The bill, however, makes two factors of paramount importance in determining whether the public interest test would be met in a renewal of a particular broadcast license. They are whether the licensee during the preceding license period (1) has observed applicable ascertainment procedures, and (2) has engaged in broadcast operations substantially responsive to the ascertained needs, views and interests of residents of his service area. Thus, there is a retrospective assessment of whether ascertainment has been carried out by a broadcast licensee and whether its broadcast operations have been substantially responsive to the determinations made from the ascertainment process. By contrast, the entire focus of the existing ascertainment process of the FCC is prospective with little evaluation of the results flowing from that process.

"The bill's ascertainment provisions further implement the major policy objective underlying the Radio Act of 1927 and the broadcast provisions of the Communications Act of 1934—the promotion of broadcast service designed to serve the area where the licensee's signal can be received, and thus in the aggregate, the interest of the nation.

"In determining whether or not the licensee has been substantially responsive to the needs, views and interests of his service area, it is not the expectation of your committee that the licensee will deal in depth with every identified need, that his operation will respond fully to every interest or that the station will explore every shade of viewpoint. Rather, your committee expects that the licensee will (1) give consideration to the ascertained needs, views and interests in order to make a determination which are the most important to the service area and any particular audience within that area the licensee serves, (2) assess the capacities and limitations of his own operations and the resources available to him, and (3) respond to the ascertainment in terms of those determinations and assessments in a manner that is sincere and diligent. If such be the case, the committee assumes the FCC will determine, based on the established service of the incumbent licensee, that the public interest will be served by renewal of the license in any noncomparative situation. Of course, it should also be noted that in order to obtain renewal of any broadcast license, the licensee must continue to possess the necessary legal, technical and financial qualifications to hold the license, and in addition, must not have engaged in acts or practices during its expiring license term which would render it unfit to hold a broadcast license.

"A question remains unresolved, even after the above descriptions of the principal considerations which apply in determining whether the public interests would be served by the renewal of a broadcast license. The problem is whether the public interest requires the same standard of performance of a broadcast licensee in a noncomparative situation as in a comparative one. We think not, but we would hope that every licensee would conduct its operations as if it were about to face a comparative hearing at the time of its next renewal.

"If a broadcast licensee comes up for renewal in a noncomparative situation, i.e., one involving no challenge or only a petition to deny, we agree that the test should be the one stated by the chairman of the FCC, namely, whether the applicant has served the public interest in a manner that is sufficient—but no more. Stated another way, in such a situation the applicant/licensee should be granted renewal if it has provided minimal service to its service area, because even minimal service is to be preferred to no service at all.

"However, for the commission to be satisfied with minimal service from an incumbent licensee in a comparative situation when another applicant would clearly provide much better service would not only ill serve the public interest, but would make a mockery of the hearing process. We believe that stability in the broadcasting industry is highly desirable, but that it should not be achieved at the cost of imposing barely sufficient service on the public by freezing out competitors who would provide better broadcast service.

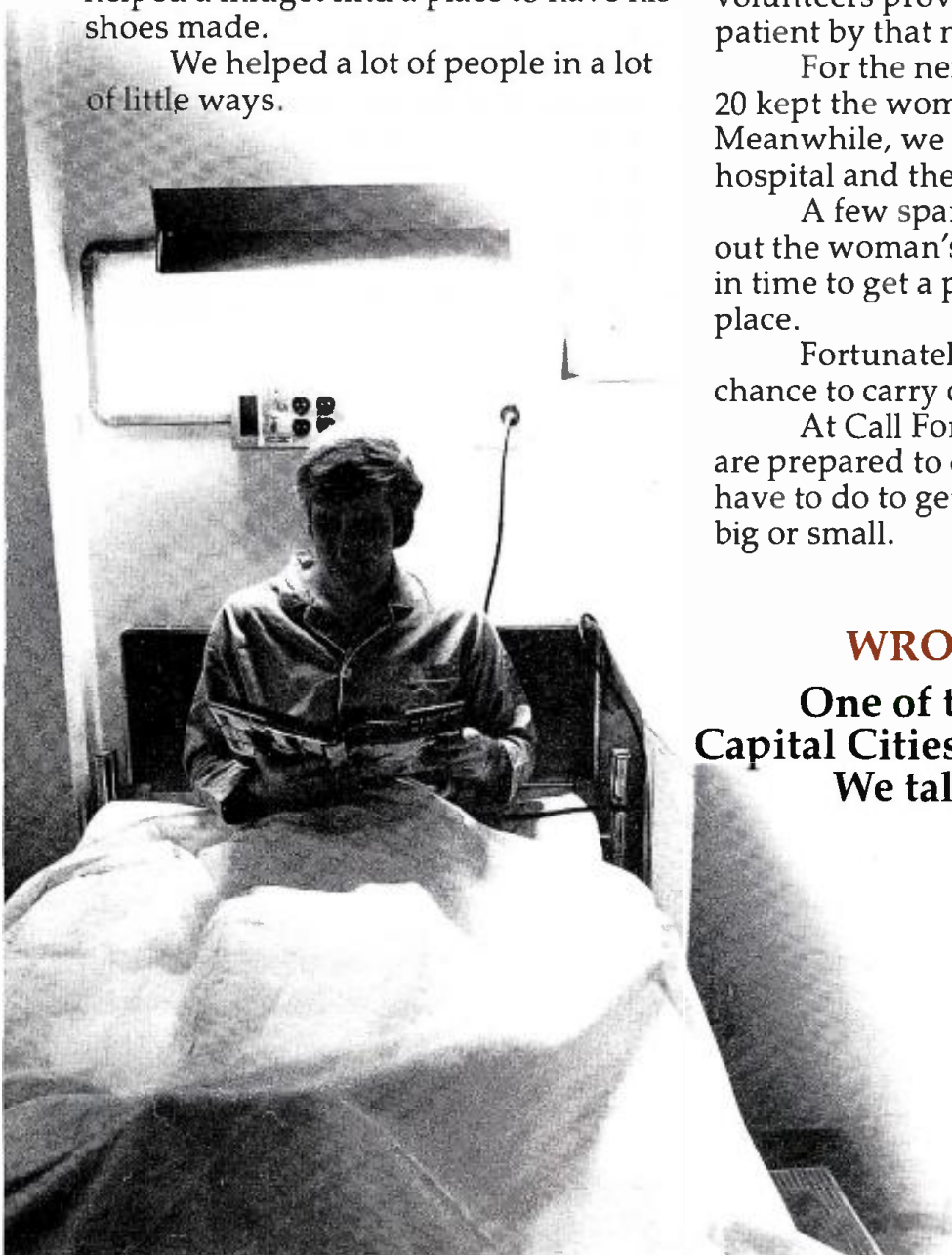
"To summarize, we would propose that an applicant for renewal of a broadcast license be assured of renewal where over-all during the expiring term of its license, it has provided good service to its service area and its broadcast operations have not been marked by serious deficiencies, i.e., violations of law or of the commission's rules or policies. We use the term good in its defined sense, to wit: having the right qualities; as it ought to be; right. As we use good in this context, it is synonymous with substantial as used in the Commission's Policy Statement on Comparative Hearings Involving Regular Renewal Applicants and with meritorious as used by the commission in the WBAL case."

We kept his hospital bed from becoming a death bed.

Last year, we logged over 5,000 telephone calls on "Call For Action," our ombudsman service.

Most of them weren't terribly dramatic. Helping somebody obtain Social Security payments. Arranging emergency fuel oil deliveries. We even helped a midget find a place to have his shoes made.

We helped a lot of people in a lot of little ways.



The most crucial thing we did?
Prevent a murder.

Call for Action operator 20 answered the phone one day with the usual greeting, "WROW Call For Action. May I help you?"

The woman on the other end of the line didn't ask for any help. Instead, she informed the operator that she was going over to Albany Medical Center to shoot a patient who had hurt her nephew.

The woman gave the patient's name to operator 20 and a quick check of the hospital by other Call For Action volunteers proved there was, indeed, a patient by that name.

For the next 45 minutes operator 20 kept the woman on the phone. Meanwhile, we contacted the police, the hospital and the telephone company.

A few sparse clues helped us find out the woman's identity and address in time to get a patrol car over to her place.

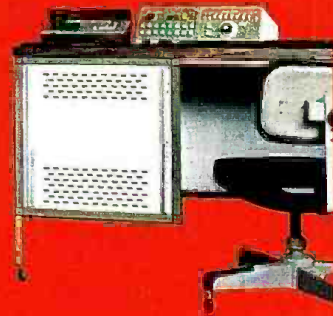
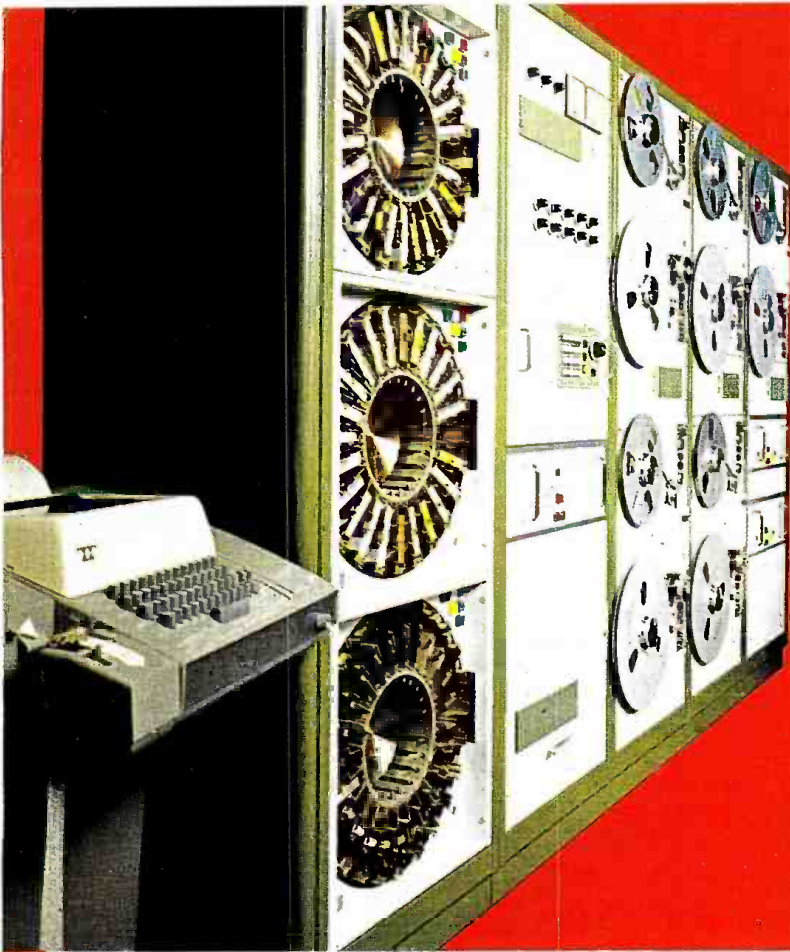
Fortunately she never got the chance to carry out her threat.

At Call For Action, our volunteers are prepared to do whatever it is they have to do to get the job done – big or small.

WROW Albany.

**One of the stations of
Capital Cities Communications.
We talk to people.**

what m



The world's finest automation systems for broadcasters — from the sole manufacturers of the famous CAROUSEL®

Engineering/Development



Aluminum Foundry Casting

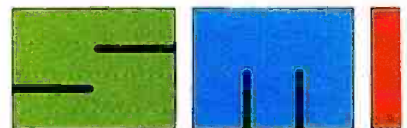
Finished Machining

Sheet Metal Forming



Electroplating

For a good sound reason...



Systems Marketing Corp

a division of Sono-Mag Corp.
1011 W. Washington, Bloomington

akes a professional?

Good sound reasons like 30 years solid experience engineering top performance broadcast systems...

You better believe it!

You can identify a professional by his performance! Even before there was automation in sound, Systems Marketing Corporation-Sono Mag was engineering and producing precision electronic components as a standard for the industry.

As a pioneer leader in automated equipment, SMC engineers originated the first tape cartridge machines and designed the CAROUSEL now in universal use throughout the broadcast world.

SMC's performance credentials include broadcast and industrial equipment proven over a quarter century . . . a bed-rock of solid electronic engineering under the same capable leadership and con-

tinuity of solid management. It is a study of solid growth with productivity linked to research. SMC is dedicated to provide exceptional equipment that is above all — functional and extremely well-built, simple to operate, and fairly priced.

Today, reliable SMC automation systems and components are distributed throughout the free world in North and South America, Europe, Australia, and Asia. All development and production facilities are unified in one quality-controlled operation headquartered in Bloomington, Illinois. SMC . . . solid and solvent, now and for the future. That should be important to you as a broadcaster . . . particularly if you are concerned about future service.

from concept to command performance for your audience

Printed Circuit Manufacture



Electronic Assembly

Quality Control Laboratory



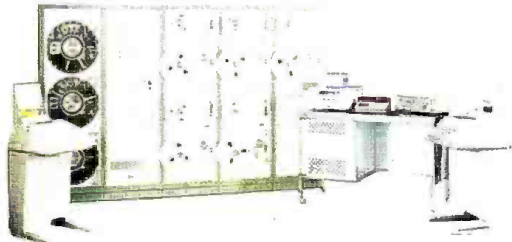
Systems Assembly

Customer Service Division



ation

. 61701



*the professionals in
automated broadcast systems*

licensee (1) gives consideration to the ascertained needs, interests and views of the community and decides "which are the most important to the service area and any particular audience within that area that licensee services," (2) assesses the "capacities and limitations" of its own operation in responding to the ascertained needs, interests and views, and then (3) responds to those determinations in a "sincere and diligent" manner, the committee recommends the FCC renew the license.

"The new ascertainment procedure imposes a greater burden," said NAB's Mr. Cobb. "But it provides for sufficient latitude in making the burden on smaller stations less onerous. On balance, the bill and the report reflect what all of us have agreed on. We support it," he said.

GE at last cleared to get Kaiser FM

FCC rejects local protests against alleged discrimination in ascertainment procedures and parent-company practice

The FCC has approved the \$1.6-million sale of Kaiser Broadcasting Corp.'s last radio property, KFOG(FM) San Francisco, to General Electric Broadcasting Co. In so doing, the commission overruled objections to the transaction by

two local citizen groups which contended that the buyer is morally unqualified to purchase the facility.

The protests, by the Community Coalition for Media Change and the Committee for Open Media, have delayed commission action on the sale for more than a year. Formal applications for approval were filed in November 1972, at approximately the same time Kaiser and GE sought approval for the latter's purchase of WJIB(FM) Boston.

The citizen groups contended that GE has failed to ascertain adequately the needs of the Bay Area's minority population and that the firm's parent company, General Electric Corp., has demonstrated that it is "feloniously" unqualified to operate a broadcast station. The second accusation stemmed from a 1962 proceeding in which General Electric was forced to rebate some \$50 million in overcharges for consumer merchandise.

In denying the protests, the commission found GE's program proposal for KFOG "reasonably attuned" to the needs of the entire listening community. It further noted that the parent company had been found by the commission in 1964 to be qualified to remain a broadcast licensee despite the 1962 incident. The FCC did, however, condition its grant of the outcome of antitrust proceedings currently pending against General Electric Corp.

With the addition of KFOG, GE owns WJIB and WGY(AM)-WGFM(FM)-WRGB-

(TV) Schenectady, N.Y.; WSIX-AM-FM and WNGE(TV) Nashville, and KOA-AM-FM-TV Denver.

Kaiser, which is 80% owned by Kaiser Industries, Oakland, Calif., and 20% by Field Enterprises, Chicago, continues to operate six independent UHF stations. They are WFLD-TV Chicago, KBHK-TV San Francisco, WKBG-TV Cambridge, Mass., WKBS-TV Burlington, N.J.-Philadelphia, WKBD-TV Detroit and WKBF-TV Cleveland. A seventh UHF, KBSC Corona, Calif., is being sold, pending FCC approval, to a new firm called Pay Television Corp., which intends to turn the station into a pay television facility.

KFOG operates on 104.5 mhz with 8 kw and an antenna 1,440 feet above average terrain.

Changing Hands

Announced

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

- **WKXA-AM-FM Brunswick, Me.:** Sold by Condit Broadcasting Corp. to Robert Papper and Michael Ferring for \$280,000. D. S. Condit is principal of selling firm. He retains WLNH-AM-FM Laconia, N.H. Buyers are producers with WCCO-TV Minneapolis. WKXA(AM) is daytimer on 900 khz with 1 kw. WKXA-FM operates on 98.9 mhz with 80 kw and antenna 205 feet above average terrain. Broker: Keith W. Horton Co.

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 61):

- **KTIV(TV) (ch. 4) Sioux City, Iowa:** Sold by Perkins Brothers Co. to Black Hawk Broadcasting Co. for \$3.3 million. Robert Buckmaster is president of buying firm, which has over 50 stockholders. Black Hawk also owns KWWL-AM-TV and KFMW(FM) Waterloo, and KLWW(AM) Cedar Rapids, both Iowa, and KAUS-AM-TV and KAAL(FM) Austin, Minn. KTIV, NBC-TV affiliate, operates with 100 kw visual, 20 kw aural and antenna 1,920 feet above average terrain.

- **KFOG(FM) San Francisco:** Sold by Kaiser Broadcasting Corp. to General Electric Broadcasting Co. for \$1.6 million (see this page).

- **KVEE-AM-FM Conway, Ark.:** Sold by Brown Broadcast Inc. to Communications Media Inc. for \$190,000. Lloyd V. Stone and Richard P. Osborne are partners in buying firm. Mr. Stone is Russellville, Ark., automobile dealer. Mr. Osborne is Fayetteville, Ark., attorney. KVEE(AM) is daytimer on 1330 khz with 500 w. KVEE-FM operates on 105.1 mhz with 28.5 kw and antenna 320 feet above average terrain.

- **KSEK(AM) Pittsburg, Kan.:** Sold by Great Plains Broadcasting Co. to James D. Harbart for \$166,000. Mr. Harbart has been employe of United Business Communications, Shawnee Mission, Kan., telephone supplier. KSEK is full time on



AMERICA'S OUTSTANDING MEDIA BROKERS • A COAST TO COAST NETWORK

Stop in and say hello to
Bob Marshall
at our new address in Atlanta

Suite 510 - 400 Colony Square
1201 Peachtree Street, N.E.
Atlanta, Georgia 30361
(404) 892-4655

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 80601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30361
400 Colony Square
Suite 510
(404) 892-4655

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

74-17

1340 khz with 1 kw day and 250 w night.

▪ **KPNG(AM)** Port Neches, Tex.: Sold by Coastal Broadcasting Corp. to Lester J. and Janet Ledet and Robert F. Ritchey for \$165,000. Mr. Ledet is employe of Port Arthur, Tex., auto dealership. Mr. Ritchey is operations director of KPNG. KPNG is daytimer on 1150 khz with 500 w, directional.

▪ **KNND(AM)** Cottage Grove, Ore.: Sold by Keith L. Stiles to KTOB Inc. for \$121,700. Principals of buying firm are Robert S. Lipman, Irwin B. Lipman, David F. Devoto and Jack R. Garrison. Robert Lipman owns KTOB(AM) Petaluma, Calif. Irwin Lipman is Washington attorney. Mr. Devoto is Petaluma insurance salesman. Mr. Garrison is Florence, Ore., investor. KNND is full time on 1400 khz with 1 kw day and 250 w night.

▪ **WPAW(AM)** East Syracuse, N.Y.: Sold by Houston Broadcasting Co. to Richard T. Crawford for \$104,000. Mr. Crawford has interests in KPBC(FM) Dallas; KFMK(FM) Houston; WMUZ(FM) Detroit; WYCA(FM) Hammond, Ind.; WWGM(FM) Nashville; WDAC(FM) Lancaster, Pa.; WDCX(FM) Buffalo, N.Y.; WDJC(AM) Birmingham, Ala.; KELR(AM) El Reno, Okla., and WPEO(AM) Peoria, Ill. WPAW operates daytime on 1540 khz with 1 kw.

AT&T settles Hughes claim for \$70,000

FCC approves agreement in case that involved carrier's rates

Hughes Television Network Inc. and AT&T's Long Lines Department have settled their long-standing dispute involving HTN's allegations that the carrier's charges were discriminatory and that the network was entitled to monetary damages.

Under an agreement submitted to the FCC for approval, AT&T will pay HTN \$70,000 in settlement of the network's claim. It will also dismiss a suit in a New York state court seeking \$45,000 the carrier claimed HTN—then Sports Network Inc.—owed for program transmission service provided in 1964.

The dispute involved occasional-user charges HTN was required to pay in 1964 and 1965, under tariffs that were terminated in October 1969.

Administrative Law Judge Herbert Sharfman ruled that the rates were discriminatory but held that HTN had not proved its claim for damages. The commission, on appeal, reversed the judge on the question of damages, and remanded the case to him for a hearing to consider the extent of damages to which HTN was entitled.

The settlement was reached as the parties were about to return to the hearing. The commission's Common Carrier Bureau last week consented to the parties' motion to end the case and will step out of the case.

INTV asserts its independence

Board meets, approves sales presentation, sets talks with AT&T, slates convention for January in Atlanta

The board of the Association of Independent TV Stations (INTV) took steps last week to get ready for systematic selling for the 1974-75 season, giving the go-ahead for development of sales presentations that it hopes to start showing to advertisers and agencies in July.

In a meeting held last Wednesday in New York, the board also:

▪ Voted to open its membership to station representatives and film companies.

▪ Scheduled its second convention for next Jan. 12-14 at Atlanta and expressed hope that attendance would double the 103 that seemed an excellent turnout for INTV's first convention two months ago in Dallas.

▪ "Enthusiastically" accepted an invitation from AT&T, with which INTV has had serious rate differences, to explore possible solutions together, and named Ralph Caliri of WPHL-TV Philadelphia, chairman of INTV's long-lines committee, to head the association's delegation for that purpose.

▪ Set up a nominating committee in preparation for board elections to be held

by mail this summer and a business management committee to assemble information on operations, staffing and other areas where independents' needs may differ from those of network-affiliated stations.

▪ Agreed to oppose, as inimical to independents' extension of their own coverage through cable TV, any FCC plan to forbid CATV importation of sports into areas where the local team is playing at home.

The board approved the development of a slide presentation selling the advertising values of independents after being shown a preliminary version by Herman Land, INTV executive director. The final version, which will incorporate ideas to be solicited from INTV's sales advisory committee and from station representatives, will allow for inserts of individual station material to adapt it for local and regional as well as national selling.

Roger Rice, Cox Broadcasting's West Coast vice president, INTV president, presided over the session. Named to the nominating committee were three board members—Alfred P. Krivin of Metro-media, Richard C. Block of Kaiser Broadcasting and Gene Adelstein of KZAZ Nogales-Tucson, Ariz.—plus WPHL-TV's Mr. Caliri and Elmer Jaspens of WDRB-TV Louisville, Ky. Five board seats are to be filled this year. Nominations will be solicited from the INTV membership to supplement those proposed by the committee.

ESTATE THREE RADIO STATIONS

We have been requested, on an exclusive basis, by the executor of an estate, to secure sealed bids on two highly desirable radio stations and to negotiate a third. A complete information packet is available to qualified parties. The decision of the executor will be final.

WNLK/WDRN-FM — Norwalk, Connecticut
Terms — Cash — Bids must be in excess of **\$850,000**

WBUX — Doylestown, Pennsylvania
Terms — Cash — Offer must be in excess of **\$250,000**

As there is a time limitation, if interested, immediately contact:
MILTON Q. FORD, WASHINGTON, D. C. OFFICE

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 1511 Bryan Street, 75201 (214) 748-0345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

An equalizer for employment in Sacramento

McClatchy tells coalition it will match percent of its employees with that of minorities, women in area; other concessions promised

McClatchy Newspapers and Broadcasting has negotiated an affirmative action agreement with a coalition of local citizen groups that is probably unprecedented in its goals: In five years, the employment of ethnic minorities and women is to be in approximate proportion to each group's representation in McClatchy's headquarters area, Sacramento, Calif.

The agreement covers KFBK-AM-FM and KOVR(TV), as well as the *Sacramento Bee* and headquarters staff of McClatchy Newspapers and Broadcasting.

And it commits McClatchy to an employment force in Sacramento that by 1979 is to include 21% ethnic minorities and 36.7% women (of whom 21% or more will be ethnic minorities).

This means that the number of full-time ethnic minorities will rise from 114 in the first year of the agreement to 186 in the fifth; and the number of women, from 206 to 237. As for part-time employees, the employment goals climb from 29 to 38 for ethnic minorities in the five-year period and from 32 to 49 for women.

The agreement includes more than employment goals. It provides for procedures for recruiting ethnic minorities and women and for training them, for assuring equal pay for equal work and for facilitating "the maximum possible promotion within the company."

The agreement also provides for a continuing role of the community groups, organized in the Community Coalition for Media Change. Company representatives will meet with the coalition on a regular basis during the life of the agreement, and the company will provide the coalition with reports on efforts to implement the agreement, copies of equal-employment opportunity forms it files with the government and other "relevant and reasonable information." The CCMC "may evaluate" on a regular basis the company's reports "in order to assist it in assessing progress in attaining the goals" stated in the agreement.

McClatchy's agreement with the CCMC was in preparation for more than a year. And it was reached well in advance of McClatchy's filing for renewal of licenses; California stations are not due for renewal until Dec. 1.

In setting as its goal the employment of ethnic minorities and women in proportion to their numbers in the general population, the agreement appears to represent the ultimate in what some minority and women's groups have sought in dealings with broadcasters but had never, until now, made into a serious issue.

McClatchy and CCMC issued a news

release describing the agreement as the first of its kind involving Sacramento media and saying it is believed to be the only one in the U.S. involving a leading metropolitan daily newspaper.

The chairman of the CCMC coordinating committee, William Spooner, moreover, called the signing of the agreement "a landmark achievement," and said, "It is a step forward for Sacramento's ethnic minorities and women, giving them an opportunity in the immediate future for more and bigger roles in the media. We feel this document will serve as a model for similar agreements throughout the country. McClatchy Newspapers is to be commended for its willingness to voluntarily enter into such an agreement."

McClatchy's media holdings are not limited to Sacramento. The company also owns KBEE-AM-FM Modesto, Calif., and the *Modesto Bee*, KMJ-AM-FM-TV Fresno, Calif., and KOH(AM) Reno.

Media Briefs

Enlisted. NBC Radio has signed three new network affiliates: KSOO(AM) Sioux Falls, S.D.; WTHI(AM) Terre Haute, Ind.; WUFF(AM) Eastman, Ga.

It stands. FCC Broadcast Bureau's refusal to issue declaratory ruling regarding promotional spots issued by National Association of Broadcasters has been affirmed by commission. Straus Communications Inc., United Church of Christ and Consumer Federation of America, which contended spots raised fairness doctrine issue, had appealed bureau's refusal. Petitioners said that spots contained industry arguments against reform of radio advertising and against changes in existing broadcast system, and that radio advertising is controversial issue of public importance. Commission, however, said issuance of declaratory ruling was matter of administrative discretion and was "inappropriate" in matters concerning applicability of fairness doctrine to particular broadcasts.

No appeal. FCC denied petition by WGCN(AM) Red Lion and WXUR(AM) Media, both Pennsylvania, which sought reconsideration of commission's rejection (in September 1973) of their application for review of June 1973 Broadcast Bureau ruling that stations failed to meet their obligations under personal-attack rule. Bureau, whose ruling came at request of stations, found that in Jan. 27, 1972, *Life Line* program, stations broadcast personal attack against United Church of Christ and failed to notify UCC of that fact or offer UCC reply time.

Sight and sound. ABC Inc. officials said they were negotiating to acquire *Modern Photography* and *High Fidelity*, consumer-oriented magazines, from Billboard Publications Inc., but denied published reports that deal had been completed. ABC has long been engaged in specialized publishing through ownership of three regional farm magazines, *Prairie Farmer*, *Wallace's Farmer* and *Wisconsin Agriculturist*.

FCC has some second thoughts on WCFL, will set it for hearing

Citizen groups succeed in convincing commission there was 'oversight' in original decision for renewal

Three Chicago area citizen groups have succeeded in turning the FCC around on its renewal of WCFL(AM) Chicago. Where it had once ordered renewal of the license, the commission now wants to designate the renewal application for hearing. The reason, the commission says, is that it inadvertently failed to consider some pertinent information the first time around, and it was the groups' opposition that brought the oversight to the commission's attention.

The commission disclosed its intentions in a memorandum and report to the U.S. Court of Appeals, which had the case under review but which had remanded it to the commission at its request. The commission also asked for a further remand to permit the hearing to begin.

The question the commission wants to examine in a hearing is whether the Chicago Federation of Labor and Industrial Union Council, the licensee, deliberately misrepresented the station's public affairs programming through improper program classifications.

The Better Broadcasting Council Inc., The Task Force for Community Broadcasting, and the Illinois Citizens Committee for Broadcasting had opposed the renewal application for 1970-73 on grounds involving the licensee's ascertainment of community problems, the station's proposed programming and its commercial and program classification practices. After the commission rejected the petition and renewed the license, the groups appealed. On review of the brief and a re-examination of the record, the commission said, it decided it had failed, through an "oversight," to consider facts having a bearing on some of the issues raised by the petitioners. It was at that point that the FCC, on Nov. 16, 1973, asked the court to remand the case.

The commission, in its report to the court, focused on a letter the station wrote on Nov. 9, 1970, in response to a commission query dealing with classification of programs as public affairs. The commission had asked for a description of three programs the station had classified as public affairs, and noted that 11 others listed as public affairs did not appear to be in accord with the commission's definitions.

WCFL acknowledged in its Nov. 9 letter that eight of the programs mentioned by the commission should not have been classified as public affairs, and indicated a willingness to accept the commission's conclusion that a ninth was also misclassified. However, the commission, in granting renewal, considered only the

three programs for which it had asked descriptions, and concluded that although one of these might not have been entirely public affairs in nature, that was no reason to designate the renewal application for hearing.

But the commission now acknowledges that it had omitted from its consideration the information in the Nov. 9, 1970, letter. "The extent of the program misclassifications as reflected in the previously overlooked material, and the apparent absence of public affairs characteristics for several of those programs, compels the commission to reverse its earlier determination," it said.

It added that "a serious question is raised" as to whether WCFL sought to misrepresent the extent of its public affairs programming.

Coalition alleges assault, threats at KRE-AM-FM

Wilcher complains to FCC, station spokesmen deny charges, give their version of incident

Marcus Garvey Wilcher, president of the Community Coalition for Media Change, Berkeley, Calif., has charged that employees of a local radio station threatened him and an associate when they attempted to examine the station's public files.

In a complaint filed with the FCC Mr. Wilcher said he and Edwin Terry, vice chairman of the coalition, a black citizen activist group, visited KRE-AM-FM on March 12 to discuss its employment, programming and management policies.

Subsequently, Mr. Wilcher alleged, he and Mr. Terry were "threatened and berated" by three black station employees and were "called insulting names," and one of the employees, Donnell Lewis, "assaulted Mr. Terry and offered to use his pistol to kill Mr. Terry."

Mr. Wilcher charged that the employees "conspired to criminally endanger our lives in order to discourage us from questioning possible violations of FCC rules and regulations." He pointed out the public file was "incomplete, lacking certain exhibits and ascertainment data" and asked the FCC to investigate the situation "and the motives behind these threats."

Mr. Wilcher alleged that the KRE stations discriminate against blacks in employment and fail to elevate the blacks they employ to management positions.

Alice Potter, general manager of KRE-AM-FM, and Jack Weldon, San Francisco attorney for the stations, denied that Messrs. Wilcher and Terry were threatened.

According to Mr. Weldon, who attended the March 12 meeting, Mr. Lewis at one point in the meeting tapped Mr. Terry on the foot to get his attention. Mr. Terry uttered a four-letter word, Mr. Weldon said, and Mr. Lewis and Mr. Terry exchanged angry words. At no time was there any direct threat to Messrs. Wilcher or Terry, Mr. Weldon asserted.

KOA stations, KWGN-TV under fire in Denver

License renewals challenged; charges include failure to meet needs of minorities, women; 'excessive' commercialization

Minority and women's groups in Denver have risen up to urge the FCC to deny the license-renewal applications of stations owned by major group owners—General Electric Broadcasting Co.'s KOA (AM), KOAQ (FM) and KOA-TV and WGN of Colorado's KWGN-TV.

In general the complaints of the groups are similar. The Colorado Committee on Mass Media and the Spanish Surnamed, in one petition, and the Denver chapter of the National Organization for Women, the Mass Media Task Force and Sundiata Inc., in another, allege that the GE stations have failed to provide programming to meet the needs of the Denver area in general and of its minorities and women in particular, and have misrepresented their equal-employment opportunity programs to the FCC.

The Colorado Coalition of Women and Minority Persons contend that KWGN-TV's past and proposed programming does not meet the needs and interests of the area's women and minorities—or children, either—and that the station discriminates against women and minorities in employment and promotion. (There is considerable overlap among the groups. The Colorado Coalition includes CCMSS, the Denver chapter of NOW and Sundiata, a black group, among others.)

But there are some distinctive features, too. CCMSS maintains that GE failed to abide by an agreement it reached with the group when the KOA licenses were up for renewal three years ago. The agreement was designed to assure the broadcast of programs of interest to the Spanish-speaking residents of the Denver area. Because KOA has failed to abide by the agreement, the group said, it "has thus not substantially performed as promised." Indeed, CCMSS alleges that GE also failed to live up to the terms of a second agreement that was signed Dec. 19, 1973.

James J. Delmonico, vice president of employe and community relations for GE, said that talks with the groups foundered on demands they made which GE felt it would be impossible for a licensee to meet. He said the groups wanted GE to delegate to an advisory council "certain program responsibilities." And, he said, "they wanted to select the person who would be responsible for putting together the documentaries we would produce."

Mr. Delmonico agreed that the 1971 agreement was not implemented. But he said people from the community "never came in" to the station to help in preparing programs the station had promised to produce. "The agreement," he said, "wasn't put together right." He also said that the Dec. 19, 1973, agreement was being implemented—two special pro-



MASTER OF THE SPOT

The original was a SPOTMASTER — and the Ten/70 now sets the standard for the future. It's the ultimate cartridge machine with plug-in deck, adjustable precision head bracket and logic switching. It's also NAB, IEC and IBA type approved.



MASTER OF VERSATILITY

The SPOTMASTER 5BES-200 console — a MASTER OF VERSATILITY. Forget about options — all important features are built-in. Features like FET switching, push button preselection, identical program and audition outputs and separate mono matrix.

Spotmaster

From BROADCAST ELECTRONICS
A Filmways Company



8810 Brookville Road
Silver Spring, Md. 20910
Phone 301-588-4983

grams had already been produced—before CCMSS and other groups returned to seek a new agreement in connection with the stations' 1973 license renewals. (One of CCMSS's complaints was that the person who had been selected, under terms of the December agreement, to "coordinate" programs designed to meet the needs of minorities was later reassigned to a job as affirmative action officer.)

Although the petitions signaled the breakdown of negotiations aimed at resolving differences between the KOA stations and the groups, GE filed with the commission, as an amendment to the stations' renewal applications, a number of commitments it says are based on those talks. The amendment provides for the presentation of a specific number of programs designed to meet the needs of minority groups and women, an assurance the groups will receive help in increasing the number of public service announcements that are devoted to local subjects, and a "recruitment and placement effort" whose goal is to "accomplish full integration of the work force in all job classifications, departments and work areas."

The coalition filing against KWGN-TV was concerned with more than the station's programming and employment practices. It charged that the station has not demonstrated good faith in dealing with the public; and it accused the station of excessive commercial practices, some of which "are tantamount to 'clipping' syndicated programs."

The allegation that the station did not demonstrate good faith in dealing with the public dealt largely with the station's manager, Bruce Mayer. The petition cited his refusal to meet with CCMSS's Washington counsel, who had flown to Denver for a meeting on Oct. 5, and said Mr. Mayer insulted minority group members and engaged in "abusive conduct" towards them.

The "excessive" commercialization charge is based in part on the station's action in cutting a *Mancini Generation* program, which was sponsored by Chevrolet and bartered to various markets, to provide time for additional commercials. In addition, the coalition notes that KWGN-TV reported three errors in commercial scheduling during the composite week that resulted in the station carrying more than 16 minutes of advertising time per hour—the National Association of Broadcasters code limit for nonprime time. If that week was typical, the coalition said, the commission "can assume that the licensee overcommercialized 468 times during the past license term—a clear pattern."

Mr. Mayer declined to respond in detail to the petition. "Once both sides of the issues and the facts are presented to the FCC and the people of Denver," he said, "we know that channel 2 will be more than vindicated. We have a superb record of serving our community."

The petition to deny is not a new experience for KWGN-TV. In 1971, CCMSS filed against the station's renewal application but without success. The FCC rejected the complaint, and the group, after appealing, withdrew the appeal.

Nick Johnson no pushover in race for Iowa House seat

He appears to be running ahead of three others in race for Democratic nomination; tougher test will be election

Nicholas Johnson, the controversial FCC commissioner who left the agency last year, seems to be the front-runner for the Democratic nomination in a race for the House seat from Iowa's third district. Local newsmen, members of the Iowa congressional delegation and the district's Democratic national committeewoman agree that if he can shake his radical image and beat the carpetbagger rap being laid on him by some Iowa newspapers, he has a good chance of capturing the Democratic primary on June 4.

Mr. Johnson will have to outrun three other Democratic hopefuls, according to local broadcasters. His strongest opposition is coming from Steve Rapp, 26-year-old liberal freshman state legislator.

The winner will be running next November for the House seat vacated by 75-year-old Republican H. R. Gross, who announced he would not seek re-election after 13 terms in the House.

There are five Republicans running for a slot on the ballot in the district. Representative Gross's district coordinator, Robert Case, is considered the front-runner on the GOP side. He has handled the congressman's home district business for a number of years and has "a lot of chips to cash in," as one local newsmen put it.

Iowa's third encompasses the northeast section of the state and is made up mostly of large farming enterprises. In past years, it had been a Democratic stronghold but, as more modest farms were absorbed by larger concerns, the district's two cities, Waterloo and Mason City, with their heavy Republican leanings, became the key to carrying the area.

The largest stumbling block that faces

Last week's streaks. Exposure of political viewpoints or just plain exposure motivated the latest broadcast streaking strikes. KZAZ(TV) Nogales, Ariz., reports that a male stalker—wearing nothing but a Nixon mask and tennis shoes—dashed across the news set carrying a sign saying "Nixon bare it all." An all-female camera crew managed to record the event before breaking for a commercial. And despite the visual impact of the phenomenon, radio stations are finding they are not immune. To wrap up an evening newscast reporting a local streaking, WEMD(AM) Easton, Md. News Director George Dietrich asked: "Where will the streakers strike next?" He didn't have to look far for an answer—three males and one female in the accepted streaking attire—nothing—stood tapping on the window of his glass-walled studio.

Mr. Johnson in the primary is that he must win a plurality of 35%. If no candidate can gather the required 35%, the nomination will be thrown into a delegate convention. And the specter of a convention fight that could split the party is "scaring hell" out of party leadership. Informed observers feel that if Mr. Johnson and Steve Rapp—who represent basically the same interests—were to split the vote and throw the nomination to the convention, James Skine, a University of Northern Iowa professor also running, would be the power broker. And Mr. Skine says that he will not support Nicholas Johnson.

'Black Journal' producer sees CPB harassment

Tony Brown says threatened audit is retaliation for his attacks against public broadcasting

The executive producer of public television's *Black Journal* has accused the Corporation for Public Broadcasting of ordering an audit of his personal business activities in retaliation for his attacks on the medium's establishment.

An incensed Tony Brown made the charge in a letter to CPB Vice Chairman Robert Benjamin. Mr. Brown is a spokesman for the Corporation for Blacks in Public Broadcasting, a dissident group that has demanded it be given 12% of the total federal CPB appropriation to produce black programming which, it contends, existing noncommercial facilities have avoided. Mr. Brown also wrote FCC Chairman Richard Wiley requesting a commission investigation of his charge that CPB "flagrantly behaves as an autonomous privately funded agency responsible only to its friends, predominantly white."

Mr. Brown's actions were prompted by a February letter from Mr. Benjamin advising that CPB will conduct a "full analysis" of Mr. Brown's activities. CPB's participation in *Black Journal's* affairs is based on a \$345,000 grant it made to the program last year. (The corporation has subsequently abandoned its support of the series.)

According to sources at WNET(TV) New York, which produces *Black Journal*, the promised CPB audit was occasioned by Mr. Brown's statements to the effect that *Black Journal* has only \$96,000 to spend on production this year. CPB, which is currently conducting a general audit of WNET, including *Black Journal*, asked specifically how much Mr. Brown spent on producing the program and who paid for his traveling expenses between New York and Washington (where he is dean of Howard University's school of communications).

Mr. Brown said last week that he did not mean to imply that all but \$96,000 of the total \$345,000 grant is unaccounted for. He said the remainder of the funds are committed to such costs as salaries and other production-related expenses.

However, Mr. Brown alleged, Mr.

Benjamin was "fully aware" of the true meaning of his statements and was "using this as an excuse to have an audit." He called it a "means of intimidation and harassment." He added that he is paid \$33,000 a year for his participation in *Black Journal* and that his personal expenses are funded totally by himself.

As far as WNET is concerned, Mr. Brown's charges of harassment are unfounded. CPB audits WNET on an annual basis, a spokesman noted, and "there is nothing really unusual about the whole thing."

WIGO helps ease Atlanta's busing strains

Special programming and radios in school buses have helped check vandalism, absenteeism

WIGO(AM), a black-oriented station in Atlanta, has apparently been successful in helping school children adjust to the city's federally funded model M-to-M (minority to majority) school busing program.

Last year, when the program began, vandalism and discipline problems plagued the buses, and absenteeism among bus-riding students was high. Wigo general manager Joseph R. Fife thought much of the trouble stemmed merely from boredom during the long bus rides.

He thought WIGO could help. Subsequently, with the approval of the school board, WIGO began installing radios on all the buses—over 50 in all. The school board paid \$3,500 for the locked frequency receivers tuned to WIGO; the station picked up the remainder of the total bill, which ran to \$10,000, including installation.

WIGO then began broadcasting special features for the bus riders. In addition to its regular programming, WIGO now carries, from 7 to 9 a.m. and from 3 to 5 p.m., news of school activities, good attendance and scholastic contests, and special educational vignettes, such as *Black Vanguard*, which profiles famous blacks.

Even parents benefit from the program; bus drivers have been instructed to call the station immediately in case of any delay caused by mechanical failure, accidents, flat tires, etc. WIGO announces the fact over the air so parents are saved worry and inconvenience.

According to Mr. Fife, the busing situation is now greatly improved. He said that at first, some competing stations complained to the school board about the WIGO program, but that the board pointed out WIGO had advanced the only suggestion for improving the situation on Atlanta's buses. No one's complaining now, Mr. Fife said, although he believes the program is making all stations more aware of the needs of the city's school children and of the community in general.

Mr. Fife pointed out that WIGO is continuing to pick up the tab for the maintenance of the radios.

Looking for a shoe that fits

While it's not getting rave reviews from cable industry, Milwaukee proposes service that is flexible, versatile, unconventional; eyes municipal or joint ownership

A year ago, the Milwaukee city government came out with an ordinance pertaining to the future implementation of cable TV in that city—a plan that became the immediate object of ridicule within the cable industry. With demands such as the immediate wiring of Milwaukee's 250,000 homes and the development of a system offering some 100 channels, the ordinance was universally branded unfeasible.

Now an advisory committee commissioned by the Milwaukee common council to completely revamp the initial ordinance has come up with a tentative proposal for wiring the city which, city officials acknowledge, will probably be no more acceptable to the industry. Nor does this recognition trouble them much. For in Milwaukee, the prospect of a municipally owned cable system, or alternately, one jointly controlled by the government and private industry, is regarded as a viable one.

Essentially, the advisory committee's draft proposal—which still requires the final approval of both the committee and the common council—calls for the city's citizens to get precisely from cable what they pay for. Absent is the standard concept of a common monthly subscriber fee augmented, if the individual so chooses, by incremental services for which a separate charge is made. In its place would be a three-tiered system of cable operations increasingly expensive both in terms of services offered and cost to the consumer.

For a basic monthly fee of \$2, the subscriber would be able to receive what the committee is calling program service A. This category envisions a total of 26 cable channels, including at least nine over-the-air broadcast signals (five local, two distant independents and an educational and foreign language station). Nonbroadcast services would include three public-access channels, one local-origination facility, four channels each from the city school system and the University of Milwaukee, a library channel and several miscellaneous services.

For an additional \$4, the subscriber would also be entitled to program service B, which would add 24 other channels encompassing such services as FM radio, an employment-career clearinghouse, news, stocks and weather. There would also be two channels reserved for satellite transmissions from domestic and international sources as well as a separate channel reserved for delayed retransmissions of other programming carried over the system.

Another \$4—bringing the total monthly

cost to the subscriber to \$10—would entitle the viewer to program service C. Four more channels would be accommodated by this service, bringing in such relatively sophisticated cable offerings as burglar and fire alarms and meter reading as well as pay channels for sports and movies and a computer data bank.

Significantly, the Milwaukee committee apparently feels that the envisioned system could turn a profit in the long run, despite the bargain-basement nature of its fee schedule. Contemplating 100% saturation—which is regarded as an initial goal by some members of the common council—the committee estimates that the system would cost some \$20 million per year to operate. It also estimates that it would bring in revenues of \$20,310,000.

Apparently, the city does not expect the new proposal to be received any more warmly by commercial cable interests than was the original ordinance. "We fully realize," said city official Ron A. Kuisis, "that if this ordinance is drafted as is there would probably be no takers." But, Mr. Kuisis added, "we are exploring a number of directions we can follow in light of the current tight situation in urban cable." The city, he said "must be prepared to innovate."

Municipal ownership of the system, Mr. Kuisis noted, is one possibility—and one which would be increasingly viable if proposed legislation authorizing municipalities to issue bonds to finance cable systems is implemented by the Wisconsin state legislature. Another possibility, he noted, would be the creation of a cable consortium in which the local government would join with local private industry in financing the system. The latter method, he indicated, could prove beneficial to private entrepreneurs. Since it is anticipated that the Milwaukee system would be a testing ground, of sorts, for new forms of cable technology, commercial interests might be able to claim a tax write-off on the basis of costs incurred in experimentation, Mr. Kuisis noted. He added that one "clique of thought" within the common council would like to see the city proceed initially with the creation of a model cable system in the downtown section, the accomplishments of which would be the basis for future considerations in expanding cable throughout the city.

In any event, the advisory committee has already determined that the Milwaukee system, if implemented, would be a highly unconventional commodity. For one thing, it would be developed as both a common carrier and a public utility. For another, commercial entities would each be franchised to provide only one of the many services anticipated for the Milwaukee system.

But the city, according to Mr. Kuisis, is looking for anything but a conventional operation. "I believe the prevailing attitude [on the committee] is that, if the decision is made to proceed with cable, Milwaukee's urban cable system must fit the needs of the city, not vice versa," he said.

The advisory committee is expected to complete its studies sometime this spring.

Light touch for hard sell against pay cable

CBS enlists art as advocate to emphasize its president's point that subscription TV could damage the American way of free, over-the-air television

The graphic skills that have distinguished CBS promotion efforts over the years have now been brought to bear on the deadly serious matter of pay cable—on the side of the champions of free broadcasting, if not of the angels. The result is a pocket-sized (4 by 6½ inches) booklet that could prove one of the most effective propaganda instruments yet in the ongoing anti-pay-cable campaign. The booklet combines the artistry of free-lancer Charles Saxon (working from the concept of Louis Dorfman, vice president, advertising and design, CBS/Broadcast Group) with a policy statement of CBS Inc. President Arthur R. Taylor (first developed in a speech before the Arizona Broadcasters Association last Dec. 7). It has already been released to an audience of about 200,000, including some 70,000 CBS employees and stockholders, with further distribution considered probable.

Mr. Taylor asks the question: "Does the American Family Need Another Mouth to Feed?" His treatise invites a negative answer, but only after conceding that both television and conventional cable operations have a place in the American home, and that it is only when the latter threatens to deprive the former of its product—at the expense of the viewer—that it becomes a threat to the family pocketbook. Pay cable is identified as the villain. Mr. Taylor asserts the new medium is being "sheltered from the normal American standards of fair competition," thus making it "less a revolution than a sneak attack on the family pocketbook."

Mr. Taylor concedes that cable "in its original form" is a "welcome" addition to the field of communications. This is so, Mr. Taylor notes, for two reasons. First (1) it has the ability to enhance the reception of conventional television signals. Second (2) cable has the potential to bring to the home far more TV channels—and thus, potentially, more specialized programming—than is available over the air.

Indeed, if cable and over-air television were entirely autonomous entities, Mr. Taylor says, cable "would be a legitimate competitor." But he stipulates that is not the case; that the programs cable uses to enhance its desirability "are not its own, but those of free television." And once cable has entered the home, Mr. Taylor maintains, it "proposes to add more charges."

He cites television's coverage of professional football as an example (3). It may be, he says, that a cable subscriber has decided to acquire the service only on the premise of being able to see distortion-free football games that only cable can offer in his area. But, Mr. Taylor argues, "it is his very subscription to this system which could permit the cable sys-

tem to take these games off free television and to increase his monthly subscription charges," although the game becomes no more exciting simply because a fee has been attached to it.

This process of siphoning (4), Mr. Taylor contends, cannot help but be destructive to the commercial television system as it exists today. "When gasoline is siphoned from one car to another," he reasons "the car that receives the fuel may work beautifully but the other is at a severe disadvantage."

Mr. Taylor also contends that pay cable could work additional hardship for a large segment of the population—the rural dweller who cannot receive cable due to the financial impracticability of stringing wire across many miles to reach a minimal number of households. If siphoning takes place Mr. Taylor warns, "they would be denied many of television's most popular attractions—no matter how much money they were willing to pay (5)."

And it won't take much to shift the balance, he says. If a fourth of the nation's cable subscribers each paid a dollar to view a particular movie, and if the cable and production interests split the take 50-50, Mr. Taylor argues, the producer would wind up with \$1 million. Since the networks customarily pay only about \$750,000 for the rights to a single film, Mr. Taylor claims, "cable television already possesses the bargaining potential to buy almost any movie it wants."

What's more, he claims, it is now possible for cable operators to "circumvent the [antisiphoning] rules entirely" by increasing subscriber fees to cover the costs of attractive, locally originated programming rather than by asking a separate fee for it. Such is the practice of New York's two systems, which present New York Knicks and Rangers games free but which have now obtained 33% rate increases, Mr. Taylor argues. And "if siphoning is permitted," he claims (6), "that is the pattern we are likely to see."

It is a fallacy, Mr. Taylor argues, that charging subscribers for certain programs will enable the cable operator to present more innovative attractions in the future. "If a cable operator can earn huge profits by diverting the attractions of free television (7)," Mr. Taylor asks, "what incentive has he to develop diverse new programming?"

The CBS president then aligns his argument with Representative Torbert MacDonald's (D-Mass.) assertion of "the cardinal principle that what is now being offered to TV audiences at no extra charge won't be forced off the air into a coin box in the home (8)."

What all this leads to, the CBS president submits, is the necessity for three specific developments—none of which would be particularly encouraging to the development of pay cable. First, he claims, cable's "liability under the copyright laws must be clearly defined." (The text was written before the Supreme Court ruled four weeks ago that cable has no copyright liability for broadcast pick-

Does the American Family Need Another Mouth to Feed?



By Arthur R. Taylor, President, CBS

ups.) He notes that "specific legislation may be required."

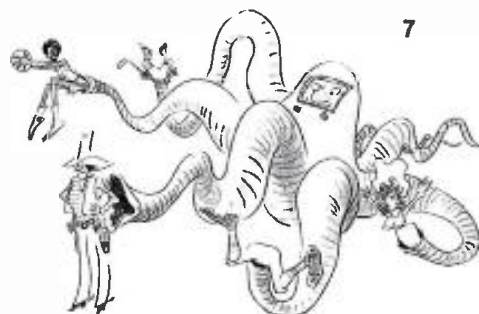
Second, pay cable should not be permitted to "siphon" any program that has appeared on conventional television during the past five years. This is the FCC standard applicable to the over-air pay TV carriage of sports events, Mr. Taylor notes, "and we believe it is equally applicable to pay cable television."

Third, program distributors who have kept their product away from television for five years should be required to make the features available to free TV—at standard rates—before the pay entrepreneur is made the same offer. "There are difficult questions inherent in such a rule," Mr. Taylor concedes, "but there is no reason a standard cannot be formulated that fairly balances public and private interests."

5



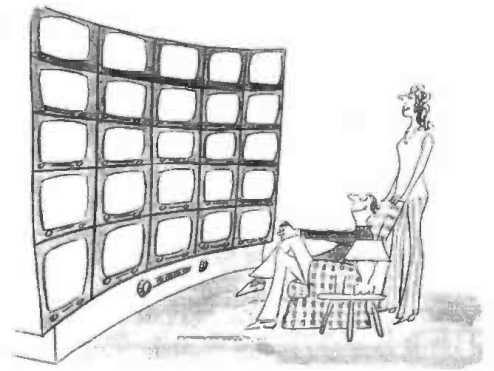
7



1

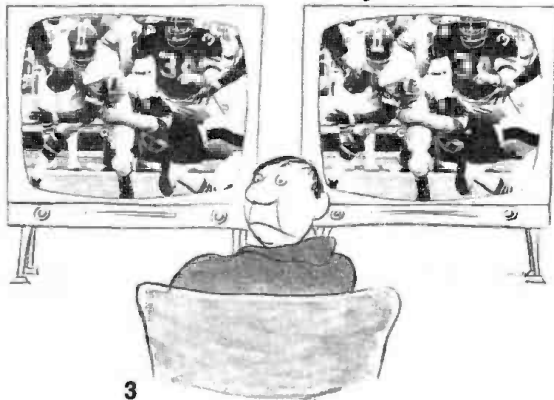


2

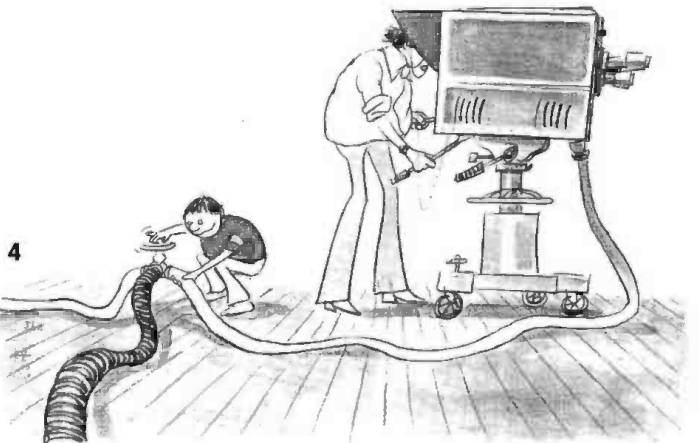


Free television

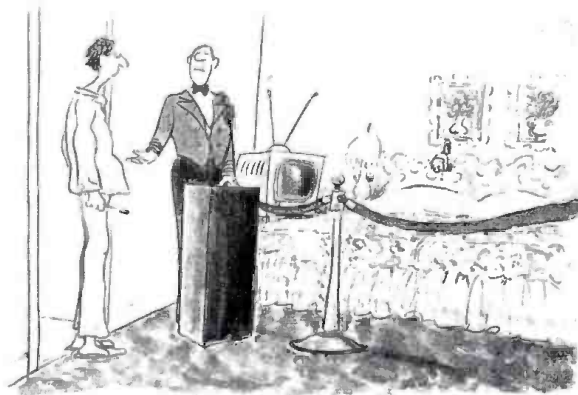
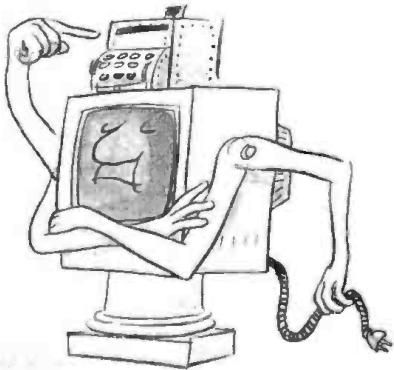
Pay television



3

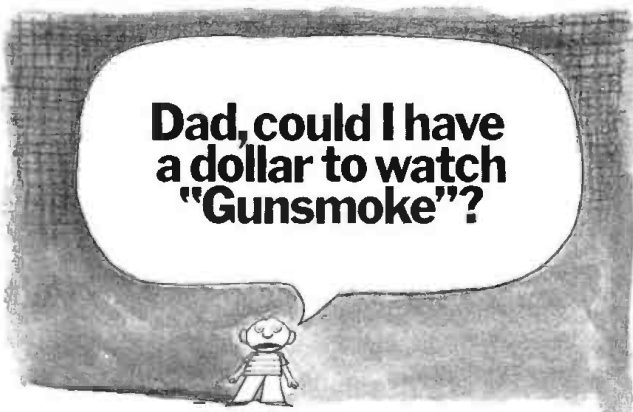


4



6

8



Where credit is due. The cartoons reproduced on this spread are from a booklet prepared by CBS Inc. to illustrate a position paper on pay cable by that company's president, Arthur R. Taylor. The artist was Charles Saxon, who worked from an idea of Lou Dorfman, vice president for advertising and design of the CBS/Broadcast Group. They are reprinted here with permission of the artist and of CBS; further reproduction unlicensed.

Iowa's blue skies are turning cloudy for cable TV

Heritage is beginning to chafe under the system that is starting to develop into thumbs-down pattern on local franchise awards

Several years ago, the Iowa state attorney general's office ruled that cable television, in the absence of specific state regulatory provisions, should be treated as a public utility. Accordingly, any local franchise awarded to a cable firm in that state has been subject to a public referendum. The medium has not fared well at the polls in recent months, and officials at at least one cable firm are now claiming that within the existing Iowa system the cards are stacked against them.

Since last December, voters in three Iowa cities have turned down ordinances that would have authorized the construction of cable systems in their localities. The last such incident took place in Cedar Rapids two weeks ago, when citizens rejected the city council's franchise award to Community Cable TV Co., a local group, by a 60% plurality. A bigger blow, however, was bestowed on Heritage Communications Inc., a growing multi-

ple-system operator based in Des Moines. Twice within the past three months Iowa voters have rejected their local governments' awards of cable franchises to companies controlled by Heritage. In both cases, officials of the company are claiming that the rejection reflected, at least in part, the lobbying efforts of vested interests.

To illustrate their complaint, Heritage officials point to the election that took place in Ames on March 11. In that referendum, voters rejected a franchise award to Heritage 1,800 to 1,300. The story behind that tally, Heritage officials claim, is that two days prior to the election a group that included a local broadcaster and the owner of an Ames TV-radio store placed two ads in the local newspaper opposing the franchise award—ads which the company feels were misleading and effectively turned the tide of the election against cable.

And in December, voters in Oskaloosa rejected a franchise award to the firm following a newspaper campaign allegedly spearheaded by an executive of a Des Moines antenna manufacturer.

"It's certainly not fair," stated Heritage Vice President James Cownie. Under existing state referendum system, he asserted, "people with particular vested interests find it very easy to defeat cable television." Heritage Vice President Bill Riley agreed. "There's no doubt that cable is a fragile commodity election-wise," he said. "You just can't fight it."

But in the case of the Ames election, Heritage certainly tried. In the weeks prior to the referendum, the company reportedly put up some \$20,000 for broadcast and newspaper advertising in an attempt to state its case before the city's electorate. That expenditure, apparently, was nullified by a \$140 investment in print and broadcast by Dale Cowle, president and general manager of KASI-AM Ames. Mr. Cowle, who said the funds came from his personal finances, was a member of a small group called Citizens for Free TV, which was organized on the premise that the emergence of cable in Ames would eventually lead to the emergence of pay television, and the subsequent siphoning of free TV programming.

According to an ad placed by Mr. Cowle on behalf of the committee in the March 9 issue of the *Ames Daily Tribune*, "the goal of cable TV is to siphon any and all of your favorite sports programs (and all other top entertainment) and charge you on a separate basis for every good program you watch." The message of the ad was explicit: "Don't be fooled," it cautioned, "cable TV is pay TV." A second ad warned that cable reception is "often substandard," color is "frequently inadequate," technical problems could cause an absence of service for "weeks" and the advent of cable in Ames "could put other [broadcast] stations out of business."

"This was anything but a fair approach," contended Heritage's Mr. Riley, who claimed that prior to the appearance of the newspaper and broadcast ads "there wasn't any amount of opposition"

to the Heritage franchise. "The timing [of the ads] was perfect," he said.

Mr. Cowle, however, maintained that his participation in the anticable effort was purely "as a concerned citizen." He professed a conviction that cable would ultimately attempt to deprive viewers who cannot afford to pay for it of the privilege of watching popular television programs, and maintained that his feeling was not based on his alliance with the broadcast industry. "They dangled all kinds of goodies in front of me," said Mr. Cowle, in reference to Heritage's reported offer to furnish him with cable audio facilities upon which to program—and commercialize—another radio service. "Besides," he said, "I'm not in television. What have I got to lose if cable comes in?"

Heritage executives, nonetheless, are convinced that at least some of their Ames adversaries had something other than the public interest in mind in contesting the ordinance. Litigation, they note, is still a possibility, although not a very distinct one at this time. Mindful of that possibility, however, Bill Gulliver, an Ames TV-radio merchant and a member of the free TV committee, refused to comment on the matter. "There are some legal implications here," Mr. Gulliver said, "and I don't think it's appropriate to comment any further."

The Ames newspaper ads, incidentally, were not of local origin. One, according to Mr. Cowle, was adapted from similar ad copy placed some time ago in a local newspaper by KOB-AM-FM-TV Albuquerque, N.M.

Cable's most able

Revamping programming awards to be conferred at NCTA Chicago session

Twenty eight cable systems have been chosen as recipients of the National Cable Television Association's annual Cablecasting Awards. The presentations, to be made by Representative Torbert Macdonald (D-Mass.) at NCTA's convention in Chicago April 21-24, are for outstanding locally originated cable programming.

Final selection of the 28 recipients was made from a field of 80 regional finalists. The competitors were classified by regions for the first time this year due to the growing interest in the awards program, NCTA said. The selections were made by a panel of communications specialists, none affiliated with NCTA.

The winners:

For systems with more than 15,000 subscribers: Political Affairs—Berks Cable TV, Reading, Pa., for Democratic Fund Raising Dinner; public affairs and news—Buckeye Cablevision, Toledo, Ohio, for Are You Listening; sports—Twin County Trans-Video, Allentown, Pa., for television coverage of a wide variety of local sporting events; children—Tele-Prompter Manhattan, New York, for *Viajando Con Tryno*; entertainment—Mission Cable TV, San Diego, for *Sounds of the Season*.

For systems between 10,000 and 15,000 subscribers: political affairs—Jefferson Cable, Charlottesville, Va., for *The Housing Shortage* in Charlottesville and Albermarle County; public affairs and news—Continental Cablevision of Michigan, Jackson, Mich., for Nancy; sports—Continental Cablevision of Michigan, Jackson, Mich., for *Jackson Outdoor Report*, and Salina Cable TV System, Salina, Kan., for 18th Annual NAIA Cross County Meet; children—Continental Cablevision, Jackson, Mich.,

Arlene Dahl hosts "Take Time for Beauty"



A series of 52 radio programs, 2-3 minutes each. Bright! Informative! Entertaining! With commentary, discussions, and celebrity interviews.

Yours FREE as a public service, compliments of Sears.

Write to:

Sheridan-Elson
Communications Inc.
48 West 48th Street,
New York, New York 10036

for Information Station; entertainment—G. E. Cablevision, Walnut Creek, Calif., for Around the Town.

For systems between 5,000 and 10,000 subscribers: political affairs—Continental Cablevision, Findlay, Ohio, for Joining the CTV-Three Teams; public affairs and news—Sunflower Cablevision, Lawrence, Kan., for Real Trash; Southwestern Cable, San Diego, for Meadowlark, and Racine TeleCable, Racine, Wis., for Racine Evening News; sports—Suburban TV Cable, Reading, Pa., for Reading Junior Stock Car Racing Association, and Community Cablevision, Newport Beach, Calif., for Speedway Motorcycle Racing; children—Continental Cablevision of New Hampshire, Concord, N.H., for Kids' Show, and Continental Cablevision of Ohio, Findlay, Ohio, for The Student Union; entertainment—Continental Cablevision, Findlay, Ohio, for The Findlay Show; education—Continental Cablevision, Findlay, Ohio, for Health-Line, and Junction City TV, Junction City, Kan., for Cultures of the World.

For systems with fewer than 5,000 subscribers: political affairs—Warner Cable, Reston, Va., for Women and the Issues; news and public affairs—CATV of Elizabeth, Elizabeth, N.J., for Evening Report; sports—Warner Cable, Reston, Va. for The Mar-Va-Teens Gymnastics Team; entertainment—Warner Cable, Williamsburg, Va., for Christmas Concert—Messiah.

Corporate and Networked Programs: California Community Television Association, for Tunney Interview; sports—TelePrompTer of Morgantown, W.Va., for Gold and Blue Sports.

FCC puts it in writing on small cables and program exclusivity

Informal waiver policy made into rule for systems with under 500 subscribers

Effective May 14, cable television systems with fewer than 500 subscribers will be exempt from the FCC's network program exclusivity rules, under a rule amendment adopted by the commission.

In March 1968 the commission said it would not enforce the rules in cases involving systems with under 500 subscribers, on the ground that those systems would be least likely to have substantial adverse economic impact on broadcasters and would be most likely to present persuasive hardship cases that would warrant waivers.

The commission said its experience with the temporary waiver procedure suggested the desirability of adopting a permanent exemption. And, in a rule-making notice in January 1970, it solicited comments on exempting small systems from both the signal carriage and nonduplication rules.

Cable operators and the National Cable Television Association supported the proposal, while broadcasters contended it provided more relief than was needed, would cause procedural and substantive difficulties, and would effect a complete change in commission policy without relevant facts.

The commission said that in the past few years most smaller systems, which at first did not have the technical capacity to carry more than five TV signals, have upgraded their operations to comply with the mandatory program carriage rules. It noted there has as yet been no persuasive showing of hardship to justify any exemption from the signal carriage provisions. The existing special-relief procedures provide an adequate method of dealing with waiver requests, it added.

The commission said that broadcasters had not been adversely affected by the temporary exemptions of the program

Yeah, I'd say Kaymeg has the fastest growing night-spot in Sioux City.

Your town got a blockbuster movie on Saturday nights that delivers a 51% share of audience*, 10:30 pm to midnight? We do! KMEG-TV's "Hollywood's Finest" added 11% more homes this past season. Prime time homes jumped 23%. Cumulative households reached gained a whopping 16%. It's the area growth station.

You get more than you bargained for when you buy KMEG-TV — and your Sioux City budget should include us.

*All figures based on ARB Data, November '73/Nov. '72



Found The "Right" Format Yet?

Inspiration Radio may be the answer in your market. Dirigo Media provides a complete program-format consulting service including sales and promotion.

Call or Write Fred Miller for Details

Dirigo Media

207 - 773-9022

638 CONGRESS ST., PORTLAND, MAINE 04101

exclusivity rules. But, it pointed out, the cost of equipment and manpower needed by small systems to comply with the nonduplication rules does have a financial impact on small cable systems. The permanent exemption, it added, was only a codification of an informal policy in effect since 1968.

Starting all over in Boulder

Boulder, Colo., is apparently going to go back to scratch in its efforts to bring cable television to its citizens. The Boulder city council, which previously had expressed optimism over a new cable company's offer to buy out the existing Teleprompter franchise there (BROADCASTING, Feb. 25), has altered course and decided to invite bids for a new cable franchise. Teleprompter is expected to withdraw from the city.

The Boulder council's change of heart came after a citizen advisory committee urged that the franchising process be re-instituted rather than permitting a new firm headed by Samuel Street from purchasing the Teleprompter franchise as well as a small (1,400 subscribers) system operated by Tele-Communications Inc. in an outlying region of the city. "Due to the political situation," a city official said last week, the council decided that soliciting new franchise bids would be "the best course to take." He added that the city expects to make a withdrawal settlement with Teleprompter soon that will be "satisfactory to both sides."

Mr. Street and associates have announced their intention to pursue the Boulder franchise when bids are formally requested. They may not have much company. When Boulder originally sought a cable franchise one year ago, only two bids were submitted. And that was before major cable firms started seriously to scale down their franchising activities.

Cable Briefs

Stalled. Citizens committee appointed to study CATV proposals for Shreveport, La., has told city council it takes no position on merits of city's five cable applicants, called on city council to make de-

cision, and ceased committee's investigation.

Invitation. City of Columbia, Mo., is accepting bids for cable franchise until May 9. Contrary to initial reports (BROADCASTING, March 25), according to city official, invitations to compete were not mailed to top-25 MSO's and participation is encouraged from all quarters. Proposals must be mailed with \$1,500 nonrefundable payment. Bid packages can be obtained from city counselor, *Municipal Building, 6th and Broadway, Columbia, Mo. 65201.*

Help. Tower Cablevision, Ashland, Ky., has been trying for two years to win FCC approval of its request to bring more Kentucky TV signals into market, which is dominated by stations from neighboring West Virginia (which oppose system's plan). Apparently, Kentucky State Senator Roy Ross (D-Paintsville) thinks commission has taken long enough to decide on issue. He has introduced resolution in state legislature which calls for commission to rule expeditiously on matter—and in system's favor. Chances are FCC will act before legislature. Commission has notified Tower that it expects to make ruling within 60 days. Mr. Ross's resolution currently is locked in committee.

Newcomer. Senator Adlai E. Stevenson III (D-Ill.) has been added to list of speakers at National Cable Television Association's Chicago convention April 21-24 ("Closed Circuit," April 1). He is scheduled for opening session on Sunday, April 21.

Behind the ban. Whitewood Stamps Inc., Newton, Mass., has published *Cable in Boston—A Basic Viability Report* summary of conditions and market analyses regarding feasibility of cable television in Boston. Report is said to be particularly significant in light of Boston Mayor Kevin White's decision last year to bar cable franchising in city for indefinite period—pronouncement that caused furor in industry. *Whitewood Stamps Inc., 61 Chapel Street, Newton, Mass. 02158.*

Horizons. Institute for Graphic Communications Inc., Boston, will sponsor conference April 28-30 on "The Future of Cable Television." Gathering will explore effect of federal, state and local regulations upon medium as well as pin-

point emerging trends in industry. Conference chairman is Donald P. Buckelew. Industry representatives on panels will include Robert L. Clark, Continental Cablevision; George E. Duffy, Colonial Cablevision, and Dr. Thomas Muth, Michigan State University. Meeting will take place at IGC's conference center at Castle Hill, Ipswich, Mass. For further information contact Richard D. Murray, 520 Commonwealth Avenue, Boston 02215.

Heroics. Workmen installing cable to subscribers of Teleprompter's Tuscaloosa, Ala., system were credited with saving life of George Bowmer, 72. Mr. Bowmer, emphysema victim, underwent attack while Teleprompter crewmen Tony Robinson and Randy Lehman were cable connecting home the Bowmers had just moved into with system. Responding to Mrs. Bowmer's call for help, Messrs. Robinson and Lehman were able to assemble and start Mr. Bowmer's oxygen tank before he suffocated. Both were on contract to Teleprompter by C&H Cable Contractors, Huntsville, Ala.

Hard line on copyright struck by CATA's Moore

Spokesman for small cable operators vows last-ditch fight to avoid fees

Rift between National Cable Television Association and small, independent cable operators widened further with statement by Kyle Moore, president of Community Antenna Television Association (rival small operator group), that he has "lost all faith in the integrity of the NCTA as a bargaining tool" in copyright matter. Mr. Moore made accusation in address before Kentucky CATV Association, in which he announced CATV is mustering "anti-copyright-fee-payment army" of cable subscribers to fight forthcoming copyright legislation now scheduled for mark-up by Senator John McClellan's (D-Ark.) Copyright Subcommittee this week (BROADCASTING, April 1).

Mr. Moore told cable operators that while he expects subcommittee staff will attempt to get controversial sports blackout provision out of copyright bill, he predicts that there will be no exception in legislation for small cable systems (for which both CATV and NCTA have been lobbying). Mr. Moore noted AP story in which NCTA President David Foster was quoted as saying that cable "must join the legitimate world of copyright payment if CATV is to grow." This, Mr. Moore said, "is the most absurd statement I can imagine Foster making." If cable operators are to achieve relief on this issue, he added, "it is going to have to come about as a direct result of grass-roots activity."

Mr. Moore said CATA, in mid-April, will be distributing to cable operators "grass-roots viewer protest program" giving guidelines on recruiting subscribers to oppose copyright legislation. "CATA intends to have a great deal more to say about this before it is over." The association had previously dissociated itself from NCTA on the pole-attachment issue.

FOR SALE:

EAST COAST RADIO AND TV PROPERTIES

- FM** — Medium to Major Markets . . . some with excellent ratings.
- AM** — Small single station, to large, major markets . . . as low as 1 1/4 x gross.
- TV** — Small and Medium Markets.

Give us your objectives, qualifications and requirements. We then develop only those properties worthy of your serious consideration. We do not advertise specific stations; nor do we mail out lists.

A Confidential Service to Owners and Qualified Buyers

CECIL L. RICHARDS, Inc.

Media Brokers

Negotiations - Appraisals

Suite 817, 1625 Eye St., N.W., Washington, D.C. 20006

(202) 296-2310

Retail top-10 spending hits \$524 million

TVB announces 1973 totals and sets late April for TV ad workshop

The 10 leading categories in retail advertising boosted their local TV expenditures past the half-billion-dollar mark last year, bettering their 1972 outlays by an average of 25%, the Television Bureau of Advertising reported last week.

TVB cited the figures in announcing that its third annual retail TV commercials workshop will be held April 24-25. Some of the important contributors to 1973's growth will be on hand to discuss the commercials they used, the production techniques they employed, what they were trying to accomplish and what they did accomplish. The workshop will be held at the Hotel Biltmore in New York. Fee is \$150.

TVB's comparison of the retail top 10's 1973 and 1972 TV expenditures, based on estimates compiled by Broadcast Advertisers Reports, is as follows (figures in millions of dollars):

	1972	1973	% Change 1972- 1973
Department and discount stores	\$ 69.0	\$ 88.3	+28%
Banks, savings and loan associations	66.6	83.4	+25
Restaurants and drive-ins	59.5	82.6	+39
Auto and truck dealer sales	55.9	66.5	+19
Food stores and supermarkets	56.0	66.0	+18
Furniture stores	35.1	41.4	+18
Movies	28.4	37.1	+31
Amusements and entertainment	17.9	20.0	+12
Clothing stores	16.2	19.6	+22
Builders and real estate dealers	15.4	18.9	+23
TOTAL	\$420.0	\$523.8	+25%

Business Briefs

Rep appointments. WKTU(TV) Utica, N.Y., and WMTW-TV Portland-Poland Spring, Me.: Peters, Griffin, Woodward Inc., New York ■ KOIL(AM) Omaha, WIFE(AM) Indianapolis: McGavren-Guild, Chicago ■ WRHC(AM) Coral Gables, Fla.; WLVH(FM) Hartford, Conn.; and KBRO(FM) San Francisco: Gordon Co., New York ■ WLRG(AM) Roanoke, Va.: Avery-Knodel, New York.

Network bow. In its first use of network television, Field Enterprises, Chicago, is investing about \$1 million to promote its *World Book Encyclopedia* as "the used encyclopedia." Campaign will peak in May, June, July and August, with commercials on ABC's *Wide World of Entertainment*, CBS *Evening News with Walter Cronkite* and 60 Minutes and NBC's *Today* and *Tonight* and Emmy Award telecast on May 28. Agency is Needham, Harper & Steers' Chicago Partnership.

Getting into gear. Lee Myles (auto-transmission chain), based in New York, has signed Jack Byrne Advertising Inc., New York, for its \$500,000 yearly TV and radio campaign.

Bartering 'Marble'. IT&T, New York, is bankrolling 26 half-hour episodes of

BAR reports television-network sales as of March 3

ABC \$117,330,100 (31.3%), CBS \$132,130,100 (35.3%), NBC \$125,156,600 (33.4%).

Day parts	Total minutes week ended March 3	Total dollars week ended March 3	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	66	\$ 430,900	505	\$ 3,408,100	\$ 3,843,700
Monday-Friday 10 a.m.-6 p.m.	1,010	9,051,200	8,758	78,458,000	74,766,300
Saturday-Sunday Sign-on-6 p.m.	279	4,338,400	2,303	39,031,200	36,620,600
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,228,800	874	20,565,300	19,184,400
Sunday 6 p.m.-7:30 p.m.	12	240,300	139	4,291,100	4,256,700
Monday-Sunday 7:30 p.m.-11 p.m.	396	25,225,400	3,466	209,090,800	202,340,900
Monday-Sunday 11 p.m.-Sign-off	157	2,688,600	1,339	19,772,300	18,679,600
Total	2,019	\$44,203,600	17,384	\$ 374,616,800	\$ 359,692,200

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

entertainment-with-education children's series *Big Blue Marble* for barter (local stations get four and a half commercial minutes). Vitt Media International President Sam Vitt says show is already placed in 15 of top 20 markets for September 1974 start, with 16 markets previewing first four episodes next month. Production company is Alphaventure, New York.

Cool housewarming. Clyne Dusenberry Inc., New York, opened its offices as merged agency for first time last Monday (April 1) with billings of about \$39 million. Later that same day one of clients of former Clyne Maxon Inc., General Electric Co. (Housewares Business Division), announced it was shifting its account, estimated at \$7 million and with about \$6 million in broadcast, to BBDO New York. BBDO had had parts of GE business since 1920, and GE spokesman

said change was made because BBDO was considered to be best agency to help division achieve its goals. Division manufactures and markets clocks, timers, personal-care and food preparation products. Clyne Dusenberry was formed through the merger of Clyne Maxon and Dusenberry Ruriani Kornhauser Inc., both of New York (BROADCASTING, April 1).

**Our
52nd year of
service
to
Broadcasting**

**Gates
established
1922**

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

Flying high. The nightly CBS *Radio Mystery Theater* has boosted audiences in New York, Los Angeles, Chicago, Boston, Washington and Cleveland by a seven-day average of 85%, according to an Arbitron six-city report comparing Jan. 10-Feb. 6, 1973, to the same period this year. Armed with these figures—the first indications of how well *Mystery Theater* (which premiered Jan. 6) is doing—Richard Brescia, the vice president and general sales manager of CBS Radio, says he has "a number of hot prospects" for the two network minutes that remain unsold. Menley & James, on behalf of Contac and Sine-Off (Ogilvy & Mather), has just signed on for a 13-week ride with the show, beginning next month. Late last year, the other two minutes were purchased by Anheuser-Busch, St. Louis (D'Arcy-MacManus & Masius), and the Kellogg Co., Battle Creek, Mich. (Leo Burnett), which shelled out \$365,000 each for a full year's ride (BROADCASTING, Jan. 14).

Music

Breaking In

(Everybody Wanna Get Rich) Rite Away—Dr. John (Atco) ■ Dr. John is a professional. His work has not only been of high quality for a number of years now, he has been consistent in maintaining that high level—the ultimate determination of the professional. Dr. John has a new album and a new single, *(Everybody Wanna Get Rich) Rite Away*. They are both strong, virile pieces.

Summer is around the corner and top-40 music will soon be getting harder in attempts to gather the larger sub-25 audience that is then available. This record is funky, uncompromised back-room R&B. Dr. John stands for body music and *Rite Away* will do nothing to detract from that reputation.

It's a brand new record and reports are light, but some of those stations playing it last week included: KAAY(AM) Little Rock, Ark.; WABK(AM) Gardiner, Me.; KROK(FM) Shreveport, La.; WEIM(AM) Fitchburg, Mass. and KSJO(FM) San Jose, Calif.

(I'm a) Yo-Yo Man—Rick Cunha (GRC)

■ President Nixon has done much in past weeks to revive talk about this pastime. Mr. Nixon appeared March 16 on the stage of the Grand Ole Opry in Nashville, spinning a yellow Yo-Yo and joshing with Roy Acuff, who has made the toy his trademark in 35 years of Opry broadcasts (BROADCASTING, March 25). Now there is a record, *(I'm a) Yo-Yo Man*—released the week before the President's Opry appearance—that plays handily on image of the Yo-Yo as a nostalgic game of the past and, in the end, it becomes a sharp metaphor for the independent spirit (also considered by some to be a value of the past).

Yo-Yo Man is a strong first showing for songwriter/guitarist Rick Cunha. Atlanta-based GRC has been primarily in country music—and *Yo-Yo Man* is a somber, country ballad, to be sure—but it may have one of its first cross-over records with Mr. Cunha. There are already a smattering of pop stations playing it. Country play has been pretty well sewn up, to date.

Those playing it last week included WRIT(AM) Milwaukee; WSAV(AM) Savannah, Ga.; WAKN(AM) Aiken, S.C.;

NAFMB togetherness. The National Association of FM Broadcasters, for the first time, will open its convention to AM as well as FM station owners and executives. John Richer, president of NAFMB, last week said the organization's board of directors approved this move at a March 17 meeting. During the convention at the Fairmont-Roosevelt Hotel in New Orleans, Oct. 10-13, NAFMB will schedule a National Radio Broadcasters Conference and Exposition for both AM and FM operators. Mr. Richer said that many of the sessions will deal with topics relevant to FM and AM broadcasters alike.

WCOL(AM) Columbus, Ohio; WBBQ(AM) Augusta, Ga.; KROY(AM) Sacramento, Calif.; WHHY(AM) Montgomery, Ala., and KAAY(AM) Little Rock, Ark.

I'm In Love—Aretha Franklin (Atlantic) ■ Atlantic has launched a second single from Aretha's *Let Me In Your Life* album while *Till You Come Back To Me* remains a top-40 regular. Her version of *I'm In Love*, a Bobby Womack tune made popular by Wilson Pickett, suggests even further departures from Ms. Franklin's R&B tradition.

I'm In Love is an example of what has been termed Ms. Franklin's new "ballad" style. It's a slow-paced, ponderous song that dwells almost exclusively on the title's three words. The only interesting thing about the arrangement is the somewhat complicated rhythmic pattern.

Although *I'm In Love* will probably disappoint many Franklin fans, especially after the luscious *Till You Come Back To Me*, the artist's reputation is too far advanced for stations to hold back on airplay. One week after its release March 18, *I'm In Love* was a top-40 request item at WIXY(AM) Cleveland; WNHC(AM) New Haven; WVIC(AM) East Lansing, Mich.; KROK(AM) Shreveport, La.; and WSAV(AM) Savannah, Ga.

Music Briefs

Hard at work. Moody Blues begins recording new album in May in London. It is their eighth and should be ready for release by July. Grateful Dead's Jerry Garcia is in throes of recording his second LP in Los Angeles. It should be ready by early May. Jay and the Americans—inactive for three years due to legal bout with United Artists—are back in New York studio. They are without label however.

Spring awards. National Association of Record Merchandisers awarded its bottomline honors for 1973 (based on retail sales) in Hollywood, Fla., last week. Best-selling single was Dawn's *Tie a Yellow Ribbon*; hottest album, Jim Croce's *Don't Mess Around with Jim*. Best selling female artist was Bette Midler; male artist, Jim Croce again. Academy of Country Music also handed out its top honors, at Knotts Berry Farms, Buena Park, Calif., last week. Charlie Rich was awarded best single, album and male vocalist of year for *Behind Closed Doors*; Kenny O'Dell, its writer, won song-of-year honors. Loretta Lynn was female vocalist of year and Roy Clark was entertainer of year for second straight time. Craig Scott, air personality on WJJD-AM-FM Chicago, was disk jockey of the year. Metromedia's KLAC(AM) Los Angeles was country station of 1973.

Versatility. Barry White's Soul Unlimited Inc., which has been dealing exclusively with 20th Century Records, has signed agreement with Warner Bros. Records for production of protege, Jay Dee. First single is *Strange Funky Games and Other Things*, produced by Mr. White and shipping this week.

Beat goes on. New Rick Derringer single

Tracking the 'Playlist.' The Carpenters' *I Won't Last a Day Without You* makes news this week as it jumps on the "Playlist" at number 41 in its first appearance. Sister Janet Mead's *Lord's Prayer* (eight) breaks into the top 10 for the first time this week. Breaking top 40 for the first time are the Jackson Five's *Dancing Machine* (22), Stevie Wonder's *Don't Worry 'Bout a Thing* (34 in its second week), Maria Muldaur's *Midnight at the Oasis* (38) ("Breaking In," Feb. 18) and Billy Paul's *Thanks for Saving My Life* (40) ("Breaking In," Feb. 4). Also scoring strong moves on the "Playlist" this week are Bloodstone's *Outside Woman* (46), which has taken some weeks to cross pop, James Brown's *Payback* (55) and Lois Fletcher's *I Am What I Am* (60), the first potential hit for struggling Play-boy Records.

is *Teenage Love Affair* (Blue Sky), edited down from track on his current LP. Next Dr. Hook single (Columbia) is *Cops and Robbers*, shipping next week.

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, Dobbie Brothers (Warner Brothers).
- BILLY DON'T BE A HERO, Bo Donaldson & the Heywoods (ABC/Dunhill).
- DON'T MESS UP A GOOD THING, Gregg Allman (Capricorn).
- 48 CRASH, Suzi Quatro (Bell).
- IF I WERE A CARPENTER, Leon Russell (Shelter).
- IF IT FEELS GOOD DO IT, Ian Lloyd and the Stories (Kama Sutra).
- IF YOU LOVE ME (LET ME KNOW), Olivia Newton-John (MCA).
- IF YOU WANT TO GET TO HEAVEN, Ozark Mtn. Daredevils (A & M).
- I'LL BE THE OTHER WOMAN, Soul Children (Stax).
- I'M IN LOVE, Aretha Franklin (Atlantic).
- IT ONLY HURTS WHEN I TRY TO SMILE, Dawn (Bell).
- LA GRANGE, ZZ Top (London).
- LET'S GET MARRIED, Al Green (London).
- LOVING ARMS, Kris Kristofferson & Rita Coolidge (A&M).
- MR. NATURAL, Bee Gees (RSO).
- MUSCLE OF LOVE, Alice Cooper (Warner Brothers).
- NEVER BE LONELY, New Colony Six (MCA).
- ONE HELL OF A WOMAN, Mac Davis (Columbia).
- PEPPER BOX, Peppers (Event).
- THE STREAK, Ray Stevens (Barnaby).
- SUNDOWN, Gordon Lightfoot (Reprise).
- TOUCH & GO, Al Wilson (Rocky Road).
- TRAVELING BOY, Art Garfunkel (Columbia).
- WATCHING THE RIVER RUN, Loggins & Messina (Columbia).
- WOULD YOU LAY WITH ME (IN A FIELD OF STONE), Tanya Tucker (Columbia).

The Broadcasting Playlist™ Apr 8

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
3	1	1	Hooked on a Feeling (2:54) Blue Swede—EMI	2	4	1	1
2	2	2	Sunshine (3:18) John Denver—RCA	1	3	3	3
5	3	3	Bennie and the Jets (5:00) Elton John—MCA	5	1	2	2
7	4	4	TSOP (3:18) MFSB—Phila. Int'l.	3	2	4	4
1	5	5	Seasons in the Sun (3:24) Terry Jacks—Bell	4	7	5	5
4	6	6	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	6	5	7	7
6	7	7	Dark Lady (3:26) Cher—MCA	7	6	6	6
15	8	8	The Lord's Prayer (2:59) Sister Janet Mead—A&M	8	8	9	9
12	9	9	Eres Tu (Touch the Wind) (3:12) Mocedades—Tara	9	9	11	8
9	10	10	Jet (2:48) Paul McCartney & Wings—Apple	11	12	8	10
11	11	11	The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	10	11	10	12
8	12	12	Rock On (3:13) David Essex—Columbia	12	10	13	13
13	13	13	Oh My My (3:39) Ringo Starr—Apple	13	13	12	11
16	14	14	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	14	16	14	14
14	15	15	Spiders & Snakes (3:03) Jim Stafford—MGM	15	14	16	15
19	16	16	Come and Get Your Love (3:30) Redbone—Epic	18	15	17	17
17	17	17	Keep on Singing (3:03) Helen Reddy—Capitol	16	18	18	19
22	18	18	Loco-Motion (2:45) Grand Funk—Capitol	21	19	15	16
10	19	19	Boogie Down (3:30) Eddie Kendricks—Tamla	19	17	20	18
20	20	20	A Very Special Love Song (2:44) Charlie Rich—Epic	17	20	19	25
26	21	21	Tubular Bells (3:18) Mike Oldfield—Virgin	20	21	22	23
49	22	22	Dancing Machine (2:29) Jackson Five—Motown	22	22	21	22
27	23	23	I've Been Searching So Long (4:19) Chicago—Columbia	23	23	23	20
24	24	24	Piano Man (4:30) Billy Joel—Columbia	24	24	25	24
21	25	25	Lookin' for a Love (2:37) Bobby Womack—United Artists	26	25	24	21
25	26	26	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	25	26	27	26
32	27	27	Let It Ride (3:33) Bachman-Turner Overdrive—Mercury	27	27	26	27
23	28	28	Jungle Boogie (3:08) Kool and the Gang—Delite	28	29	29	29
28	29	29	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	33	34	28	28
31	30	30	The Entertainer (2:57) Marvin Hamlisch—MCA	29	28	30	31
29	31	31	Last Kiss (2:31) Wednesday—Sussex	30	37	31	33
30	32	32	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	38	30	32	30
18	33	33	The Way We Were (3:29) Barbra Streisand—Columbia	35	36	34	37
56	34	34	Don't You Worry 'Bout a Thing (3:40) Stevie Wonder—Tamla	37	31	35	32
36	35	35	Tell Me a Lie (2:59) Sami Jo—MGM South	36	32	33	40
33	36	36	Love Song (2:50) Anne Murray—Capitol	32	38	37	39
34	37	37	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	31	39	38	36
41	38	38	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	39	35	36	35
37	39	39	My Sweet Lady (2:40) Cliff De Young—MCA	34	40	39	42
43	40	40	Thanks for Saving My Life (2:57) Billy Paul—Phila. Int'l.	49	33	40	34
—	41	41	I Won't Last a Day Without You (3:47) Carpenters—A&M	40	42	41	41

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
44	42	42	Mighty Love (3:14) Spinners—Atlantic	41	52	42	38
45	43	43	I'm a Train (3:16) Albert Hammond—Mums	45	46	43	43
47	44	44	You're Sixteen (2:50) Ringo Starr—Apple	42	70	44	45
46	45	45	Star Baby (2:37) Guess Who—RCA	46	45	46	50
58	46	46	Outside Woman (3:35) Bloodstone—London	54	41	48	46
48	47	47	Help Me (3:22) Joni Mitchell—Asylum	50	43	45	52
50	48	48	Happiness Is Me and You (3:06) Gilbert O'Sullivan—MAM	44	47	47	61
38	49	49	Last Time I Saw Him (2:45) Diana Ross—Motown	43	48	49	59
55	50	50	Oh Very Young (2:33) Cat Stevens—A&M	47	49	51	49
60	51	51	You Make Me Feel Brand New (4:45) Stylistics—Avco	51	44	61	44
42	52	52	Touch a Hand, Make a Friend (3:26) Staple Singers—Stax	52	51	52	47
35	53	53	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	48	54	54	58
—	54	54	Once You Understand (3:55) Think—Big Tree	55	68	50	54
—	55	55	Payback (3:30) James Brown—Polydor	66	50	63	48
39	56	56	Dance with the Devil (3:32) Cozy Powell—Chrysalis	64	67	53	57
52	57	57	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	63	66	56	55
74	58	58	Werewolf (3:30) Five Man Electrical Band—Polydor	59	61	55	65
66	59	59	I've Got a Thing About You Baby (2:20) Elvis Presley—RCA	58	57	57	73
—	60	60	I Am What I Am (2:32) Lois Fletcher—Playboy	62	63	62	53
51	61	61	W O L D (3:56) Harry Chapin—Elektra	57	65	58	64
—	62	62	Daybreak (3:03) Nillon—RCA	60	71	59	62
40	63	63	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	66	55	60	63
62	64	64	Star (2:58) Stalers Wheel—A&M	63	59	67	72
—	65	65	The Same Love That Made Me Laugh (3:23) Bill Withers—Sussex	*	53	70	56
61	66	66	Honey Please Can't Ya See (2:54) Barry White—20th Century	65	60	65	69
70	67	67	She's Gone (3:24) Daryl Hall & John Oates—Atlantic	*	73	73	51
—	68	68	Rock Around the Clock (2:06) Bill Haley—MCA	73	74	64	70
53	69	69	Virginia (2:30) Bill Amesbury—Casablanca	74	64	66	74
73	70	70	A Dream Goes on Forever (3:21) Todd Rundgren—Bearsville	75	72	71	71
68	71	71	Put a Little Love Away (3:10) Emotions—Stax	61	58	*	68
—	72	72	Standing at the End of the Line (2:45) Lobo—Big Tree	67	*	75	*
—	73	73	Loving You (2:42) Johnny Nash—Epic	69	69	*	75
—	74	74	My Girl Bill (3:12) Jim Stafford—MCA	*	75	68	*
65	75	75	Skybird (2:18) Neil Diamond—Columbia	71	*	72	*

Alphabetical list (with this week's over-all rank): Bennie and the Jets (3), The Best Thing That Ever Happened to Me (11), Boogie Down (19), Come and Get Your Love (16), Dance with the Devil (56), Dancing Machine (22), Dark Lady (7), Daybreak (62), Don't You Worry 'Bout a Thing (34), A Dream Goes on Forever (70), The Entertainer (30), Eres Tu (Touch the Wind) (9), Happiness Is Me and You (48), Help Me (47), Honey Please Can't Ya See (66), Hooked on a Feeling (1), I Am What I Am (60), I Won't Last a Day Without You (41), I'll Have to Say I Love You in a Song (14), I'm a Train (43), I've Been Searching So Long (23), I've Got a Thing About You Baby (59), Jet (10), Jungle Boogie (28), Just Don't Want to Be Lonely (32), Keep on Singing (17), Last Kiss (31), Last Time I Saw Him (49), Let It Ride (27), Loco-Motion (18), Lookin' for a Love (25), The Lord's Prayer (8), Love Song (36), Love's Theme (37), Loving You (73), Midnight at the Oasis (38), Mighty Love (42), Mockingbird (6), My Girl Bill (74), My Mistake Was to Love You (63), My Sweet Lady (39), Oh My My (13), Oh Very Young (50), Once You Understand (54), Outside Woman (46), Payback (55), Piano Man (24), Put a Little Love Away (71), Put Your Hands Together (57), Rock Around the Clock (68), Rock On (12), Rock & Roll Hootchie Koo (29), The Same Love That Made Me Laugh (65), Seasons in the Sun (5), She's Gone (67), The Show Must Go On (26), Skybird (75), Spiders & Snakes (15), Standing at the End of the Line (72), Star (64), Star Baby (45), Sunshine (2), Tell Me a Lie (35), Thanks for Saving My Life (40), Touch a Hand, Make a Friend (52), TSOP (4), Tubular Bells (21), Until You Come Back to Me (53), A Very Special Love Song (20), Virginia (69), W O L D (61), The Way We Were (33), Werewolf (58), You Make Me Feel Brand New (51), You're Sixteen (44).

Senate tags campaign bill with embargo on election results

Humphrey, McGovern, Goldwater and others argue East Coast results can prejudice West if released before polls close

The results of presidential elections will not be released to the public before midnight, eastern time, of election day if Congress passes a campaign-reform bill in its present form. By a 43-38 vote, the Senate last Monday (April 1) approved an amendment that will embargo the release of vote tallies by election officials and thereby prevent the broadcast networks from possibly influencing West Coast voters with East Coast election results. The amendment was sponsored by Senator Henry L. Bellmon (R-Okla.).

It seemed clear that the Bellmon amendment touched a nerve in many senators, for the debate was short even though the measure was opposed by the campaign-reform bill's floor managers. Senators Hubert Humphrey (D-Minn.) and Barry Goldwater (R-Ariz.), both of whom have been on the losing end of presidential elections, rose to speak for the amendment. And Senator George McGovern (D-S.D.), who has been in a similar situation, joined them in voting for the measure.

"Whether or not there are convincing results [proving that early returns prejudice voters in the West]," Mr. Humphrey said on the floor, "I know there is something wrong in people turning on the television and having someone in New York tell them what is going to happen across the country. I think we're entitled to make our own mistakes." Senator Humphrey lost California to President Nixon in the 1968 presidential race.

Senator Howard Cannon (D-Nev.), who is sponsoring the reform bill, which provides for the public funding of campaigns for federal-level office, claimed the Bellmon amendment would "be impossible to administer. . . . If I or some other member of Congress at the close of the polls in an Eastern Seaboard state called a friend in California and said 'We heard the results' and that so-and-so was winning . . . we would be subject to a \$5,000 criminal penalty. We can certainly recognize the unfortunate situation [where West Coast voters might be unduly influenced by early returns], but I do not know how we can possibly avoid that without making criminals of almost everyone in the nation."

Senator Edward Kennedy, another campaign-reform sponsor, said he could "not see any convincing evidence that this has a real impact."

Despite the argument that the measure had not been sufficiently studied (the amendment is presently sitting, in bill

form, before the Senate Rules Committee), the measure was passed minutes later. The vote did not split down any discernible lines, with Democrats and Republicans, liberals and conservatives standing on both sides of the issue.

There was concern expressed that the amendment would make broadcast journalists, who might receive vote tally information before the midnight deadline, liable for fine and imprisonment if such information were aired. Senator Bellmon argued that, to the contrary, only election officials could be held liable. The bill does not say that specifically, though; it merely stipulates that "whoever makes public any information" concerning presidential election count would be liable for a \$5,000 fine and/or one year in prison.

CBS President Arthur Taylor, in a prepared statement, criticized the Senate's attempt to "restrict the public's right to prompt information about its own balloting."

AT&T rate hike will whiplash customers — NAB

Association's filing with FCC includes survey purporting to show that stations, news wires would have to cut back service

To AT&T the new private line rates it is proposing are a way of meeting the competition being offered by MCI Inc. and other new specialized common carriers. But to broadcast stations, particularly radio stations, and newspapers, the proposed rates are regarded as a threat to their ability to serve as news outlets.

The stations and newspapers would feel the impact of the new so-called hi-lo rates through their impact on AP, UPI and other newswire services. All told, the services estimate their costs would jump almost \$5 million; those of AP and UPI, the services most used by broadcasters, about \$2.3 million (an increase of more than 30% in each case). And although the news services have not said how they would pass those costs on, they have left no doubt they will pass them on in some fashion.

The proposed tariff would replace AT&T's current practice of nationwide average pricing with rates pegged according to the routes involved—lower in allegedly low-cost high-density areas, as in the New York-Chicago corridor, and higher in allegedly high-cost low-density areas. It is designed to meet the competition of MCI Inc. and other specialized carriers that, AT&T claims, engage in cream-skimming by servicing only high-density areas. MCI's reaction to the proposed rates tariff is that it is a device to put it out of business.

Whatever the effect on the competition between AT&T and MCI, many radio stations, the National Association of Broadcasters said in a filing with the FCC last week, would drop their newswire service because of an inability to absorb the

cost. Many newspapers, too, according to the American Newspaper Publishers Association, would be obliged to reduce news-gathering and editorial activities, and in some cases cancel one or more of the newswire services.

NAB based its comments on responses of 141 radio stations to a questionnaire sent to 200. Of those responding, 126 subscribe to one or more newswire services and another nine intend to. But 98 stations would either drop one of the services or decide not to add one in the face of increased costs. Twenty-two stations said they would rule out the use of existing or contemplated newswire service if costs rose 5%; an additional 76 would do so if costs went up 20%.

NAB said it restricted its survey to radio stations—nonmember as well as member—because they operate "on a marginal basis, at best." And after quoting the concerns over rising newswire costs stated in some of the responses to the survey, NAB added, "It is apparent that cost increases will thrust many broadcasters into the dilemma of deciding whether to serve the community and thereby sustain financial losses or to forego those higher service goals and avoid economic disaster."

Furthermore, NAB said, the survey indicated that where a station did not drop either or both newswire services, it would curtail other aspects of its news operation. Some stations said that they would reduce their news coverage, including local news coverage; others, that they would cut back on remotes. Twenty-three said they would reduce the working hours and/or staff of their news operation.

The Bell System's proposed tariff is meeting with widespread and intense opposition from a variety of customers, including the Department of Defense, AP, UPI, Reuters Ltd., Dow Jones and Commodity News Services, are the newswire services that, along with NAB and ANPA, stressed the argument that the proposed rates would adversely affect the ability of small-town stations and newspapers to do their news-disseminating job.

AP, in addition, charged that the proposed rates would actually discriminate against newswire services. It said that the \$2.4 million increase that it and UPI would bear would constitute more than one-sixth of all of the increases 16,309 users will be required to bear (3,049 customers will experience decreases averaging \$319 each month), and that all of the newswire services involved in the proceeding would bear more than one third of the total increase.

The commission is considering the matter under streamlined procedures that it hopes will permit it to reach a decision on the lawfulness of the proposed tariff by the end of the year. However, the new rates are scheduled to go into effect on April 15, and there is nothing further the commission can do to prevent that from happening; it has already used the only weapon it has in such proceedings—an order suspending the effectiveness of the tariff for 90 days. But it has entered an accounting order so that money paid under a tariff later found to be improper will be returned.

Johnson-Salant exchange picks up where Nixon-Rather's left off

A broadcaster wrote to a network news chief to express dismay over remarks between the President and CBS correspondent Dan Rather at the NAB convention March 19—and received an unequivocal reply. Both letters are reproduced here. Together, they illuminate an issue that has divided an industry.

March 28, 1974

Mr. Richard S. Salant
President, CBS News
Columbia Broadcasting System
New York, N.Y. 10019

Dear Mr. Salant:

I am appalled by the attached news story appearing on the AP wire.

It is just conceivable that I have been a professional broadcaster for more years than you (1937), and thus, may have sufficient expertise as a professional and as your senior to comment critically on the attached AP news story quoting you.

As a member of the NAB board of directors, I was present on stage during the news conference last Tuesday with President Nixon. Like all broadcasters, and others with whom I have been in contact since the news conference, I was appalled, and yes, a bit ashamed, of my industry as a result of the uncalled for disrespectful deportment of CBS's Dan Rather. Mr. Rather should be reassigned, if not terminated.

Mr. Salant, I have the largest news organization in our part of Oregon and Northern California, and I would have terminated one of my newsmen within the hour for such a rank display of disrespect, and I would have terminated that reporter without notice or chance of reconsideration.

But, I am even more concerned with your statement, as reported by AP, that it is the duty of a reporter to criticize the President of the United States. This simply is not true. A reporter's duties are simply to report the news without bias and certainly without a display of disrespect for either the man or the office. In my opinion, you have demonstrated by that statement, the precise attitude that has created mass discredit of electronic news by the general public. No matter where I travel in these United States, I never fail to receive mass criticism of the bias and arrogance of broadcast news, and when I involve myself in a subsequent conversation, without fail, the criticism really points to network and not local news. Your statement, as reported by AP, indicates to me that you and Mr. Rather, and others who think as you apparently do, must be reassigned or terminated if broadcast news is to regain the confidence of the public.

I cannot state too strongly the deep feeling of regret I had when Mr. Rather displayed his unprofessional lack of respect for the President of the U.S.
Sincerely yours,

/s/ Ray Johnson



Adversary relationship. Eyeball-to-eyeball before 80 million.

April 3, 1974

Mr. Ray Johnson
Executive Vice President and
General Manager
KMED Radio and Television
Post Office Box 10
Medford, Ore. 97501

Dear Mr. Johnson:

One thing we can agree on: You do know how to make yourself perfectly clear. And since I strongly disagree with you in your insistence that Dan Rather "should be reassigned, if not terminated," you are right that if anybody is to be "reassigned" or "terminated," it is I.

I did not say, as the wire service said I said, that "it is the duty of reporters to criticize the President when necessary." Nor do I believe it. This was an informal Q&A session which the press apparently was covering; what I said was that it is the duty of the press to maintain, in general, an adversary relationship with the government, including the President, and to report facts about the President—whether favorable or unfavorable—so long as they are facts.

I do wish, as I have said many times, that the incident had never happened. And when I use the word "incident," I intend to include Dan Rather's having permitted himself to be suckered by the President's comment when Dan arose. Dan, too, wishes he had said or done something else (morning after hindsight makes better men of all of us). But I equally regret the President's having made the personal and provocative remark which he made. And most of all I regret, and deplore, what I regard as the entire unseemly and inappropriate behavior of those attending the press conference, including, apparently not only NAB members but the board members who sat on the stage, applauding the proceedings, booing, and otherwise treating a serious and excellent Presidential press conference as though it were some sort of athletic contest or partisan po-

litical rally.

In all the accumulated circumstances, I am reasonably certain that, in the heat of the moment, had I been in Dan Rather's shoes, I might well have responded even more inappropriately than Dan's relatively mild (and stunned) "No sir, Mr. President, are you?" Really, Mr. Johnson, in the light of all the circumstances, is that really a capital offense? Would you really deal so harshly with *your* newsmen (if you would, my heart goes out to them)?

And so I will neither reassign nor terminate anybody when I recognize that I might have even done worse. If you believe that this requires that I be fired, be my guest. This is a free country, and impeachment proceedings seem to be part of today's process.

I trust that you were not one of those members of the NAB board of directors present on the stage who applauded throughout the proceedings. I am sure that you are too sensible and logical to hold—properly and correctly—me and my associates to the standard of objectivity, lack of bias, and non-partisanship while at the same time you condone the behavior of the bosses of the news directors on whom such requirements are imposed when such *boss* behavior involves the ever so public (in front of 80 million people) display of their own bias, subjectivity and political partisanship. If you were not one of those who behaved in so unseemly and inappropriate way, I trust that at the next NAB board meeting you will point out to those of your brethren who did so behave that they demeaned the important, invaluable and serious institution of Presidential press conferences and the institution of an objective press as well. But I urge you not to express your displeasure of your brethren quite so strongly and intemperately as you expressed your displeasure with Mr. Rather and me.

Yours sincerely,

/s/ Richard S. Salant

CBS gives federal archive go-ahead to tape and preserve Walter Cronkite, other news shows

Network does so at archivist's request; effect on Vanderbilt suit is uncertain; only CBS can stop it

CBS announced last week it had granted a nonexclusive, royalty-free license to the U.S. government's National Archives and Records Service to record and maintain libraries of all news, documentary, public-affairs and special-events broadcasts carried on CBS-TV.

In the process it may also have laid the groundwork for a settlement of its differences with Vanderbilt University over Vanderbilt's taping and renting out copies of its *CBS Evening News With Walter Cronkite* (BROADCASTING, Jan. 7, et seq.). Vanderbilt officials commended CBS's licensing of the National Archives as seemingly consistent with their own objectives, but stopped short of saying they would terminate the taping and rental practices that CBS has filed a copyright lawsuit to halt.

CBS said it granted the National Archives license in response to a request by James B. Rhoads, archivist of the U.S. Dr. Rhoads said the idea came from the American Historical Association, which feared that current history was not being systematically recorded and preserved. He indicated CBS programs would be taped and made available as part of a pilot project that might later be expanded to include similar ABC-TV and NBC-TV programs as well, if the networks agreed to it.

The CBS programs will be video taped and a 16mm master copy will be made for the National Archives, according to deputy archivist James O'Neill, who added that copies would be available as needed to the 16 branch archives and

presidential libraries around the country for viewing by scholars, researchers and others who meet the archives' requirements for use of its facilities. He said the pilot recording project would focus on CBS's evening newscasts, but also include selected public-affairs and documentary programs.

The license prohibits editing other than deletion of commercials and gives the archives the right to prepare and distribute an index and similar material. CBS agreed to provide transcripts of the programs.

Somewhat ironically, the recording will be done by the Defense Department, with which CBS was once embroiled in deep controversy as a result of its documentary *The Selling of the Pentagon*. It was noted, however, that the Defense Department is the government unit with the best if not the only facilities to handle such recording.

In Nashville, meanwhile, where Vanderbilt's own TV News Archive has been taping the evening newscasts of all three networks since 1968, university officials welcomed the move. James Pilkington, administrator of the archive, called it "a step in the right direction" and said it "appears consistent with the objectives" of the school archive to preserve and make available "for present and future study" the news broadcasts of all three networks.

He and other Vanderbilt sources declined to comment on whether the university might dispense with taping of the *CBS Evening News* when copies become available through the National Archives. One source said any comment would be inappropriate in view of the pendency of CBS's suit.

Jeff Carr, legal counsel to the university, said the question involved matters of policy but that "I think we feel that very important principles are at stake in this lawsuit and I think the sentiment here is to see the suit through to its conclusion." He and others emphasized that only CBS, as the plaintiff, could terminate the litigation.

CBS sources said the license to the National Archives was the same kind offered to and rejected by Vanderbilt with respect to the *CBS Evening News*. CBS's offer was limited to that program, they

said, because that was the only one Vanderbilt was taping. The CBS suit charges Vanderbilt with infringement of CBS's copyright on the program. Vanderbilt contends the CBS claim violates the public's First Amendment right to know, and that the copyright law provides no basis for copyrighting TV programs (BROADCASTING, April 1).

Presidential assistant Patrick Buchanan jumped into the act last week in support of Vanderbilt's position. In a *TV Guide* column he charged that "CBS's demand is arrant nonsense. Once news is published for 20 million people it does not remain the private property of the publisher. It belongs to the nation."

Study says TV coverage of Ervin committee brought mixed blessings

Analysis shows greater public awareness—and greater cynicism resulted from live Watergate hearings

In its coverage of the Watergate hearings last year, television "brought it all home" to millions of Americans and "was a vehicle for enormous political education." But, from a media and political standpoint, there were also disadvantages from the televised hearings.

Those are two of many conclusions drawn by "The Impact of the Televised Watergate Hearings," a study appearing in the spring issue of the *Journal of Communication*, published by The Annenberg School of Communications at the University of Philadelphia. The article was written by Michael J. Robinson, who is on the faculty of the Department of Politics at Catholic University in Washington, and was based on a random sample of the opinions of 103 residents of Eugene and Springfield, Ore. Some respondents were contacted both in May 1973, when the hearings got under way, and again in August, when they ended. Others were contacted only in August. Some additional conclusions Mr. Robinson drew:

■ In May people relied more heavily on newspapers than TV for following Watergate, but by August "television was the undisputed fount of political information about Watergate," and "this reliance was virtually universal among all racial, social, or political categories."

■ "Media coverage clearly increased public awareness of the principals involved in Watergate."

■ Data from the study "suggests that television relies learn more slowly than others (are less interested), or that television is the source the public says it relies upon when it fails to pay any attention at all."

■ The televised hearings "did not compel the public to regard Nixon as a felon or as one guilty of high crimes." In fact, Mr. Robinson said, phase one of the hearings "may have helped in his struggle to break free of the guilt implied by the committee and alleged by [former presidential aide] John Dean."

■ "The public was experiencing greater

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

445 PARK AVENUE

NEW YORK, N. Y. 10022

(212) 355-0405

ambivalence about television and press as the hearings wore on."

Without television most Americans "would have remained functionally ignorant of Watergate" and "the public still believes that the press and TV were the only vehicles for uncovering the truth about Watergate."

In their involvement in the hearings "the Ervin committee, the networks and the press took on a President . . . The media and the committee were courageous. But they might have realized that their courage would be selectively perceived as petty politics, that to attack Nixon successfully was to tarnish their public image as well. In truth, the public has probably chosen to distrust both sides a little more."

Labor board asserts Mutual, AFTRA erred in firing of newsmen

The National Labor Relations Board has issued complaints against Mutual Broadcasting System and the American Federation of Television and Radio Artists in response to charges brought by a former Mutual employee. According to the network and the union, the charges are without foundation.

Robert I. Beecroft had complained to NLRB that he was illegally fired because Mutual's management discovered he was opposed to changes proposed in a new AFTRA contract (BROADCASTING, Feb. 4). Under the proposal, so-called man-in-charge positions held by Mr. Beecroft and other AFTRA members who worked at Mutual, would be eliminated. Also, per-newscast pay rates would be dropped and AFTRA employees at Mutual would receive \$588 per week for all duties they performed.

The complaint issued by NLRB against Mutual alleged that on Dec. 14, 1973, Mutual "discriminatorily" fired Mr. Beecroft for "expressing his opposition to the 'buy-out' provision proposed by the union to be included in the current collective bargaining agreement."

In its complaint against AFTRA, NLRB charged that the union failed "to process a grievance relating to, and arbitrate [Mr. Beecroft's] discharge because he engaged in union and/or protected

concerted activities" by opposing the buy-out provision.

NLRB consolidated both cases for a hearing to begin April 25 in Washington.

A Mutual executive said last week that Mr. Beecroft was "discharged for cause as determined by management." He explained that last September Mr. Beecroft was notified he was to be discharged, but subsequently the AFTRA local's executive secretary, Evelyn Freyman, asked Mutual to reconsider its decision. Mr. Beecroft was retained with the understanding that if he made any further mistakes he would be fired, the Mutual spokesman said. But, the spokesman said, Mr. Beecroft again failed to perform his job adequately and was finally discharged.

Daniel Jordan, Washington attorney for the Baltimore-Washington local of AFTRA, denied NLRB's allegations against the union. AFTRA "has never failed to represent any employe in good faith," he asserted.

In a related action, NLRB dismissed for lack of sufficient evidence a complaint by another former Mutual correspondent, Robert A. Edwards, who charged he was fired discriminatorily.

Wall Street wonders

Mutual Broadcasting System, WTVJ(TV) Miami and KNX(AM) Los Angeles have been named 1974 winners of Janus Awards for excellence in financial news programing. The national competition is sponsored annually by the Mortgage Bankers Association, Washington, and is designed to recognize stations and networks that have made significant contribution to community understanding of commerce and finance.

Mutual Broadcasting System's winning entry was its Monday-Friday *Small Business USA*, presented by Tony Marvin. WTVJ was selected for a trio of shows by the station's financial editor, Dick Davis (*The Dick Davis Stock Market Report*, *The Dick Davis Consumer Report* and *Off-Beat Wall Street*). The *Ed Hart Financial News*, six times daily from the Pacific Coast Stock Exchange, won the honors for KNX.

Each of the winners will receive bronze statuettes of the Roman god, Janus, at the Mortgage Banking Association's national conference in Washington.

Finance

Broadcasting does it for ABC in 1973

Before the government got to it, broadcasting pulled in \$80 million in profits

Pre-tax earnings by broadcasting operations at ABC Inc. rose dramatically, from \$68,689,000 in 1972 to \$80,150,000 in 1973, making television and radio the top profit center among all of the company's activities. Pre-tax 1973 corporate earnings amounted to a total of \$94,431,000.

A breakout of ABC Inc.'s revenues and net income is contained in the company's annual report for 1973, distributed last week, which showed that all units of ABC Inc. except "publishing and other activities" operated profitably. Earnings from continuing operations before income taxes and extraordinary items for theaters climbed in 1973 to \$9,082,000 from \$8,819,000; for records, to \$2,332,000 from \$911,000 in 1972; motion pictures, to \$287,000 from an \$11,775,000 loss in 1972. Profits in the publishing and other category dropped to \$2,580,000 from \$5,312,000 in 1972 because of losses by ABC Entertainment Center in Los Angeles and ABC Scenic and Wildlife Attractions.

The breakout reveals that operating revenues in broadcasting increased to \$673,900,000 from \$628,901,000 in 1972; in records, to \$106,514,000 from \$82,501,000 and in publishing and other activities, to \$33,521,000 from \$29,064,000 in 1972.

Operating revenue from theaters declined in 1973 to \$57,546,000 from \$64,413,000 because of the sale of the company's Northern Theatre Group. Revenues from motion picture production also fell (to \$9,024,000 from \$14,619,000 in 1972) because of curtailment in feature film production.

In late February, ABC announced corporate financial results for 1973 (BROADCASTING, March 4). Those figures showed that income after taxes increased to \$47,254,000 on revenues of \$880,505,000 in 1973 from \$35,637,000 on revenues of \$819,498,000 in 1972.

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. April 3	Closing Wed. March 27	Net change In week	% change In week	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (\$00)		
						High	Low					
Broadcasting												
ABC	ABC	N	24 3/8	25 1/2	- 1 1/8	-	4.41	34 1/4	20	9	16,584	404,235
CAPITAL CITIES COMM.	CCB	N	35 1/8	35 1/4	- 1/8	-	.35	62 1/2	29	13	7,198	252,829
CBS	CBS	N	34	35 1/4	- 1 1/4	-	3.54	52	24 7/8	10	28,061	954,074
CONCERT NETWORK*		D	3/8	3/8			.00	7/8		8	2,200	825
CDX	CDX	N	16	17	- 1	-	5.88	40 1/4	13 3/8	9	5,831	93,296
FEDERATED MEDIA***		O	5 3/4	5 1/2	+ 1/4	+	4.54	5 3/4	2	19	820	4,715
GROSS TELECASTING	GGG	A	11	11 1/4	- 1/4	-	2.22	18 3/8	10	7	800	8,800
LIN	LINB	O	4 3/4	5 1/8	- 3/8	-	7.31	14 3/4	3 1/4	5	2,296	10,906
MOONEY*	MOON	O	3	3 1/8	- 1/8	-	4.00	10 1/4	2 1/4	8	385	1,155
PACIFIC & SOUTHERN	PSOU	O	5	5 1/4	- 1/4	-	4.76	13 3/4	4 1/2	71	1,751	8,755
RAHALL	RAHL	D	4 1/2	4 1/2			.00	12 1/4	2 3/4	7	1,297	5,836
SCRIPPS-HOWARD	SCRP	O	16 1/4	16 1/2	- 1/4	-	1.51	21 1/4	14 3/8	8	2,589	42,071
STARR	SBG	M	7	7 3/4	- 3/4	-	9.67	24 1/2	7	5	1,069	7,483
STORER	SBK	N	15	15 3/8	- 3/8	-	2.43	44	12	7	4,751	71,265

Stock symbol	Exch.	Closing Wed. April 3	Closing Wed. March 27	Net change in week	% change in week	1973-1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
TAFT	TF8	N 18 1/4	18 3/4	-	1/2	-	2.66	58 5/8	15 1/2	7	4,219	76,996
WOODS COMM.*		O 3/4	3/4				.00	1 5/8	1/4	6	292	219
									TOTAL	80,143	1,943,460	
Broadcasting with other major interests												
ADAMS-RUSSELL	AAR	A 2 1/2	2 1/4	+	1/4	+	11.11	5 3/8	2	7	1,259	3,147
AVCO	AV	N 6 1/2	6 5/8	-	1/8	-	1.88	16	6 3/8	6	11,481	74,626
BARTELL MEDIA	BMC	A 1 1/2	1 1/2				.00	3 1/2	1	4	2,257	3,385
JOHN BLAIR	BJ	N 6 1/2	6 7/8	-	3/8	-	5.45	13	4 7/8	5	2,403	15,619
CAMPDOWN INDUSTRIES*	O	3/8	3/8				.00	2	1 1/4	5	1,138	426
CHRIS-CRAFT	CCN	N 3 3/8	3 7/8	-	1/2	-	12.90	6 5/8	2	9	4,167	14,046
COMBINED COMM.	CCA	A 12	12 7/8	-	7/8	-	6.79	44	10	8	3,274	39,288
COWLES	CWL	N 6 1/8	6 1/8				.00	9 5/8	4 3/4	12	3,969	24,310
DUN & BRADSTREET	DNB	N 30	32 1/2	-	2 1/2	-	7.69	42	30	20	26,198	785,940
FAIRCHILD INDUSTRIES	FEN	N 5 3/8	5 1/8	+	1/4	+	4.87	13 3/8	4	49	4,550	24,456
FUQUA	FQA	N 8 7/8	9 3/8	-	1/2	-	5.33	20 3/8	6 3/4	3	8,560	75,970
GENERAL TIRE	GY	N 15 7/8	16 1/4	-	3/8	-	2.30	28 3/4	12	4	21,505	341,391
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 3/4	7	+	3/4	+	10.71	12 7/8	6 1/2	5	475	3,681
HARTE-HANKS	HHN	N 8 3/8	8 7/8	-	1/2	-	5.63	29 1/4	7	7	4,337	36,322
JEFFERSON-PILOT	JP	N 28 3/8	29 1/4	-	7/8	-	2.99	40 7/8	27	13	24,082	683,326
KAISER INDUSTRIES	KI	A 8	8				.00	9 3/8	4	5	27,487	219,896
KANSAS STATE NET.*	KSN	O 3 7/8	3 5/8	+	1/4	+	6.89	6 1/8	3 1/4	7	1,741	6,746
KINGSTIP	KTP	A 5 1/8	6 1/8	-	1	-	16.32	14 1/4	3 1/2	5	1,154	5,914
LAMB COMMUN.***	P	1 1/4	1 1/4				.00	2 5/8	1 1/4	25	475	593
LEE ENTERPRISES	LNT	A 12 5/8	13 1/8	-	1/2	-	3.80	25	9 7/8	9	3,352	42,319
LIBERTY	LC	N 13 7/8	14	-	1/8	-	.89	23 7/8	13 3/8	6	6,632	92,019
MCGRAW-HILL	MHP	N 8 1/2	8 7/8	-	3/8	-	4.22	16 7/8	6 3/8	8	23,486	199,631
MEDIA GENERAL	MEG	A 25 3/4	26 1/2	-	3/4	-	2.83	43 1/2	20 1/2	11	3,546	91,309
MEREDITH	MDP	N 10	10 1/8	-	1/8	-	1.23	20 1/2	8 3/8	5	2,897	28,970
METROMEDIA	MET	N 8 5/8	8 7/8	-	1/4	-	2.81	32 1/4	7	6	6,493	56,002
MULTIMEDIA	MMED	O 13	13				.00	30 1/4	11 1/2	10	4,388	57,044
OUTLET CO.	OTU	N 10 3/4	8 7/8	+	1 7/8	+	21.12	17 5/8	8	6	1,379	14,824
POST CORP.	POST	O 10 1/4	10 1/2	-	1/4	-	2.38	17	8	5	893	9,153
PSA	PSA	N 8	8 1/4	-	1/4	-	3.03	21 7/8	6 1/8	44	3,768	30,144
REEVES TELECOM	RBT	A 1 3/8	1 3/8				.00	3 1/4	1 1/4	8	2,376	3,267
RIDDER PUBLICATIONS	RPI	N 14 3/8	7 1/2	+	6 7/8	+	91.66	29 7/8	7 1/2	9	8,312	119,485
ROLLINS	ROL	N 17 1/4	17 1/8	+	1/8	+	.72	36 1/2	14 1/4	15	13,305	229,511
RUST CRAFT	A	7 3/4	8 1/2	-	3/4	-	8.82	33 3/4	7 1/2	4	2,366	18,336
SAN JUAN RACING	SJR	N 11 1/8	11 1/2	-	3/8	-	3.26	23 3/4	11 1/8	9	2,367	26,332
SCHERING-PLOUGH	SGP	N 69 1/2	73 1/4	-	3 3/4	-	5.11	87 5/8	62 1/2	35	52,590	3,655,005
SOMDERLING	SDB	A 8 1/2	8 1/2				.00	16 3/8	6 3/8	5	816	6,936
TECHNICAL OPERATIONS	TO	A 5 1/8	5 1/2	-	3/8	-	6.81	13 1/2	4	5	1,359	6,964
TIMES MIRROR CO.	TMC	N 15 3/4	16 3/8	-	5/8	-	3.81	25 7/8	13 7/8	10	31,145	490,533
TURNER COMM.*	O	3 1/4	3 1/8	+	1/8	+	4.00	6	3	7	1,486	4,829
WASHINGTON POST CO.	WPD	A 22 3/8	22 7/8	-	1/2	-	2.18	37	15 3/4	8	4,749	106,258
WOMETCO	WDM	N 9 1/4	9 3/8	-	1/8	-	1.33	19 3/8	7 7/8	7	6,295	58,228
									TOTAL	337,266	7,716,182	
Cablecasting												
AMECO**	ACD	O 3/4	1/4	+	1/2	+	200.00	3	1/8		1,200	900
AMER. ELECT. LABS**	AELBA	O 1 1/2	1 1/2				.00	3 5/8	1		1,673	2,509
AMERICAN TV & COMM.	AMTV	O 11 1/4	12 1/4	-	1	-	8.16	39	7 1/4	32	3,174	35,707
ATHENA COMM.**	O	1/2	1/2				.00	5 1/2	3/8		2,126	1,063
BURNUP & SIMS	BSIM	O 19 1/4	20 1/8	-	7/8	-	4.34	34 3/4	15 1/8	22	7,907	152,209
CABLECOM-GENERAL	CCG	A 2 3/4	3 1/8	-	3/8	-	12.00	8 7/8	1 3/4	92	2,536	6,974
CABLE FUNDING CORP.	CFUN	O 6 1/4	6 3/8	-	1/8	-	1.96	9 3/4	4 1/2	52	1,121	7,006
CABLE INFO.****	O	5/8	5/8				.00	2 1/2	5/8		663	414
CITIZENS FINANCIAL	CPN	A 3 1/4	3	+	1/4	+	8.33	9 1/2	2 3/8	10	2,390	7,767
COMCAST*	O	2	2				.00	5 3/8	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O 2 7/8	3	-	1/8	-	4.16	9 3/4	2 1/8	24	4,761	13,687
COX CABLE	CXC	A 8 1/8	8 1/4	-	1/8	-	1.51	31 3/4	7 3/4	15	3,560	28,925
ENTRON*	ENT	O 5/8	5/8				.00	9 1/4	1/4	4	1,358	848
GENERAL INSTRUMENT	GRL	N 13 3/4	14 7/8	-	1 1/8	-	7.56	29 1/2	12 1/4	8	6,792	93,390
GENERAL TELEVISION*	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 9	8 1/8	+	7/8	+	10.76	15 3/8	6 1/4	10	917	8,253
TELE-COMMUNICATIONS	TCOM	O 3 3/8	3 7/8	-	1/2	-	12.90	21	2 5/8	14	4,619	15,589
TELEPROMPTER	TP	N 5 5/8	5 1/8	+	1/2	+	9.75	34 1/2	3 3/4	33	16,482	92,711
TIME INC.	TL	N 37 1/2	38	-	1/2	-	1.31	63 1/4	25 3/4	8	10,380	389,250
TOCOM*	TOCM	O 4 7/8	4 3/4	+	1/8	+	2.63	12 1/8	2 3/4	12	634	3,090
UA-COLUMBIA CABLE	UACC	O 5 1/2	5 3/4	-	1/4	-	4.34	15	3 3/4	12	1,790	9,845
VIACOM	VIA	N 6 1/8	6 1/8				.00	20	4 5/8	10	3,851	23,587
VIKOA	VIK	A 2 5/8	2 7/8	-	1/4	-	8.69	9 1/8	1 3/4	88	2,591	6,801
									TOTAL	85,109	911,526	
Programming												
COLUMBIA PICTURES**	CPS	N 2 7/8	3 1/8	-	1/4	-	8.00	9 7/8	2 1/4		6,748	19,400
DISNEY	DIS	N 50	48 3/4	+	1 1/4	+	2.56	123 7/8	37	30	29,155	1,457,750
FILMWAYS	FWY	A 4 3/8	4 1/8	+	1/4	+	6.06	5 3/4	2 1/8	7	1,801	7,879
GULF + WESTERN	GW	N 26 1/2	26 3/8	+	1/8	+	.47	35 3/4	21 3/8	5	14,088	373,332
MCA	MCA	N 22 1/4	22 1/4				.00	34 1/4	18 1/2	8	8,379	186,432
MGM	MGM	N 12 1/2	13 1/2	-	1	-	7.40	24	7 5/8	8	5,918	73,975
TELE-TAPE**	O	1/8	1/4	-	1/8	-	50.00	1 3/4	1/8		2,190	273
TELETRONICS INTL.*	O	3 7/8	4	-	1/8	-	3.12	10 1/2	2 1/2	8	943	3,654
TRANSAMERICA	TA	N 8 7/8	9 1/2	-	5/8	-	6.57	17 5/8	6 1/8	7	66,354	588,891
20TH CENTURY-FOX	TF	N 8 3/4	8 7/8	-	1/8	-	1.40	12 3/8	5	10	8,557	74,873
WALTER READE**	WALT	O 3/8	3/8				.00	1 3/8	1/8		2,203	826

	Stock symbol	Exch.	Closing		Net change	% change	1973-1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
			Wed. April 3	Wed. March 27			In week	In week			
WARNER	WCI	N	13 1/2	14 3/4	- 1 1/4	- 8.47	39 1/8	9	6	15,064	203,364
WRATHER**	WCO	A	7 5/8	7 7/8	- 1/4	- 3.17	16 5/8	3 7/8		2,229	16,996
TOTAL										163,629	3,007,645
Service											
88DO INC.		O	12 3/4	12 7/8	- 1/8	- .97	17 7/8	10	6	2,513	32,040
COMSAT	CQ	N	33 3/4	35 3/8	- 1 5/8	- 4.59	64 1/2	32 1/2	9	10,000	337,500
CREATIVE MANAGEMENT	CMA	A	5	5 1/2	- 1/2	- 9.09	9 1/2	3	5	1,016	5,080
DOYLE DANE BERNBACH	DOYL	D	9 1/4	10 1/4	- 1	- 9.75	23 1/2	8 1/2	5	1,799	16,640
ELKINS INSTITUTE**	ELKN	O	5/8	1/4	+ 3/8	+ 150.00	1 1/4	1/4		1,897	1,185
FODTE CONE & BELDING	FCB	N	10 1/2	10 3/8	+ 1/8	+ 1.20	13 3/8	8 1/8	7	2,122	22,281
GREY ADVERTISING	GREY	O	8 3/8	8 3/8		.00	17 1/4	7 1/2	4	1,264	10,586
INTERPUBLIC GROUP	IPG	N	12 5/8	12 1/4	+ 3/8	+ 3.06	25 3/8	9 3/4	5	2,464	31,108
MARVIN JOSEPHSON	MRVN	O	8 1/2	8 1/2		.00	18 1/2	6 3/4	6	957	8,134
MCCAFFREY & MCCALL*		O	9 1/4	9 1/4		.00	10 3/4	5	5	585	5,411
MCI COMMUNICATIONS+	MCIC	D	4 5/8	4 3/4	- 1/8	- 2.63	8 7/8	3 3/4		12,825	59,315
MDVIELAB**	MOV	A	1 1/4	1 1/4		.00	1 7/8	1/2		1,407	1,758
MPO VIDEOTRONICS**	MPD	A	2 1/4	2 1/4		.00	4 7/8	2		539	1,212
NEEDHAM, HARPER	NDHMA	O	6 1/2	6 1/2		.00	26 1/4	5	3	917	5,960
A. C. NIELSEN	NIELB	O	20 3/8	22 5/8	- 2 1/4	- 9.94	40 1/2	19 3/4	18	10,598	215,934
OGILVY & MATHER	OGIL	O	15 3/4	15 3/4		.00	32 1/2	12 3/4	6	1,777	27,987
PKL CO.*	PKL	O	1 3/4	1 1/4	+ 1/2	+ 40.00	3	1/4	3	818	1,431
J. WALTER THOMPSON	JWT	N	10 3/8	10	+ 3/8	+ 3.75	24 3/4	8 1/4	5	2,625	27,234
UNIVERSAL COMM.*		O	3/4	3/4		.00	12 1/2	1/2	1	715	536
WELLS, RICH, GREENE	WRG	N	9 1/8	8 7/8	+ 1/4	+ 2.81	21 1/8	7 1/2	4	1,631	14,882
TOTAL										58,469	826,214
Electronics											
ADMIRAL	ADL	N	12 7/8	13 1/4	- 3/8	- 2.83	18	7 1/4	8	10,796	138,998
AMPEX	APX	N	4	4		.00	6 7/8	3 1/8	8	10,878	43,512
CCA ELECTRONICS*	CCAE	O	3/4	3/4		.00	3	3/4	1	881	660
COHU, INC.	COH	A	3 1/8	3 1/8		.00	7 7/8	2 5/8	6	1,542	4,818
COMPUTER EQUIPMENT	CEC	A	1 5/8	1 3/4	- 1/8	- 7.14	2 7/8	1 3/8	10	2,372	3,854
CONRAC	CAX	N	17 3/4	17 7/8	- 1/8	- .69	31 7/8	13 1/4	8	1,261	22,382
GENERAL ELECTRIC	GE	N	55 3/4	55	+ 3/4	+ 1.36	75 7/8	53 3/8	17	182,348	10,165,901
HARRIS-INTERTYPE	HI	N	29 3/4	31 1/4	- 1 1/2	- 4.80	49 1/4	24 1/2	10	6,227	185,253
INTERNATIONAL VIDEO	IVCP	O	5 1/4	5	+ 1/4	+ 5.00	14 3/4	3 3/4	13	2,741	14,390
MAGNAVDX	MAG	N	6 7/8	6 7/8		.00	29 5/8	6 1/4	23	17,806	122,416
3M	MMM	N	75 1/8	76	- 7/8	- 1.15	91 5/8	71 1/4	29	113,086	8,495,585
MOTOROLA	MOT	N	55 7/8	57 1/8	- 1 1/4	- 2.18	68 3/4	41 1/4	19	27,740	1,549,972
OAK INDUSTRIES	OEN	N	11 7/8	12 1/8	- 1/4	- 2.06	20 1/2	9 1/2	5	1,639	19,463
RCA	RCA	N	19 1/2	19 5/8	- 1/8	- .63	39 1/8	16 1/2	8	74,515	1,453,042
ROCKWELL INTL.	RQK	N	26 1/4	27 5/8	- 1 3/8	- 4.97	32 5/8	23 1/8	6	27,245	715,181
RSC INDUSTRIES	RSC	A	1 5/8	1 5/8		.00	2 1/2	1 1/8	10	3,458	5,619
SONY CORP	SNE	N	28	28 3/4	- 3/4	- 2.60	57 1/4	21 1/4	22	66,250	1,855,000
TEKTRONIX	TEK	N	42	44 1/4	- 2 1/4	- 5.08	56 5/8	29 7/8	18	8,646	363,132
TELETRON**	TIMT	O	2 1/8	2 1/8		.00	4 3/4	1 1/2		1,050	2,231
TELEPRO IND.*++		O	6	6		.00	6	1/4	38	475	2,850
VARIAN ASSOCIATES	VAR	N	10 1/2	11 1/2	- 1	- 8.69	19 1/2	9 5/8	10	6,617	69,478
WESTINGHOUSE	WX	N	19 1/4	21 3/8	- 2 1/8	- 9.94	47 3/8	19 1/4	11	88,595	1,705,453
ZENITH	ZE	N	27	29	- 2	- 6.89	56	25	9	18,888	509,976
TOTAL										675,056	27,449,166
GRAND TOTAL										1,399,672	41,854,193

Standard & Poor's Industrial Average 105.58 108.09 -2.51

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. Earn-
ing figures are exclusive of extraordinary
gains or losses.

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

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

Company	Period/Ended	CURRENT AND CHANGE			YEAR EARLIER				
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Cablecom-General Inc.	3 mo. 2/28	4,513,573	+ 0.1%	17,100	*	.01	4,509,817	(95,152)	(.04)
Chris-Craft Industries Inc.	6 mo. 2/28	27,099,000	+ 1 %	(1,194,000)	*	(.29)	26,849,000	2,488,000	.60
Kansas State Network Inc.	6 mo. 2/28	4,799,262	+ 17.8%	523,311	+ 5.6%	.31	4,072,875	495,697	.28
Liberty Corp.	year 12/31	122,682,616	+ 9.7%	16,314,710	+ 10.9%	2.42	111,774,051	14,708,752	2.15
A. C. Nielsen Co.	6 mo. 2/28	80,599,874	+ 13.5%	5,317,284	- 9.5%	.50	71,013,277	5,876,385	.55
Outlet Co.	year 1/31	91,522,034	+ 11.7%	3,371,472	+ 18.9%	2.18	81,914,261	2,833,728 ¹	1.90
Pacific & Southern Broadcasting Co. ²	year 12/31	17,380,517	- 1.1%	218,116	- 46.9%	.12	17,566,581	410,439	.21
Sony Corp.	3 mo. 1/31	402,700,000	+ 39.1%	40,200,000	+ 29.7%	.61	289,400,000	31,000,000	.47

* Percentage change is too great to provide a meaningful figure.
¹ After special credit of \$341,661 from sale of 75% interest in CATV system.
² Net income for 1973 is after \$183,061 write-off of certain deferred costs relating to application for a CATV franchise. Net income for 1972 does not

include special charge of \$3,789,187 from disposition of KHON-TV Honolulu and KYXI(AM) Oregon City, Ore., and discontinuance of radio sales representative business.

Fates & Fortunes®

Media

Gary Stevens, VP-general manager, KRIZ(AM) Phoenix, **Bill Smith**, VP-general manager, KDWB(AM) St. Paul, exchange assignments, retaining same titles. Both are Doubleday stations.

Harold Vester, VP-general manager, WSSB(AM) Durham, N.C., appointed general manager, WDNC-AM-FM Durham.

L. Lee Thomas, program manager, KLMS(AM) Lincoln, Neb., assumes additional duties as general manager.

James P. Rosner, advertising director, Spencer-Roberts & Associates, a political advertising and consulting firm, Los Angeles, joins KNKS(AM) Hanford, Calif., as station manager.

Ron Lorentzen, promotion director, KGW-TV Portland, Ore., joins KING-TV Seattle in same position. Both are King Broadcasting stations.

Annette Petello, administrative assistant, KMEX-TV Los Angeles, named promotion director.

Don Herman, national broadcast sales manager, Broadcast Electronics, Silver Spring, Md., named special assistant to president, Mark Media Inc., Burnsville, N.C., owner of WCSL(AM) Cherryville, N.C., WKYK(AM) Burnsville, N.C. and WKKR(AM) Pickens, S.C.

Broadcast Advertising

Richard Goldman, with sales staff, KPIX-TV San Francisco, named national sales manager, KTVU-TV San Francisco-Oakland.

Syd Oliver, national sales manager, WSM-TV Nashville, appointed assistant sales manager of newly combined local and national sales department of station.



Boyles

Don Boyles, general manager, KNCN(AM)-KMOD(FM) Tulsa, Okla., named general sales manager, WSUN(AM) St. Petersburg, Fla.

Tom Rosing, with staff, Edward Petry & Co., New York, named national sales coordinator, WJAR-TV Providence, R.I.

Robert G. McGroarty, sales manager, WEEL(AM) Boston, appointed general sales manager.

Peter Moller, San Francisco manager, The Christal Co., named national sales manager, K101-AM-FM San Francisco.

Jerry Jacob, with sales staff, K101, named AM-FM local sales manager.

Russel E. Kruse, general sales manager, KRCC-TV Rochester, Minn., named VP-marketing, RJL Inc., Minneapolis-based agency.

Charles Stern, executive art director, Cunningham & Walsh Inc., New York, elected VP. **Robert G. Lurie**, account supervisor, named VP.

David Miller, account supervisor, Warwick, Welsh & Miller, New York, named VP.

Jacob L. Engle, account supervisor, Ketchum, MacLeod & Grove, Pittsburgh, appointed VP.



Carney

Robert Carney, radio-TV producer, J. Walter Thompson Co., Chicago, joins Clinton E. Frank Inc. Chicago, in same position.

Stan Naze, with sales department, WSAU-TV Wausau, Wis., named cooperative advertising manager. **Bill Jones**, also with sales staff, named local sales manager.

Molly S. Burke, advertising, public relations, KWGN-TV Denver, named assistant manager of that department.

Programing

Bill Seiler, account executive, Rhodes Productions, Los Angeles, named mid-western sales director, Warner Bros. TV, also Los Angeles. He will be working out of Covington, La.

Tony Atwater, reporter, WSLC(AM)-WSLQ-FM Roanoke, Va., joins WVWR-FM Roanoke, as program director.

Gary McDowell, operations manager, WNEW(AM) New York, joins WEZE(AM) Boston as program director.

Smith McClure, producer, director, WTMJ-TV Milwaukee, named production manager.

Broadcast Journalism

Bill Greenwood, chief congressional correspondent, Mutual Broadcasting System, Washington, named news director. **Peter Gamble**, WCAU(AM) Philadelphia; **Bob Moore**, Metromedia News, Washington; **Robert Burns**, WCBM(AM) Baltimore, named MBS correspondents.

Joe Gale, news director, WZGC(FM) Atlanta, named national news director of licensee, GCC Communications of Atlanta, group station owner.

Alexander C. Field Jr., VP-community affairs, WGN Continental Broadcasting Co., named editorial spokesman for WGN-AM-TV Chicago.

Dorothy Readie, producer, Ram-Z II Productions, Pittsburgh, named editorial director, KQV(AM)-WDVE(FM) Pittsburgh.

Frank Giles, freelance photographer-journalist, named director, editorial and public affairs, WEEL(AM) Boston.

Cable



Asch

County Cablevision

Nat Asch, executive producer, RKO General Radio, New York, joins Home Box Office Inc., New York in same position.

Thomas F. Riggs, promotion assistant, cable coordinator, KPLR-TV St. Louis, named marketing manager of Madison Corp., Alton, Ill.



Holman

Robert G. Holman, regional sales manager, Scientific-Atlanta, equipment manufacturing firm in Atlanta, named VP, Daniels and Associates, Denver-based consulting firm.

David G. Cowden, business planning manager, electronics components group, GTE Sylvania, Waltham, Mass., subsidiary of General Telephone & Electronics, named CATV operations manager.

Equipment & Engineering

W. Herbert Lamb, VP-general manager, TV picture tube division, GTE Sylvania Inc., Stamford, Conn., retires after 41 years with company.

Allied Fields

Milton O. Gross, senior attorney-adviser, complaints and compliance division, FCC, Washington, named chief of newly created fairness/political branch at FCC (BROADCASTING, March 25).

David John Markey III, administrative assistant to Senator J. Glenn Beall Jr. (R-Md.), joins government relations staff of National Association of Broadcasters, Washington.

Murray Benson, VP-film licensing, CBS Publishing Group, New York, named VP-market development.

William Whaley, executive with Western Publishing Co., New York, named VP, Workshop Products Group, developer and licensor of products based on Children's Television Workshop's series, *Sesame Street* and *Electric Co.*

Deaths

Fred Freed, 53, NBC News executive producer, died of heart attack at his New York home, March 31. Mr. Freed produced many *NBC News White Paper* programs and was winner of seven Emmy and three George Foster Peabody awards. Announcement of third Peabody citation



Freed

was made last Monday, day after Mr. Freed's death, for *NBC Reports: The Energy Crisis—An American White Paper*, telecast last Sept. 4. He began in broadcasting in 1949 as writer for CBS Radio's *This is New York* and joined NBC in 1955 as script editor of TV *Home* series. He returned to CBS in 1958 to produce TV documentaries and rejoined NBC in 1961. He is survived by two daughters, his

parents, and two sisters.



Church (1953 photo)

WJVS(AM) and later as assistant general manager, from 1945 until his retirement

Wells (Ted) Church, 72, former CBS News executive and correspondent, died in Annapolis, Md., last Tuesday (April 2). Mr. Church had two tours of duty at CBS—from 1931 to 1936 during which time he served in Washington as program manager of then CBS-owned

in 1966. In his later association, Mr. Church served CBS in such capacities as chief assistant to director of news; editor-in-chief of CBS News; director of news and public affairs for CBS Radio, and from 1954 until 1966, as CBS News correspondent in Washington. He is survived by his wife, Margaret, and four children.

Norma V. Young, 85, pioneer home economist on radio, died March 28 in Van Nuys, Calif. She began broadcasting on KFI(AM) Los Angeles in mid-1920s while on staff of old *Los Angeles Examiner*. She began daily radio program on KHJ(AM) Los Angeles, in 1936 and continued until retirement in 1961.

For the Record®

As compiled by BROADCASTING, March 25 through March 29, 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

Final actions

- ***Red Oak, Iowa**—State Educational Radio and Television Facility Board. Broadcast Bureau granted UHF ch. 36 (602-608 mhz); ERP 1,025 kw vis., 205 kw aur. HAAT 1,854 ft.; ant. height above ground 1,800 ft. P.O. address Box 1758, Des Moines, Iowa 50306. Estimated construction cost \$1,551,925; first-year operating cost \$113,249; revenue none. Geographic coordinates 41° 20' 40" north lat.; 90° 15' 21" west long. Type trans. Gates BT-110U. Type ant. RCA TFU-365-DAS. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Jansky & Bailey, Alexandria, Va. Principal: Robert F. Ray is chairman of Iowa State Educational Radio and Television Facility Board (BPET-466). Action March 20.

Action on motion

- **Administrative Law Judge Lenore G. Ehrig** in Jackson, Miss. TV proceeding, denied petition to intervene by office of communication of United Church of Christ and Community Coalition for Better Broadcasting (Docs. 18845-9). Action March 12.

Rulemaking petition

- **Georgia State Board of Education, WCLP-TV et al., Chatsworth, Ga.**—Requests amendment of TV table of assignments to assign the following channels in Georgia: *52 to Carnesville, *49 to Carrolltown, *65 to Cedartown, *48 to Columbus, *60 to Elberton, *51 to Flintstone, *69 to Hartwell, *35 to Lafayette and *59 to Young Harris (RM-2340). Ann. March 26.

Existing TV stations

Final actions

- **Los Angeles Chief**, complaints and compliance division of Broadcast Bureau informed John R. Phillips, representing Sierra Club and National Council of Jewish Women, that licensees of Los Angeles stations KNXT(TV) and KTTV(TV) did not incur fairness doctrine obligations by broadcasting automobile and gasoline advertisements. Ann. March 19.
- **KCOY-TV Santa Maria, Calif.**—Broadcast Bureau granted CP to change ERP vis. 115 kw; aur. 22.9 kw; change type trans. (BPCT-4701); granted authority to operate trans. by remote control from 1503 N. McClelland Street, Santa Maria (BRCTV-177). Action March 14.
- ***WEDH(TV) Hartford, Conn.**—Broadcast Bureau

granted license covering change; ERP vis. 692 kw; HAAT 860 ft. (BLET-341). Action March 14.

- **Miami**—Chief, complaints and compliance division, informed Evelio S. Estrella that no further action was warranted on his complaint that WLTV-(TV) Miami violated equal opportunities provisions of communications act. Ann. March 19.

- ***WHMB-TV Indianapolis**—Broadcast Bureau granted mod. of license to reduce ERP aur. 69.2 kw (BMLCT-772). Action March 14.

- **Springfield, Mass.**—Chief, complaints and compliance division of Broadcast Bureau, denied John Pierce Lynch's complaint against WGBY-TV Springfield. Lynch was informed it would be difficult at this time to determine whether WGBY-TV violated equal time provisions, since more than 16 months had passed between time he alleged station refused him access to appeal as candidate for U.S. senator and time of filing his complaint. Ann. March 19.

- ***WGVC(TV) Grand Rapids, Mich.**—Broadcast Bureau granted CP to change ERP vis. 1000 kw; aur. 200 kw; HAAT 860 ft.; condition (BPET-463). Action March 14.

- **WZZM-TV Grand Rapids, Mich.**—Broadcast Bureau granted mod. of license covering reduction of aur. ERP to 29.35 kw (H) (BMLCT-773). Action March 19.

- **WRLH(TV) Lebanon, N.H.**—Broadcast Bureau granted CP to install alternate main trans. at main trans.-ant. location; change ant. system (BPCT-4702). Action March 19.

- **Brooklyn, N.Y.**—Chief, complaints and compliance division of Broadcast Bureau, informed Dr. William J. Ronan, chairman of New York City Transit Authority, WNEW-TV New York did not deliberately distort news or fail to meet fairness doctrine obligations by refusing to provide Authority "time or treatment equal to the charges" raised in licensee's reportage of news events concerning alleged mismanagement and corruption in Authority. Ann. March 19.

- **WSNL-TV Patchogue, N.Y.**—Broadcast Bureau granted license covering new station (BLCT-2270). Action March 14.

- **WCCB-TV Charlotte, N.C.**—Broadcast Bureau granted mod. of license covering change of name to WCCB-TV Inc. (BMLC-775). Action March 21.

- **WKY-TV Oklahoma City**—Broadcast Bureau

granted CP to install precise frequency control equipment (BPCT-4690). Action March 21.

- **KYW-TV Philadelphia**—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4683). Action March 14.

- **Wilkes-Barre, Pa.**—Chief, complaints and compliance division, informed Dr. James M. Toole, chairman of board of trustees of Luzerne County Community College, Wilkes-Barre, that stations WBRE-AM-FM-TV Wilkes-Barre did not broadcast editorial containing personal attack upon Toole and board of trustees. Ann. March 19.

- **WSBA-TV York, Pa.**—Broadcast Bureau granted CP to replace expired permit to install aux. ant. (BPCT-4705). Action March 19.

- **KENS-TV San Antonio, Tex.**—Broadcast Bureau granted transfer of control of licensee, Express Communications, from subsidiary Express Publishing Co. to parent Harte-Hanks Newspapers Inc. (BTC-3772), and granted mod. of license covering change of name to Harte-Hanks Television Inc. (BMLCT-776). Action March 21.

Other action

- **FCC waived prime time access rule** to permit station affiliated with NBC to carry major league baseball pregame show honoring Hank Aaron of Atlanta Braves, beginning at 7:30 p.m. E.T., in addition to regular coverage of game scheduled for 8:00 p.m. on April 8 between Braves and Los Angeles Dodgers. Action March 25.

Call letter application

- **KTVW(TV) Tacoma, Wash.**—Seeks KXRI-TV.

New AM stations

Applications

- **Monroe, Ga.**—Charles M. Haasl, James N. Williamson and Raymond L. Dehler seek interim operating authority of WMRE(AM), 1490 khz. Ann. March 19.

- **Agana, Guam**—Trans World Radio Pacific (non-stock) seeks 770 khz, 10 kUV. P.O. address: c/o Dr. Paul E. Freed; 560 Main Street, Chatham, N.J. 07926. Estimated construction cost \$268,842; first-year operating cost \$69,456; revenue not given.

NOTE
NEW
ADDRESS

**EDWIN TORNBERG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

Principals: Dr. Paul E. Freed, president; Rev. Milton G. Frazier vice chairman, et al, operate several international stations. Ann. March 21.

■ Whitley City, Ky.—County Roads Broadcasting Corp. seeks 1220 khz, 500 kw-D. P.O. address: c/o W. R. Carrigan, Highway 27, Box 264, Whitley City, Ky. 42653. Estimated construction cost \$26,723; first-year operating cost \$30,710; revenue \$60,000. Principals: William R. Carrigan (50%), Clyde E. Darrell and Carl E. Stump (25% each) all have interest in WECO(AM) Wartburg, Tenn. Ann. March 19.

■ Huntingdon, Tenn.—David B. Jordan seeks 1530 khz, 1 kw-D, 250 w-CH. P.O. address: 28 Hurland Avenue, Jackson, Tenn. 38301. Estimated construction cost \$32,650; first-year operating cost \$36,000; revenue \$40,000. Principal: David B. Jordan (100%) has interests in WNRG(AM) Grundy, Va., WMTD(AM) Hinton, W. Va., and WDTM(AM) Selmer, Tenn. Ann. March 21.

Final actions

■ Anchorage—Mt. Susitna Broadcasting Corp. Broadcast Bureau granted 1080 khz, 10 kw. P.O. address 360 K Street, Anchorage 99501. Estimated construction cost \$22,020; first-year operating cost \$169,700; revenue \$200,000. Principals: George A. Dickson (33 1/3%), Joe L. Hayes (33 1/3%) and John R. Garland (33 1/3%). Mr. Dickson is Anchorage lawyer. Mr. Hayes is Anchorage engineer. Mr. Garland is announcer at KFQD(AM) Anchorage. He also has interests in KYAK(AM), KENI(AM), and KFQD(AM), all Anchorage, WKER(AM) Pompton Lakes, N.J.; WFEC(AM) Harrisburg Pa., and WETT(AM) Ocean City, Md. (BP-19458). Action March 20.

■ Bedford, Pa.—Bedford County Broadcast Enterprises. Broadcast Bureau granted 1600 khz, 1 kw. P.O. address Box 256, Bedford 15522. Estimated construction cost \$28,362; first-year operating cost \$8,915; \$20,000. Principals: Jay B. Cessna, John H. Cessna (each 49%), et. al. Mr. John H. Cessna is assistant manager at Bedford movie theater. Mr. Jay B. Cessna is announcer at WBFD(AM)-WAKM-FM Bedford (BP-19488).

Action on motion

■ Administrative Law Judge John H. Conlin in Lemore, Calif., AM proceeding, rescheduled hearing presently scheduled for April 1 to May 9 at Fresno, Calif. (Doc. 19922), Aciton March 19.

Other actions

■ Review board in Santa Cruz, Aptos-Capitola, Calif., AM proceeding, dismissed, in response to withdrawal request by Broadcast Bureau, its petition to add issues filed Jan. 3, seeking misrepresentation, lack of candor and Section 1.65 issues against Progressive Broadcasting Co., in proceeding involving competing applications of St. Cross Broadcasting and Progressive for new AM at Santa Cruz and Aptos-Capitola, respectively (Docs. 19503, 06). Action March 22.

■ Review board in Statesboro, Ga., AM proceeding, denied motion by Southeast Radio to add studio location, site availability and staffing issues against Rosemor Broadcasting Company is proceeding involving mutually exclusive applications of Rosemor and Southeast for new AM at Statesboro (Docs. 19887, 8). Action March 20.

■ Review board in San Juan, Rio Grande, Isabel Segunda, Puerto Rico, AM proceeding, granted petition by Figueroa and Associates for extension of time through April 1 to file responsive pleadings to petitions to add issues by Boricua Broadcasting Corp. and by Cavallaro Broadcasting Corp., against Figueroa. Proceeding involves competing applications of Cavallaro Broadcasting, Boricua Broadcasting, and Summit Broadcasting of Puerto Rico for new AM to operate on 1030 khz in San Juan, and Figueroa and Associates at Rio Grande, and Vieques Radio Corp. at Isabel Segunda, Cieques (Docs. 19897-19901). Action March 25.

Call letter applications

- KYOR, Inc., Pagosa Springs, Colo.—Seeks KPAG.
- B.F.J. Timm, Tallahassee, Fla.—Seeks WANM.
- Magof, Inc., Agana, Guam—Seeks KATB.
- J. T. Parker, Jr., Lebanon, Va.—Seeks WLRV.

Existing AM stations

Final actions

■ KSUN Bisbee, Ariz.—Broadcast Bureau granted license covering changes (BL-13585). Action March 15.

■ KQPD Clovis, Calif.—Broadcast Bureau granted assignment of CP from Elbert Dean, George E. Gautney and Carl T. Jones dba Clovis Broadcasters to Mr. Gautney and Mr. James dba Clovis Broadcasters; consideration \$3,340.68 (BAP-817). Action March 15.

■ KQXI Arvada, Colo.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 2700 South Platte River Drive, Englewood, Colo.; conditions (BP-19715). Action March 19.

■ WTMC Ocala, Fla.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only (BL-13477). Action March 15.

■ WFLA Tampa, Fla.—Broadcast Bureau granted CP to change ant.-trans. site to 0.6 mile north of Route 580, 3.2 miles east of Oldsmar, Fla., and change from nondirectional day ant. to DA-2 (BP-19608). Action March 19.

■ WSCB Chicago, Ill.—Broadcast Bureau granted license covering CP for changes (BL-13570). Action March 15.

■ WDEE Detroit—Broadcast Bureau granted mod. of license covering change of studio location outside corporate city limits to 21700 Northwestern Highway, Southfield, Mich. and waived provisions of Section 73.30 of rules (BML-2505). Action March 19.

■ WCLD Cleveland, Miss.—Broadcast Bureau granted license covering changes (BL-13366). Action March 13.

■ KPJA Ironton, Mo.—Broadcast Bureau granted CP to change frequency to 1480 khz and increase power to 5 kw; trans. changed; and studio location redesignated as 0.3 mile west of Pilot Knob on Shepherd Mountain Lake Road, Pilot Knob, Mo.; section 73.87 of rules waived (BP-19506). Action March 14.

■ WCVI(AM) Connellsville, Pa.—FCC granted application of Connellsville Broadcasters, for renewal of license for one year from Dec. 28, 1973. While adopting Dec. 28 initial decision by Administrative Law Judge Basil P. Cooper, FCC deleted orders which assessed \$5,000 forfeiture against Bernard Stern, Connellsville officer and stockholder, prohibited WCVI broadcasts of any message from him and required him to notify FCC of his whereabouts each month for year (Doc. 19668). Action March 13.

■ KGUL(AM) Port Lavaca, Tex. Broadcast Bureau granted assignment of license from Angelo Broadcasting-Telectasting to Lewis O. Seibert, 100% owner of license (BAL-8085). Action March 19.

■ KTEM Temple, Tex.—Broadcast Bureau granted relinquishment of negative control of licensee corp. by each, Clint Formy and Marshall Formy, through sale of stock (10%) to Don Chaney; consideration \$30,400 (BTC-7363). Action March 19.

■ WTTX Appamattox, Va.—Broadcast Bureau granted assignment of CP to WTTX Inc. (BAP-820). Action March 19.

Fines

■ KIBE Palo Alto, Calif.—Broadcast Bureau notified KIBE of apparent liability in amount of \$2,000 for willful or repeated violation of rules by failing to make entries on program logs identifying spon-

sor of program. Action March 15.

■ KCBC Des Moines, Iowa—Broadcast Bureau notified KCBC of apparent liability in amount of \$2,000 for willful or repeated violation of Communications Act and rules by failing to make required sponsorship identification announcement. Action March 15.

■ WUNR Brookline, Mass.—Broadcast Bureau notified WUNR of apparent liability in amount of \$2,000 for willful or repeated violation of rules by failing to make entries on program logs identifying sponsor of program. Action March 15.

■ KUXL Golden Valley, Minn.—Broadcast Bureau notified KUXL of apparent liability in amount of \$2,000 for willful or repeated violation of Communications Act and rules by failing to make required sponsorship identification announcement and failing to make entries on program logs identifying sponsor of program. Action March 15.

■ WJLL Niagara Falls, N.Y.—Broadcast Bureau notified WJLL of apparent liability in amount of \$2,000 for willful or repeated violation of rules by failing to make entries on program logs identifying sponsor of program. Action March 15.

■ WSLR Akron, Ohio—Broadcast Bureau notified WSLR of apparent liability in amount of \$2,000 for willful or repeated violation of rules by failing to make entries on program logs identifying sponsor of program. Action March 15.

■ WHAT Philadelphia—Broadcast Bureau notified WHAT of apparent liability in amount of \$2,000 for willful or repeated violation of rules by failing to make entries on program logs identifying sponsor of program. Action March 15.

■ KCOH Houston—Broadcast Bureau notified KCOH of apparent liability in amount \$2,000 for willful or repeated violation of rules by failing to make entries on program logs identifying sponsor of program. Action March 15.

■ WAUK Waukesha, Wis.—Broadcast Bureau notified WAUK of apparent liability in amount of \$1,000 for willful or repeated violation of rules by failing to make entries on program logs identifying sponsor of program. Action March 15.

Call letter application

- KGLX The Dalles, Ore.—Seeks KODL.
- KTAP Austin, Tex.—Seeks WIXL.

Call letter action

- WNYZ Ypsilanti, Mich.—Granted WYFC.

New FM stations

Applications

■ Enterprise, Ala.—Jones Wallace Miller seeks 106.7 mhz, 100 kw. HAAT 388 ft. P.O. address: Box 765, Enterprise 36330. Estimated construction cost \$15,511; first-year operating cost \$67,583; revenue \$69,160. Principal: Dr. Miller is veterinarian and businessman in Enterprise. Ann. March 18.

■ Hanford, Calif.—Kennebec Western Broadcasting Co. seeks 103.7 mhz, 50 kw. HAAT 498 ft. P.O. address: 20850 Pepper Tree Lane, Cupertino, Calif. 95014. Estimated construction cost \$110,760; first-year operating cost \$82,700; revenue not given. Principals: Robert F. (51%) and Arthur A. (9%), Fuller and Joseph N. Jeffrey Jr. (40%) are broadcasting consultant, real estate agent and radio personality respectively. Ann. March 12.

■ Ocala, Fla.—Harold James Sharp seeks 92.7 mhz, 3 kw. HAAT 290 ft. P.O. address: 7473 Overton Drive, Leesburg, Fla. 32748. Estimated construction cost \$43,770; first-year operating cost \$36,000; revenue \$60,000. Principal: Mr. Sharp has interest in WLBE-AM-FM Leesburg, Fla. Ann. March 19.

■ *Panama City, Fla.—Gulf Coast Community College seeks 90.7 mhz, TPO 10w. P.O. address: 5230 W. Highway 98, Panama City 32401. Estimated construction cost \$2,070; first-year operating cost \$3,691. Principal: Dr. Richard Morley, president. Ann. March 22.

■ Tallahassee, Fla.—Amrad Corp. seeks 103.1 mhz, 3 kw. HAAT 300 ft. P.O. address: Mongaghan Drive, Tallahassee 32303. Estimated construction cost \$60,800; first-year operating cost \$66,250; revenue \$57,500. Principals: Dr. Claud and Mrs. Joanne Anderson (40%), et al. Dr. Anderson is education advisor to Florida Governor's office; Mrs. Anderson is preschool specialist. Ann. March 27.

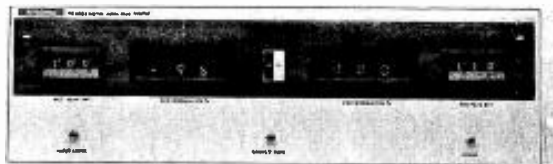
■ Burley, Idaho—Mini-Cassia Broadcasting seeks 98.3 mhz, 3 kw. HAAT 103 ft. P.O. address: 1841 West Main, Burley 83318. Estimated construction cost \$54,738; first-year operating cost \$12,000; revenue \$24,000. Principals: Dean S. Leshar (45%), Dean Leshar II (25%), et al. Leshars own Leshar Newspapers and KBAR(AM) Burley. Ann. March 21.

■ Fort Dodge, Iowa—Gospel Radio seeks 92.1 mhz, 2.75 kw. HAAT 309 ft. P.O. address: 1124 Avenue B. Box 1312, Fort Dodge 50501. Estimated construction cost \$30,245; first-year operating cost \$11,600; revenue \$46,000. Principals: N. S. Bemino, Jack Becker, (1/6 share each), et al. Mr. Bemino is train conductor, Mr. Becker is farm equipment designer, both in Iowa. Ann. March 11.

■ Ottumwa, Iowa—Kleeco Radio seeks 97.7 mhz,

AM monitors

- TX 800 Digital modulation indicator
- digital display of positive and negative peaks
- settable positive and negative peak flashers
- logging outputs
- connects to audio output of any modulation monitor



McMartin

McMartin Industries Inc 4500 South 76th Street
Omaha, Nebraska 68127 Phone (402) 331-2000

3 kw. HAAT 172 ft. P.O. address: 2112½ East Main Street, Ottumwa 52051. Estimated construction cost \$19,252; first-year operating cost \$7,730; revenue \$20,800. Principals: Thomas L. Davis and Ray Freedman (shares not given) own KLEE(AM) Ottumwa, which proposed FM would duplicate, and have interest WGLB-AM-FM Fort Washington, Wis. Mr. Davis has interest in WSDR(AM) Sterling, Ill. Ann. March 20.

■ Lake Charles, La.—D.J. of Lake Charles seeks 103.7 mhz, 100 kw. HAAT 441 ft. P.O. address: 2417 Shell Beach Drive, Lake Charles 70601. Estimated construction cost \$228,700 first-year operating cost \$60,000; revenue not given. Principal: Harold H. Stream III (100%) is manager of estate of J. G. Gray. Ann. March 11.

■ Ocean City, Md.—Wettlands Radio Inc. seeks 99.9 mhz, 50 kw. HAAT 500 ft. P.O. address: Box M, Ocean City 21842. Estimated construction cost \$26,070; first-year operating cost \$74,940; revenue \$102,000. Principals: Leonard F. Glazier, Sr. and Jr., and Regina S. Glazier (33½% each) also own WETT(AM) Ocean City, Ann. March 5.

■ Sparks, Nev.—E. H. (Papper) Schultz seeks 98.3 mhz, 500 kw. HAAT—490 ft. P.O. address: 527 10th Street, Sparks 89431. Estimated construction cost none; first-year operating cost \$7,082; revenue \$33,300. Principals: Mr. Schultz is account executive for KCR(AM) Reno. Ann. March 26.

■ Fairmont, N.C.—Carolinas Broadcasting Co. seeks 100.9 mhz, 3 kw. HAAT 252 ft. P.O. address: Box 665, Fairmont 28340. Estimated construction cost \$33,624; first-year operating cost \$25,000; revenue \$35,000. Principals: Ruth N. Moore (50.15%), John S. Pait Jr. (39.85%) and James C. Clark (10%) own WFMD(AM) Fairmont. Ann. March 22.

■ Austin, Tex.—Pioneer Broadcasting Co. seeks 102.3 mhz, 3 kw. HAAT 300 ft. P.O. address: Box 2197, Austin 78731. Estimated construction cost \$73,866; first-year operating cost \$40,000; revenue \$65,250. Principals: Wendell Mayes Jr. (96.4%), et al. Mr. Mayes has broadcasting and cable interests throughout Texas. Ann. March 12.

■ Brownsville, Tex.—Bagdad Broadcasting Corp. seeks 99.5 mhz, 100 kw. HAAT 442 ft. P.O. address: Box 3841, Brownsville 78520. Estimated construction cost \$158,300; first-year operating cost \$75,000; revenue \$75,000. Principals: Charles E. Haywood (80%), et al. Mr. Haywood is businessman in Brownsville and owner of applicant for VHF channel 23 there. Ann. March 22.

■ Fairmont, W. Va.—Mountain Broadcasting seeks 7.9 mhz, 25 kw. HAAT 657 ft. P.O. address: 13503 Dowlands Drive, Rockville, Md. 20852. Estimated construction cost \$81,790; first-year operating cost \$84,000; revenue \$90,000. Principals: Robert L. Purcell and Earl Judy Jr. (50% each). Mr. Purcell has interest in WBZY(AM) New Castle, Pa., and WCBX(AM) Eden, N.C. Mr. Judy is consulting engineer in Washington. Ann. March 21.

■ Parkersburg, W. Va.—Triplet Broadcasting Co. seeks 95.1 mhz, 50 kw. HAAT 500 ft. P.O. address: Lafayette Avenue, Route 1, Box 232, Marlton, N.J. 08053. Estimated construction cost \$96,731; first-year operating cost \$163,661; revenue \$186,000. Principals: Wendell A. (87%) and Robert S. (13%). Triplet own and operate WTOO(AM) and WOGM-FM Bellefontaine and WYAN(FM) Upper Sandusky, both Ohio. Ann. March 13.

Starts authorized

■ *WKHS(FM) Worton, Md.—Authorized program operation on 90.5 mhz, ERP 17.5 kw, HAAT 714 ft. Action March 15.

■ *WRSB(FM) Weston, Mass.—Authorized program operation on 88.3 mhz, TPO 10 w. Action March 11.

■ *WMSB(FM) Mississippi State, Miss.—Authorized program operation on 89.1 mhz, TPO 10 w. Action March 15.

■ *KTLX(FM) Columbus, Neb.—Authorized program operation on 88.3 mhz, TPO 10 w. Action March 11.

■ *WRSF(FM) Miamisburg, Ohio—Authorized program operation on 89.7 mhz, TPO 10 w. Action March 11.

■ *KCWC(FM) Riverton, Wyo.—Authorized program operation on 88.1 mhz, TPO 10 w. Action March 18.

Final actions

■ Birmingham, Ala.—FCC granted Voice of Dixie 99.55 mhz, 100 kw. P.O. address: Box 2468, Birmingham 35201. Estimated construction cost \$40,265; first-year operating cost \$25,000; revenue \$25,000. Principals: Mary S. Brennan (50%), William E. Bennis Jr. (25%), et al. Mr. Bennis has interest in WSLA-TV Selma, Ala. (Docs. 18664, 18666). Grant was made subject to resolution of questions raised by Birmingham Chapter of Human Relations Council for Alabama in connection with application of Voice for renewal of license of WVOK(AM) Birmingham. Mutually exclusive application of First Security and Exchange Company was denied. Action March 7.

■ Espanola, N.M.—George A. Gonzales Broadcasting Co. Broadcast Bureau granted 102.3 mhz, 1.54 kw. HAAT 436.4 ft. P.O. address Box 2068, Santa Fe, N.M. 87501. Estimated construction cost \$28,788.25; first-year operating cost \$18,000; revenue \$60,000. Principals: George A. Gonzales, president

(100% jointly with wife Celine V. Gonzales). Gonzales Broadcasting is licensee of KDCE(AM) Espanola (BHP-8476). Action March 21.

■ Edinburg, Tex.—Broadcast Bureau granted Valley Broadcasters Inc. 107.9 mhz, 100 kw. HAAT 490 ft. P.O. address: Box 1109, Edinburg 75202. Estimated construction cost \$139,270; first-year operating cost \$27,976; revenue \$67,028. Principals: W. Lloyd Hawkins, Cloyd O. Kendrick (24% each), et al. Mr. Kendrick has interest in KENN(AM) Farmington, N.M., and with Mr. Hawkins, in KURV(AM) Edinburg (BPH-8645). Action Feb. 5.

Initial decisions

■ Lexington Park, Md.—Administrative Law Judge David Kraushaar in initial decision proposed grant of application of Key Broadcasting Corp. for 97.7 mhz, 3 kw. HAAT 300 ft. P.O. address: 21 W. Chase Street, Baltimore 21201. Estimated construction cost \$10,500; first-year operating cost \$1,000; revenue \$15,000. New AM would duplicate WPTX(AM) Lexington Park. Key Broadcasting also owns WBMD(AM) Baltimore (Docs. 19410, 11). Competing application of Sound Media for same facility at Leonardtown, Md., would be denied. Ann. March 11.

■ Albuquerque, N.M.—Administrative Law Judge William Jensen proposed denial of mutually exclusive applications of Zia Tele-Communications

■ Espanola, N.M.—George A. Gonzales. Broadcast Inc. and Alvin L. Korngold for new FM on 107.9 mhz in Albuquerque (Docs. 19178-9). Ann. March 19.

Actions on motions

■ Administrative Law Judge Jay A. Kyle in Arkadelphia, Ark. (Great Southwest Media Corp., Arkadelphia Broadcasting Co.), FM proceeding, upon request by Great Southwest Media for change of procedural dates, scheduled hearing for May 28 (in lieu of April 23); exchange of exhibits by May 7 (in lieu of April 2), and notification of witnesses on May 17 (in lieu of April 12). Docs. 19892, 19894. Action March 7.

■ Administrative Law Judge John H. Conlin in Santa Paula, Fillmore, Calif. (Jerry Lawrence, et al.), FM proceeding, scheduled hearing for July 16. exchange of exhibits for June 14, and notification of witnesses on June 28. In another action, granted petition by William F. and Anne K. Wallace, joint tenants, to amend application to alter financial proposal (Dcs. 19865-68). Action March 6.

■ Administrative Law Judge Ernest Nash in Wilimantic, Conn. (Windham Broadcasting Group, The Nutmeg Broadcasting Co.), FM proceeding, granted request by Nutmeg Broadcasting to amend its application to reflect certain changes in stock ownership (Docs. 19870-1). Action March 4.

■ Acting Chief Administrative Law Judge Lenore G. Ehrig in Bend, Ore., FM proceeding, designated Administrative Law Judge Thomas B. Fitzpatrick to serve as presiding judge; set prehearing conference for April 17 and hearing for June 3 (Docs. 19967-8). Action March 30.

■ Chief Administrative Law Judge Arthur A. Gladstone in Bayamon, Puerto Rico (Raad Broadcasting Corp., Andres R. Nevares and Francisco J. Nevares, dba Baymon Broadcasters), FM proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge; scheduled prehearing conference for April 12 and hearing for May 29 (Docs. 19932-3). Action March 8.

■ Administrative Law Judge Jay A. Kyle in Cabo Rojo, Hormigueros, Puerto Rico (David Ortiz Radio Corp., Southwestern Broadcasting Corp.), FM proceeding as agreed at conference, scheduled hearing for June 11, with exchange of engineering exhibits April 16, nonengineering exhibits May 15 and notification of witnesses May 28 (Docs. 19920-1). Action March 6.

■ Chief Administrative Law Judge Arthur A. Gladstone in Brownsville, Tex. (Media Properties, Valley-

wide Enterprise), FM proceeding, designated Administrative Law Judge William Jensen to serve as presiding judge; scheduled prehearing conference for April 24 and hearing for June 10 (Docs. 19956-7). Action March 11.

Other action

■ Review board in Arkadelphia, Ark., FM proceeding denied petition by Great Southwest Media Corp., applicant for new FM at Arkadelphia to file late motion to add issues against competing applicant, Arkadelphia Broadcasting Co., and motion to add issues (Docs. 19892, 19894), Action March 20.

Rulemaking petitions

The following amendments to FM table of assignments are requested (ann. March 26):

■ Charles W. Carpenter, Peoria, Ariz.—Seeks to assign channel 280A to Payson, Ariz. (RM-2335).

■ KPSI(AM) Palm Springs, Calif.—Seeks to assign channel 265A to Palm Springs. (RM-2342).

■ Teche Broadcasting Corp., Bayou Vista, La.—Seeks to assign channel 237A to Bayou Vista, and substitute channel 288A for channel 237A at Franklin, La. (RM-2337).

■ WBUK(AM) Portage, Mich.—Seeks to assign channel 299 to Portage. (RM-2333).

■ WIOS(AM) Tawas City-East Tawas, Mich.—Seeks to assign channel 280A to Tawas City. (RM-2336).

■ KEYL(AM) Long Prairie, Minn.—Seeks to assign channel 232A to Sauk Centre, Minn. (RM-2339).

■ Midland Broadcasting Co., Midland, Tex.—Seeks to substitute in Midland channel 271 for 277; in Monahans, Tex., channel 277 for 271; in Brownfield, Tex., channel 292A for 280A, and in Seminole, Tex., channel 280A for 292A. (RM-2341).

Rulemaking action

■ Jeffersontown, Ky.—Broadcast Bureau proposed amendment of FM table of assignments to assign channel 269A as first FM assignment to Jeffersontown, as requested by Charles N. Cutler (Doc. 19975). Bureau asked for comments and to be notified of anyone intending to apply for channel if assigned. Comments due by April 30 and reply comments by May 10. Ann. March 19.

Call letter applications

■ Roy Forrester, Clarksville, Ark.—Seeks KLYR-FM.

■ Cotton Valley Broadcasting Co., Bay Springs, Miss.—Seeks WXLY(FM).

■ Stoneland Research, Moyock, N.C.—Seeks WJLY-FM.

Call letter actions

■ KYOR Inc., Blythe, Calif.—Granted KYOR-FM.

■ *Sanford School Inc., Hockessin, Del.—Granted WZZE(FM).

■ WCVL Inc., Crawfordsville, Ind.—Granted WLFQ(FM).

■ J. W. Furr, Aberdeen, Miss.—Granted WHAY-FM.

■ Jack D. Hunt, Doniphan, Mo.—Granted KOEA-FM.

■ *Brick Township Board of Education, Bricktown, N.J.—Granted WBGD(FM).

■ Duncan Broadcasting Co., Duncan, Okla.—Granted KRHD-FM.

■ Woodward Broadcasting Co., Woodward, Okla.—Granted KSIW-FM.

Please send

Broadcasting

The newswkly of broadcasting and allied arts

Name _____ Position _____
 Company _____
 Business Address
 Home Address
 City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

SUBSCRIBER SERVICE

- 3 years \$60
 2 years \$45
 1 year \$25
 Canada Add \$4 Per Year
 Foreign Add \$6 Per Year
 1974 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
 1974 Yearbook \$17.50 (If payment with order: \$15.00)
 Payment enclosed
 Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

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	26	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

■ Collins Broadcasting Corp., Waupun, Wis.—Granted WLKE-FM.

Designated for hearing

■ Bend, Ore.—Broadcast Bureau designated for hearing mutually exclusive applications of KBND Inc. and Juniper Broadcasting for new FM on 94.1 mhz at Bend (Docs. 19967-8). Ann. March 19.

Existing FM stations

Final actions

■ WTUB(FM) Troy, Ala.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 410 ft. (BLH-5747). Action March 15.

■ KXFM(FM) Santa Maria, Calif.—Broadcast Bureau granted request for SCA on 67 khz (BSCA-1327). Action March 20.

■ WQHL(FM) Live Oak, Fla.—Broadcast Bureau granted license covering new station; ERP 31.0 kw; ant. height 175 ft. (BLH-6055). Action March 15.

■ WQYK-FM St. Petersburg, Fla.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 240 ft. (BLH-6109). Action March 15.

■ KGVM-FM Idaho Falls, Idaho.—Broadcast Bureau granted CP to change studio and remote control location to 2457 North Yellowstone Highway, Idaho Falls; install new ant.; make change in ant. system; ERP 41 kw; ant. height 580 ft. (BPH-8440). Action March 15.

■ *WMXM(FM) Lake Forest, Ill.—Broadcast Bureau returned application for CP to install new trans.; make chg. ant. system (increase height); change TPO; ERP: 1.6 kw and HAAT: 109.2 ft. (objectionable interference). Ann. March 22.

■ KGRM(FM) Grambling, La.—Broadcast Bureau granted license covering new station (BLED-1197). Action March 15.

■ WUGN(FM) Auburn, Mich.—Broadcast Bureau granted request for SCA on 67 khz (BSCA-1328). Action March 20.

■ WSTR-FM Sturgis, Mich.—Broadcast Bureau granted license covering changes; ERP 850 w; ant. height 390 ft. (BLH-6042). Action March 15.

■ WBJH(FM) Trenton, N.J.—Broadcast Bureau dismissed as moot application for CP to install new trans.; install new ant.; change TPO; ERP: 50 kw; and HAAT: 132 ft. Ann. March 25.

■ *WTSR(FM) Trenton, N.J.—Broadcast Bureau granted CP to change frequency to 91.3 mhz, change studio and remote control location to Pennington Road and Lake Boulevard, Ewing township, N.J.; ERP 1.50 kw; ant. height 35 ft. (BPED-1075). Action March 14.

■ WWWM(FM) Cleveland — Broadcast Bureau granted request for SCA on 67 khz (BSCA-1329). Action March 20.

■ WRTS(FM) East Liverpool, Ohio.—Broadcast Bureau returned application for CP to install new trans. (Gates FM-10HS); change TPO and ERP: 50 kw (short spacing). Ann. March 22.

■ WIYQ(FM) Ebsenburg, Pa.—Broadcast Bureau granted CP to change ERP to 45 kw (horizontal), 43 kw (vertical) (BPH-8826). Action March 19.

■ *WRST-FM Oshkosh, Wis.—Broadcast Bureau granted license covering changes; trans.; ant.; ERP 960 w; ant. height 125 ft. (BLED-1160). Action March 13.

Action on motion

■ Administrative Law Judge James F. Tierney in Ypsilanti, Ann Arbor, Plymouth, Mich. (Eastern Michigan University [WEMU(FM)] et al.) educational FM proceeding as agreed at conference, scheduled hearing for June 25, and certain other procedural dates (Docs. 1991-3). Action March 7.

Rulemaking petition

■ KFMA-FM and KART(AM) Jerome, Idaho.—Seek to assign channel 275 to Jerome in lieu of presently assigned channel 224A, and modify li-

cense of KFMA-FM to specify operation on channel 275 at Jerome (RM-2334). Ann. March 26.

Call letter applications

■ WRTS(FM) East Liverpool, Ohio.—Seeks WELA-FM.

■ WBVP-FM Beaver Falls, Pa.—Seeks WWKS-FM.

Call letter actions

■ KOIL-FM Omaha.—Granted KEFM(FM).

■ KLIJ(FM) Lake Jackson, Tex.—Granted KGOI-FM.

■ WILL-FM Lynchburg, Va.—Granted WGCL-FM.

Modification of CP's, all stations

■ KCRI(FM) Helena, Ark.—Broadcast Bureau granted mod. of CP to extend completion time for changes to June 14 (BMPH-14006). Action March 13.

■ KMUV-TV Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 21 (BMPCT-7525). Action March 21.

■ WEDR-FM Miami.—Broadcast Bureau granted mod. of CP to extend time for changes to Sept. 15 (BMPH-14007). Action March 12.

■ WSWB-TV Orlando, Fla.—Broadcast Bureau granted mod. of CP to change ERP vs. 646 kw, aur. 126 kw; change type of trans.; ant. height 147 ft. (BMPCT-7516); granted authority to operate trans. by remote control from 11510 East Colonial Drive, Orlando (BRCTV-180). Action March 15.

■ *WCLK(FM) Atlanta.—Broadcast Bureau granted mod. of CP to extend completion date for new station to July 1 (BMPED-1081). Action March 13.

■ KAOI(FM) Wailuku, Hawaii.—Broadcast Bureau granted mod. of CP to extend completion time for new station to August 24 (BMPH-14012). Action March 13.

■ WFPF-FM Hammond, La.—Broadcast Bureau granted mod. of CP for extension of time to June 1 (BMPH-13993). Action March 13.

■ WQXO(FM) Munsing, Mich.—Broadcast Bureau granted mod. of CP to extend completion time for new station to July 28 (BMPH-14001). Action March 13.

■ *WSAE(FM) Spring Arbor, Mich.—Broadcast Bureau granted mod. of CP to extend completion time for changes to May 2 (BMPED-1078). Action March 13.

■ *WYDC(FM) Dix Hills, N.Y.—Broadcast Bureau granted mod. of CP for new station to extend completion time to July 1 (BMPED-1079). Action March 13.

■ WCTM(AM) Eaton, Ohio.—Broadcast Bureau granted mod. of CP to extend completion date for new station to August 1 (BMP-13741). Action March 13.

■ *WQSU(FM) Selinsgrove, Pa.—Broadcast Bureau granted mod. of CP to extend time for changes to Sept. 22 (BMPED-1084). Action March 19.

■ KBAT(FM) Midland, Tex.—Broadcast Bureau granted mod. of CP to change trans. location to 1.05 miles south IH 20 on east side of Highway 349, Midland; make change in ant. system; ERP: 70 kw; ant. height 430 ft.; remote control permitted (BMPH-14029). Action March 19.

■ *WVPB(FM) Beckley, W.Va.—Broadcast Bureau granted mod. of CP to change transmission line (BMPED-1089). Action March 19.

Other actions, all services

FCC amended rules as follows, effective April 29:
 ■ Rules regarding applications for temporary permission to operate AM and FM stations with li-

ensed operators of lesser grade than required were amended to include noncommercial FM operators. Requirement that certification be submitted regarding lesser grade operators after grant of temporary permission was deleted. Requirements allowing for appointment of substitute operator, in event regular operator becomes incapacitated, were clarified.
 ■ Broadcast stations were permitted to operate at reduced power in emergencies, or to limit or discontinue operating schedules in event of situations beyond their control: for not more than 30 days without further authority. FCC must be notified not later than 10th day of such operations, and if normal operations begin prior to end of 30-day period, FCC must be notified of date. ■ Rules requiring station's chief operator to review each day's operating logs within prescribed time periods were revised to include time of review, date and chief operator's signature. ■ Conditions pertaining to unattended operation of aural broadcast STL, intercity relay, TV intercity relay or TV STL stations, were changed to require observations at receiving end of circuit by operator be made at intervals of not more than three hours. Actions March 13.

Ownership changes

Applications

■ KKZZ(AM) and KOTE(FM) Lancaster, Calif.—Seek assignment of license from North Antelope Broadcasting Co. to Lancaster-Palmdale Broadcasting Corp. for \$272,300. Seller: Albert and Fraun Medlinsky (100%). Mr. Medlinsky has interest in KFRD Marysville, Calif. Buyer: David A. Rodgers (100%). Mr. Rodgers owns KKEE(AM) Salinas, KWTY(FM) Salinas-Monterey, both California. Ann. March 15.

■ KVMN(FM) Pueblo, Colo.—Seeks transfer of control of Pueblo Stereo Broadcasting Corp. from Jack D. Rodreck, Dr. James Baum, et al. (100% before, one after) to Recreation Broadcasting of Pueblo (none before, 100% after). Consideration: \$130,000 and adjustments. Principals: Recreation Broadcasting of Pueblo is owned by Gary Verplank, Stephen A. Heater (20% each) et al., who have interest in KSPN(FM) Aspen, Colo. Ann. March 15.

■ WHCN(FM) Hartford, Conn.—Seeks transfer of control of WHCN Inc. from Concert Network (100% before, none after) to Beck-Ross Communications (none before, 100% after). Consideration: \$494,154. Principals: T. Mitchell Hastings, Jr. is president of Concert Network; Martin F. Beck and George M. Ross (33.7% each) are president and secretary-treasurer of Beck-Ross, which owns WGLI(AM) Babylon and WBLI(FM) Patchogue, both New York, and WKMF(AM) and WGMZ(FM), both Flint, Mich. Ann. March 15.

■ WARO(AM) Canonsburg, Pa.—Seeks assignment of license from Lawrence Brandon, Howard Warsaw and Marvin Kosofsky to Dawn Broadcasting Inc. for \$272,500. Sellers: Messrs. Brandon, Warsaw and Kosofsky also have interests in WYLO(AM) Jackson, Wis., KUXL(AM) Golden Valley, Minn., WTHE(AM) Mineola, N.Y. and KPPC(AM) Pasadena, Calif. Buyers: Thomas N. and Helen M. Jackson (47.5% each) and Bessie Hill (5%). Mr. Jackson is program director at WARO. Ann. March 12.

■ WJIT-AM-FM San Juan, Puerto Rico.—Seeks assignment of license from Metro Broadcasting Co. to CVC Broadcasting Co. for \$650,000. Seller: Pueblo International Inc. (100%). food market chain. Buyer: CVC TV Productions Inc. (90%). William Carpenter, president, also has interest in WSTX(AM) St. Croix, V.I. Ann. March 12.

■ KDBC-TV El Paso, Tex.—Seeks assignment of license from Doubleday Broadcasting Co. to Portal Communications for \$5,275,000. Seller: Doubleday & Company Inc. (100%), which also owns KHOW-AM-FM Denver, KITE(AM) Terrill Hills, and KEXL(FM) San Antonio, both Texas; KDWB(AM) St. Paul and KRIZ(AM) Phoenix. Buyer: Evening Post Publishing Co. (100%) Edward Manigault, chairman of board (30% share). Ann. March 20.

■ KRIO(AM) McAllen, Tex.—Seeks assignment of license from KRIO, Inc. to Buford Television for \$975,000. Sellers: Jack R. Crosby, Floyd Shelton, Robert W. Hughes, et al., have interest in KROP(AM) Brawley, Calif., and KFJZ(AM) and KWXI-FM Fort Worth, KERB(AM) Kermit and KAWA(AM) Waco, all Texas. Buyers: Robert P., Geoffrey R. and Gerald B. Buford (32.9% each), et al. own KLTV(TV) Tyler and KTRB(TV) Lufkin, both Texas, KXON-TV Mitchell, S.D., and KFSM-TV Fort Smith, Ark. Ann. March 15.

■ WEVR-AM-FM River Falls, Wis.—Seeks assignment of license from River Falls Radio Co. to Hanten Broadcasting Co. for \$260,000. Seller: Earl Marbach, president. Buyers: John I. (51%) and Carol A. (49%). Hanten works for KAUS(TV) Austin, Minn. Ann. March 15.

Actions

■ KQLH(FM) San Bernardino, Calif.—Broadcast Bureau granted acquisition of positive control of Channel Two Thirty-Six Inc. through purchase of 95% of Kippeo (32% before, none after) to Major Market Stations (22% before, 55% after). Consideration: \$23,700 (BTC-7287). Action March 1.

■ WHIC-AM-FM Hardinsburg, Ky.—Broadcast Bu-

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
5390 Cherokee Ave.
Alexandria, Va. 22314
(703) 354-2400
Member *AFCCE*

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member *AFOOB*

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member *AFCCE*

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member *AFCCE*

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member *AFOOB*

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member *AFOOB*

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member *AFCCE*

**Kear & Kennedy
Associates**
1302 18th St., N.W.,
WASHINGTON, D.C. 20036
(202) 785-2200
Member *AFCCE*

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member *AFCCE*

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member *AFOOB*

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 770-7470
(202) 223-4664
Member *AFCCE*

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member *AFOOB*

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member *AFOOB*

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member *AFOOB*

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 335-5562
DENVER, COLORADO
Member *AFCCE*

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301 - 299-3900
Member *AFCCE*

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member *AFCCE*

reau granted acquisition of positive control of Breckinridge Broadcasting Co. by Paul L. Fuqua (33 1/3% before, 52% after) through purchase of stock from Dr. Robert D. Ingram (33 1/3% before, none after); consideration \$50,000 (BTC-7348). Action March 21.

■ WMUS-AM-FM Muskegon, Mich.—Broadcast Bureau granted relinquishment of control of licensee, Greater Muskegon Broadcasters, by Marion C. Boonstra, individually and as executor of estate of Charles Boonstra (61% before, 46% after) through sale of stock (14.8% to WPLY Inc. (none before); consideration \$45,000 (BTC-7351). Action March 21.

■ KEXS(AM) Excelsior Springs, Mo.—FCC granted assignment of license from Excelsior Springs Broadcasting Co. to Tefco Television Corp. for \$110,000. Seller: George Williams (100%). Buyer: Frieda Moyer (88.34%), et al. Mrs. Moyer is housewife in Columbia, Md. (BAL-7684). Action Feb. 13.

■ KKAT Roswell, N.M.—Broadcast Bureau granted assignment of license from Pecos Valley Entertainment to Andromedia Broadcasting System for \$29,000 plus debts of \$26,547. Seller: Jim Talley, president. Buyer: John R. Wardy (100%), columnist and radio and TV host (BAL-8050). Action Feb. 11.

■ KTVW(TV) Tacoma, Wash.—Broadcast Bureau granted transfer of control to KTVW Inc. from Blaidon Mutual Investors Corp. (100% before, none after) to Christian Broadcasting Network (none before, 100% after). Consideration: \$1,500,000 and adjustments. Principals: Donald L. Wolfstone is president of Blaidon. Christian Broadcasting is nonstock, nonprofit corp. and owns WAHT-TV Portsmouth, Va.; WHAE-TV Atlanta; WXNE-TV Boston and KXTX-TV Dallas (BTC-7329). Action March 21.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance. FCC announced March 14 (stations listed are TV signals proposed for carriage):

■ Televents of San Joaquin Valley, 700 D Street, Martinez, Calif., for Gustine, Calif. (CAC-3629) proposes to carry: California stations KCRA-TV, KVIE, KXTV and KTXL, all Sacramento; KLOC Modesto; KOVR Stockton; KBHK-TV San Francisco; KJEO, KMJ-TV and KFNS-TV, all Fresno; KMUV-TV Sacramento and KTVU Oakland.

■ Lower Delaware CATV, Church Street, Selbyville, Del. 19975, for Sussex county (unincorp. areas), Del. (CAC-3636), proposes to carry: WBOC-TV and WCPB(TV) Salisbury, Md.; WMAR-TV, WBAL-TV and WJZ-TV Baltimore; WTTG Washington; WHYY-TV Wilmington, Del.; WJNS(TV) Camden, and WCMC-TV Wildwood, both New Jersey.

■ Seminole Cablevision, 360 S. Monroe Street, Denver 80209 for Longwood, Fla. (CAC-3626), proposes to carry: Florida stations WSWB-TV, WDBO-TV, WFTV, WMFE-TV, Orlando; WESH-TV Daytona Beach; WTOG St. Petersburg; WUSF-TV, WEDU Tampa; WUFT Gainesville; WCIX-TV, WLTW Miami.

■ United States Cablevision Corp., 4182 Clairmont Road, Atlanta 30341, for Douglas County, Ga. (CAC-3633), Ind. proposes to carry: WANE-TV, WXIA-TV, WTCC, WETV, WHAE-TV, WATL-TV, Atlanta; WGTW Athens, Ga.; WCLP-TV Chatsworth, Ga.; WJSP-TV Columbus, Ga.; WRET-TV Charlotte, N.C.; WRIP-TV Chattanooga; WCIQ Mt. Cheaha State Park, Ala.

■ CATV of Rockford, Box 591, Rockford, Ill. 61105, for Rockford (CAC-2695), to delete: WFLD-TV Chicago, and add: WSNS-TV Chicago.

■ Citizens Cable Communications, 927 S. Harrison Street, Fort Wayne, Ind. 46802 for Aboite township unincorp. areas (CAC-3630), Adams township, unincorp. areas (CAC-3631), Wayne township, unincorp. areas (CAC-3632) and New Haven (CAC-3633), proposes to carry: WANE-TV, WKJG-TV, WPTA Fort Wayne, Ind.; WGN-TV Chicago; WTTV Bloomington, Ind.; WBGU-TV Lima, Ohio; WIPB Muncie, Ind.

■ New Castle Cable Communications, 1121 Broad Street, New Castle, Ind. for New Castle (CAC-3622), proposes to add: WMUB-TV Oxford, Ohio.

■ Hawkeye Communications, 345 Insurance Exchange Building, Des Moines, Iowa 50309 for Clarinda, Iowa (CAC-3624), proposes to carry: WOI-TV Ames, Iowa; KCCI-TV, KDIN-TV, WHO-TV Des Moines, Iowa; KBMA-TV Kansas City, Mo.; KQTV St. Joseph, Mo.; KUON-TV Lincoln, Neb.; KMTV, WOW-TV, KETV Omaha.

■ American Television & Communications Corp., 360 S. Monroe Street, Denver 80209, for Hartford, Ky. (CAC-3634), proposes to carry: WTWW, WEHT, WFIE-TV, WNIN, all Evansville, Ind.; WBKO and WKGB, both Bowling Green, WKMA Madisonville and WDRB-TV Louisville, all Kentucky; WSM-TV and WLAC-TV, both Nashville.

■ CATV Systems of Jefferson, Rm. 310, 4900 Veterans Boulevard, Metairie, La. 70002, for Jefferson

Parish, La. (CAC-3613), proposes to carry: WWL-TV, WDSU-TV, WVUE, WYES-TV, WGNO-TV New Orleans; KHTV, KVRL Houston.

■ Winnsboro Cablevision, Route 4, Box 61-A, Winnsboro, La. 71295, for Winnsboro township, La. (CAC-3635), proposes to carry: KNOE-TV Monroe, La.; KYAY-TV West Monroe, La.; KTVE El Dorado, Ark.; WJTV, WAPT, WMAA Jackson, Miss.; KALB-TV Alexandria, La.; WMAU Bude, Miss.

■ Cable TV Company of Kalamazoo, 1031 W. Patterson Street, Kalamazoo, Mich. 49007, for Kalamazoo (CAC-3614), proposes to carry: WKZO-TV Kalamazoo; WUHQ-TV Battle Creek, Mich.; WGVG, WOTV-TV, WZZM-TV Grand Rapids, Mich.; WKAR-TV East Lansing, Mich.; WILX-TV Onondaga, Mich.; WJIM-TV Lansing, Mich.; WNIT, WSBT-TV South Bend, Ind.; WKBD-TV, WTVS, Detroit and WGN-TV, WSNB-TV, WTTW, Chicago.

■ Cable Vision Inc., Box 158, Udington, Mich. 49431, for Scottsville, Mich. (CAC-3620), proposes to carry: WBAY-TV, WFRV-TV, WLUK-TV Green Bay, Wis.; WTJ-TV, WITI-TV Milwaukee; WKZO-TV Kalamazoo, Mich.; WOTV, WZZM-TV, WGVG Grand Rapids, Mich.; WPBN-TV Traverse City, Mich.; WWTW Cadillac, Mich.

■ Cable Communications Systems, Box 777, Hector, Minn. 55342, for Madison, Minn. (CAC-3615), proposes to carry: KDLO-TV Florence, S.D.; KELO-TV Sioux Falls, S.D.; KCOO-TV Aberdeen, S.D.; KORN-TV Mitchell, S.D.; KESD-TV Brookings, S.D.; KCMT Alexandria, Minn.; KWCM-TV Appleton, Minn.; WCCO-TV, KMSP-TV, WTCN-TV Minneapolis; KSTP-TV St. Paul and WDAY-TV, KTHI-TV, KFME Fargo, N.D.

■ AmComm-Minnesota, 207 4th Street, Tracy, Minn. 56175, for Tracy (CAC-3611), proposes to carry: KCMT Alexandria, Minn.; KWCM-TV Appleton, Minn.; WTCN-TV, KMSP-TV, WCCO-TV Minneapolis; KSOO-TV, KELO-TV Sioux Falls, S.D.; KEYC-TV Mankato, Minn., and for Westbrook, Minn. (CAC-3612), proposes to carry: KSOO-TV, KELO-TV Sioux Falls, S.D.; KEYC-TV Mankato, Minn.; KSTP-TV St. Paul; WTCN-TV, KMSP-TV, WCCO-TV Minneapolis; KAUS-TV Austin, Minn.; KCMT Alexandria, Minn.; KWCM-TV Appleton, Minn.

■ Clearview Cable Corporation, 518 Monmouth Street, Gloucester City, N.J. 08030, for Gloucester City, N.J. (CAC-3625) proposes to carry: KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAJ-TV Philadelphia; WKBS-TV Burlington, N.J.; WHYY-TV Wilmington, Del.; WJNS Camden, N.J.; WLVT-TV Allentown, and WOR-TV, WPIX-TV, New York.

■ Schenectady Cablevision, 1 Gulf & Western Plaza, New York 10023, for Schenectady, N.Y. (CAC-3623), proposes to delete WNEW-TV New York, and add WPIX-TV New York.

■ Community TCI of Ohio, Box 10727, University Park Station, Denver 80210, for Franklin township, Ohio (CAC-3621), proposes to carry: WLDW, WHIO-TV and WKCF Dayton, Ohio; WCPO-TV, WKRC-TV, WLWT and WCET, all Cincinnati; WMUB-TV Oxford, Ohio; WTTV Bloomington, Ind.; WUAB Lorain, Ohio and WXIX-TV Newport, Ky.

■ Rowan's T.V. Inc., 433 5th Street, Madras, Ore. 97741, for Culver, Ore. (CAC-3628), proposes to add: KVDO-TV Saleia, Ore.

■ The Dalles TV Co., 53 Perimeter Center East, Rm. 300, Atlanta 30346, for The Dalles, Ore. (CAC-3618), requests certification of existing CATV operations.

■ Blue Ridge Cable Television, 471 Delaware Avenue, Palmerton, Pa. 18071, for Wyalusing (CAC-3616) and Laceyville (CAC-3617), both Pa., proposes to add: WICZ-TV Binghamton, N.Y.; WOR-TV, WPIX-TV New York.

■ Central Plains Cable TV, 309 E. 12th Avenue, Mitchell, S.D. 57301, for Mitchell, S.D. (CAC-3637), proposes to add: KTIV(TV) Sioux City, Iowa.

■ Fox Cities Communications, 360 S. Monroe Street, Denver 80209, for Grand Chute, Wis. (CAC-3627), proposes to carry: WBAY-TV, WLUK-TV and WPNE-TV, all Green Bay, Wis.; WMVS and WVTW Milwaukee; WGN-TV Chicago and WFRV-TV Green Bay, Wis.

Final actions

■ Nelsenville, Ohio—CATV Bureau granted Nelsonville TV cable CP for new CARS to operate on 12712.5 mhz to be used with cable systems serving Trimble and Chauncey, Ohio (CPCS-56). Action March 19.

■ Bloomington, Ind.—CATV Bureau granted Telesis Corp. CP for new CARS to operate on 12887.5 mhz to bring in WXIX-TV Cincinnati to cable system serving Martinsville, Ind. (CPCAR-554), and granted CP for new CARS to operate on 12912.5 mhz to bring in WXIX-TV to systems serving Indianapolis and Franklin, Ind. (CPCAR-553). Actions March 19.

■ Newark, N.J.—CATV Bureau withdrew, upon request, application for certificate of compliance filed March 19, 1973, by Community Cablevision

Corp. dba TelcPrompTer of Newark (CAC-2231), Action March 12.

■ CATV Bureau granted following operators of cable television systems certificates of compliance March 26: Washington Cable Co., Belvedere, N.J. (CAC-877); Televents of Placer County, Auburn, Calif. (CAC-1109); Minnesota All-Channel Cablevision, Glenwood, Minn. (CAC-1595); Tahquamenon Cable Vision, Pentland township, Mich. (CAC-1660); Myrtle Creek Cable TV, Tri City, Ore. (CAC-1743); Jackson Television, Ltd., Jackson, Ala. (CAC-1757); Sight & Sound Service Corp., Greensburg, Ind. (CAC-1812); Gateway Cable T.V., St. Augustine Beach, Fla. (CAC-1904); Theta Cable of California, El Segundo, Calif. (CAC-1943, CAC-2667); and Marina del Rey, Calif. (CAC-2127); Brownwood Television Cable Service, Winters, Tex. (CAC-2141); Charleston Cable TV Co., Charleston, S.C. (CAC-2375); Video Cable Systems, Rocky Mount, Va. (CAC-2435); Clear View Cable TV, Sutherlin, Ore. (CAC-2456); Tyler-town Cable TV Co., Tyertown, Miss. (CAC-2535); Kickapoo Cable TV Co., New Lisbon, Wis. (CAC-2596); Ultracom of Blanchester, Blanchester, Ohio, (CAC-2694); Community Tele-Communications, Lakewood, Colo. (CAC-2745); United Cablevision, Hesperia, Calif. (CAC-2812); Skyline Cable, Brookings, Ore. (CAC-2882); Allegan Teleception, Plainwell, Mich. (CAC-2905) and Otsego, Mich. (CAC-2906); Cleveland Area T.V., Seven Hills, Ohio (CAC-3095); Continental Communications Corp., Sulphur, La. (CAC-3108); Tiffin Valley Cable, Swanton, Ohio (CAC-3161); Six Star Cablevision, Brighton, Mich. (CAC-3164); Selma Telecable Corp., Craig AFB, Ala. (CAC-3190); Cable TV Service Co., Ellingsham, Ill. (CAC-3202); Warner Cable of Ft. Shawnee/Cridersville, unincorporated area of Auglaize county, Ohio (CAC-3205); Muskegon Cable Co., Muskegon (CAC-3220), North Muskegon (CAC-3221), Muskegon township (CAC-3222), Muskegon Heights (CAC-3223) and Roosevelt Park (CAC-3224), all Michigan; Television Enterprises, Menard, Tex. (CAC-3227); United Cable Company of New Hampshire, Manchester, N.H. (CAC-3140); Cherrystone Cable TV, Cherrystone, Kans. (CAC-3232); Caney Cable TV, Caney, Kans. (CAC-3233); Polk Cablevision, certain unincorporated areas of Polk county, Fla. (CAC-3235); Cablecom-General, Lyon, Miss. (CAC-3236); Seemor, Jal, N.M. (CAC-3237) and Eunice, N.M. (CAC-3238); Ozark Cable TV, Horseshoe Bend, Ark. (CAC-3239); Microcom, Boise City, Okla. (CAC-3241); Carthage Cable-Vision, Carthage, Tex. (CAC-3248); Tiffin Valley Cable, Pulaski township, Ohio (CAC-3251); Tri-County Cable Television, Seymour, Ind. (CAC-3252); Mineral Area Cablevision Co., Bismarck, Mo. (CAC-3255) and Leadwood, Mo. (CAC-3256); Tiffin Valley Cable, Springfield township, Ohio (CAC-3257); Kootenai Communications, Sandpoint, Idaho (CAC-3258); Forsyth Cable TV Co., Forsyth, Mont. (CAC-3262); Clear Vision Cable Co., Union, Miss. (CAC-3267) and Newton, Miss. (CAC-3268); Alamosa Cable TV, Monte Vista, Colo. (CAC-3269); Badger CATV, Ladysmith, Wis. (CAC-3273) and Bloomer, Wis. (CAC-3274); Badger CATV of Cornell, Cornell, Wis. (CAC-3275); Valley Microwave Transmission, Harlingen (CAC-3298), Alamo (CAC-3299), Edinburg (CAC-3300), San Juan (CAC-3301), San Benito (CAC-3302), La Feria (CAC-3303), Weslaco (CAC-3304), Raymondville (CAC-3305), Donna (CAC-3306), Mercedes (CAC-3307), Pharr (CAC-3308), Mission (CAC-3309) and Brownsville (CAC-3310), all Texas; Alice Cable Television Corp., Alice (CAC-3311); San Diego (CAC-3312) and Fairburn (CAC-3313), all Texas; McAilen Cablevision Corp., McAllen, Tex. (CAC-3314); Humboldt Cable T.V., Humboldt, Kans. (CAC-3316); Community Television of Utah, Salt Lake City (CAC-3319); Clinton TV Cable Co., Clinton, Iowa (CAC-3320); Tele-Media Company of Lake Erie, Pulaski township, Ohio (CAC-3321); Lockhart Cable TV Services, Lockhart, Tex. (CAC-3322); Clearview Cable TV, Cairo, Ga. (CAC-3325); Cablevision of Lumberton, Lumberton, N.C. (CAC-3326); CATV Harrington Limited Partnership, Harrington, Del. (CAC-3332); Douglas Cable TV, Douglas, Wyo. (CAC-3341); Red Springs Cablevision Co., Red Springs, N.C. (CAC-3342); St. Pauls Cablevision Co., St. Pauls, N.C. (CAC-3343); Raeford Cable TV Co., Raeford, N.C. (CAC-3344); Continental Cablevision of New Hampshire, Manchester, N.H. (CAC-3406), and Group Cable Co., Arnold Calif. (CAC-3407) and Murphys, Calif. (CAC-3408).

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone in Middletown, Highspire, Steelton, Lower Paxton township, West Hanover township, Swatara township and Lower Swatara township, Pa. show cause proceeding designated Administrative Law Judge Lenore G. Ehrig to serve as presiding judge; scheduled prehearing conference for April 15 and hearing for June 3 (Docs. 19949-5). Action March 14.

Other action

■ Petoskey, Mich.—CATV Bureau withdrew, upon request, objection to application of Great Lakes Cable Television, filed on behalf of Midwestern Broadcasting Co., licensee of WTOM-TV Cheboygan, Mich. (CAC-995). Action March 21.

Classified Advertising

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

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

RADIO

Help Wanted Management

If you are young, ambitious, with a degree and the desire to work up to a do-it-all management position with one of the nation's top groups, let us hear from you. Mail resume to Box C-169, BROADCASTING.

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 programing. 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 \$5kw 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.

Versatile Executive Needed. Experienced exec. needed to take charge of company in NYC specializing in purchasing and shipment of broadcasting equipment, including parts, to Brazil. Must speak Fluent Portuguese & have strong financial background. 12 person office with unlimited growth. Salary open. Send resume, Box D-79, BROADCASTING.

Personnel/operations management. Part-time employment for graduate student at university-owned public radio station. Responsibilities: scheduling, training, and supervising student air personnel; and supervising log/continuity operations. Prefer P8P sports person capable of training students in sportscasting. Ability to stimulate cooperation among students necessary. 30 hour work week; \$400/month. Contact: Manager, KCMW-FM/Central Missouri State University/Warrensburg, MO 64093. CMSU is an affirmative action equal opportunity employer.

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.

Help Wanted Sales

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.

On a sales staff but have knowledge, imagination, drive for sales manager? Sign on new AM in sparkling, new, rapidly growing, affluent Southeast market. Send resume and requirements. Box D-106, BROADCASTING.

Good Guarantee Plus commission and continuous sales training for salesperson or programer wanting sales. Interview required. No phone calls. Dale Low, KLSS & KSMN. Mason City, IA.

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.

Experienced radio time salesperson. Exciting opportunity selling Jacksonville's number 1 contemporary station. \$15,000.00 annual base salary plus commission. Only applicants with proven track record will be considered. Write Marvin Rothschild, WIVY FM & AM Gulf Life Center Jacksonville, FL 32207. No phone calls. Equal Opportunity Employer.

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.

Need Salesperson, F.M. station, Midwest, send resume to Box 205, Savenna, IL 61074.

Grow along with us. Aggressive, growing company needs aggressive self starter, able to eventually move into management at this or second station. Hard work, long hours, lots of money if you can produce. Send resume to Box 1233, Rockingham, N.C. 28379.

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.

Opening for full time air and news position with medium market Massachusetts radio station. Send detailed replies to Box D-43, BROADCASTING.

Radio as a career? Willing to learn? First ticket required. If interested contact Program Director, Steve Campbell, KPWO, Box 968, Powell, WY 82435.

MOR ANNO—good production, sober, stable, experienced only. Lovely Rocky Mountain city—90 miles from Sun Valley. Call Mike Fisher 208-733-3381, no collect calls. KTFI, Box 65, Twin Falls, ID.

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.

Going Full Time soon. Immediate opening for first phone, personality contemporary MOR station. Send tape and resume to, WKIK, P.O. Box 346, Leonardtown, MD 20650.

Help Wanted Announcers Continued

WOBM, Toms River, New Jersey, is always looking for capable tri-state area people who know us and what we do. Call Paul Most, 201-269-0927. E.O.E.

All night announcer heavy on personality needed immediately for a top rated M.O.R. station in one of the nation's fastest growing markets. New studios, excellent opportunity for advancement, full company benefits, profit sharing. E.O.E. Send tape and resume to Ed Marks, P.O. Box 1457, Colorado Springs, CO 80901.

Gospel D.J.'s and Sales Help Big Gospel Station in Texas. Write Box 52, Greenville, S.C.

It's about time that there was a way for good people to find new and better jobs in broadcasting . . . If you are looking for work and are willing to be honest about your qualifications and realistic about the salary you need . . . We can help you find work . . . 305-772-2300.

Coming soon: "The Truth About Announcers or How Conceited They Are". Watch for it!

Help Wanted Technical

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.

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.

Chief Engineer for Jacksonville's No. 1 station, FM Stereo and AM. New equipment, many fringe benefits, pay \$13,000 to \$15,000. Call collect, Mr. Oberle, 904-743-2400.

Help Wanted News

News person, interested in writing, airing & gathering local news. No. 1 rated N.Y. state. Good voice. Send resume & photo to Box D-114, BROADCASTING.

Minority Applicants encouraged. WBBQ in Augusta, Georgia, is looking for someone who can gather, write, edit, and read local radio news. Rip and readers and those not genuinely interested in news need not apply. Prefer experience but will consider a promising beginner. Send tape, picture, resume, salary requirements, and writing samples to: Henry Holmes, N.D., WBBQ, Box 2066, Augusta, GA 30903. No collect calls please.

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.

WOBM, Toms River, New Jersey, is always looking for capable tri-state area newscasters who know us and what we do. Call Paul Most, 201-269-0927. E.O.E.

Florida—Metro Market top news operation needs a strong, authoritative newscaster. Must have good news sense and crisp writing ability. Salary open. Excellent benefits including paid insurance and hospitalization, vacation etc. Send air check, resume and salary requirements to: Al Morgan, News Director, WVOJ, Box 37150, Jacksonville, FL 32205.

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.

Full time Major Market Black Contemporary Station seeking resident P.D. w/Major Market Experience. Mail resume to Box D-71, 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.

Strong sales and programing, group experience, major markets, all three networks, 40,000.00 plus to start. Write Box C-238, 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.

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.

Small market GM, 16 years management experience "On The Street Salesman." References, New York, Pennsylvania, or New England. Available immediately. Box D-73, BROADCASTING.

Young proven salesman in top ten market looking for general manager of small market, or sales manager of medium or major market. Box D-82, BROADCASTING.

Looking for a Radio Television Station that needs a General Manager that understands the operation from all aspects and strives to be the best. VP/GM of a successful affiliated medium market television station. I have a proven track record. Family (28) 25K salary min. Southeastern U.S. Box D-84, BROADCASTING.

Money Selling Team. Presently General Manager. Sales Manager. Competitive medium-small market. Complete knowledge of how to make money. Can substantiate sales and personal records. Would like to take charge and produce. Only professional broadcasters considered. Want to remain team. Will consider separating. Selling Salesman 3 years successful. Selling General Manager 14 years successful. Box D-91, BROADCASTING.

Born Again Christian Broadcaster, currently Sales Manager small market. Family man, experienced news director, pbp, sales, dj. Seeking the right move for myself and you. Box D-111, BROADCASTING.

Are you looking for a young (38) hard working manager to earn his way into a shareholding of your station? My 18 years in radio, management, sales, and programing are available to an owner willing to offer equity. Write in confidence. George Ponte, 9 Hawthorne Place, Boston, 02114.

Situations Wanted Sales

Experienced proven salesman in major market wants change. Box D-83, BROADCASTING.

Mature Southern broadcaster. Ideal sales or assistant manager community-minded station, small to medium market. Interested? Box D-100, BROADCASTING.

Situations Wanted Announcers

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

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.

CW Format. Experienced first phone, for pure country station. Announcer, production, news, sales. Reliable family man, employed with references. Box D-52, BROADCASTING.

First with experience looking for Top 40/Rock position. Dependable, hard-working, and willing to learn. 714-583-4026. Box D-63, BROADCASTING.

23 and single but not a floater. Small or medium market in the east. Box D-67, BROADCASTING.

First phone, 23, single. Good references. Prefer easy listening or country in the southeast. Good news delivery. Box D-68, BROADCASTING.

Creative young D.J. looking for 1st break. Can listen, can produce, tight board, imaginative show, now for news. Ready, willing, able. Box D-74, BROADCASTING.

Attention Rock or uptempo Country: Talented, Professional, Renaissance Man. B.S. Broadcasting. Currently afternoon drive, production, sports, seeks challenge. Southern coast or West. Exceptional. Box D-77, BROADCASTING.

11 years experience, major markets, program director, music director, personality, progressive rock, Top 40 Q, top references. Want position with good: People, Money & Programing! Box D-78, BROADCASTING.

Talented, young, dj. With 3rd, over 1 yr. experience seeks country station, medium market. Currently in major market (part time). Beautiful music station. Also sports, play-by-play experience. Box D-81, BROADCASTING.

Number one rated major market personality with good track record seeks to relocate where the weather is warm. Prefer contemporary MOR. Top industry references. Talented, creative and stable. Ten years in major market radio. Box D-89, BROADCASTING.

Two 27 year old professionals with varied experience want chance to direct programing and news for medium or small market station. Box D-102, BROADCASTING.

Three years experience, all formats, some college, third phone. Speech and acting background, talented, good voice. Box D-105, BROADCASTING.

Stable broadcasting veteran with good announcing and production skills seeking permanent position with professional medium or major market M.O.R. or Modern Country station in the Southeast. Box D-109, BROADCASTING.

Ready to move, two years experience. Third endorsed. BA in Speech, Top 40 preferred. Larry Clark, 312 Cobun, Morgantown, WV 26505. 304-292-3265.

Sports and Play By Play or Oldies But Goodies; tape and resume upon request. Broadcasting School Graduate, third class endorsement; David James, One Fifteen Main Street, Easthampton, MA.

New England Beautiful Music . . . EZ . . . Major market TV Pro wants to return home. Family man. Good voice. Conservative, no hot shot personality. Industry references, third endorsed, tape. Other eastern and southern offers considered. Money not paramount. 301-320-4664.

First phone announcer. BA Radio-TV. Excellent references. Experienced. Prefer College nearby. 815-942-3155 Morning or Evening.

Announcer and salesman: Two people for the price of one. Four years experience in retail sales. Trained for radio announcing and sales. Well liked personality by all age groups. Try me on your staff. For a resume contact: John Urbanczyk, Jr., 7020 W. Oxford Street, Bridgeview, IL 60455.

Situations Wanted Announcers Continued

Trying to return to the work I really enjoy, that's announcing. Douglas Galliher, 3907 Angol Place, Jacksonville, FL 32210.

First phone: Experienced top 40, contemporary, production. Married, conscientious. Prefer East Coast or Midwest. Phone Mark Chenoweth, 516-728-2110.

Family format? Need mature, versatile, friendly personality? Mostly radio since 1946. 1st phone. Permanent. Appreciate your call. Bob. 305-886-4869.

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.

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.

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.

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.

College Graduate, 23 years of age, 5 years broadcast 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.

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.

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.

Broadcast engineer. First phone. 3 years experience AM-FM. Strong on operations. Announcing OK. AA. BA. Box D-75, BROADCASTING.

Experienced assistant chief. Looking for chief challenge with future. Experience includes AM-FM, stereo, TV. Box D-98, BROADCASTING.

Situations Wanted News

First rate Big Ten play-by-play man has tape to prove he's as good as they come. Why not listen? Box C-218, 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.

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.

Looking for investigative or beat reporter position. Small market news director with broadcast journalism degree. Young and experienced. Box D-85, BROADCASTING.

Situations Wanted News Continued

Broadcasting instructor with production experience seeks news directorship; also audience/sales research or management training position. Box D-86, BROADCASTING.

Well Salaried small market sports pro seeks major college PBP. Excellent PBP/Talk/News and Industry references. Box D-93, BROADCASTING.

Young Aggressive Newsmen, College, First Phone, 2-years experience in Radio-TV News. Presently medium market News Director. Box D-110, BROADCASTING.

FM educational GM—seeks news position; excellent references, 3rd endorsed, willing to work, relocate. Chris Sullivan, 617-947-9184.

Sportsman-Newsmen, 25, Mass Comm. Master's Degree. I produce a public affairs/consumer radio series heard in 30 markets, 3 states. Two years college and H.S. p-b-p football, basketball, baseball, commercial experience. Sportswriting, sportscasting awards from Missouri professional associations. Two years P.R., advertising, Production, board work in college and military. Jack Connors 816-429-4640 or 816-747-2576.

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.

Wanted: Fresh Challenge as Ops Manager or PD in medium/major market. Currently PD/MD stereo FM rocker in Top 25 market. Degree. Ten years experience. 25. Excellent references. Box D-80, BROADCASTING.

Are you looking for a winning team? A working program director and an announcer available with two weeks notice. Prefer country format. Proven track-record in both ratings and billing. Will take control, format, copy, music, all aspects of renewals. If you're looking for 25 yrs. experience, let's talk. Box D-88, BROADCASTING.

ABC Houston Programer. Successful 4 year association with network O and O as music director. Prepared for PD opportunity in major or progressive medium market. Strong in formula and counter programming—MOR, "Schulke," Rock. 10 year multi-market and format background as PD, MD, Jock. 713-774-7242. Box D-108, BROADCASTING.

Is there any way for new talent to break in? M.S. R/TV/Film. Educated in every phase broadcast station operation. Not ready to shake the industry yet. Just want my foot in the door. Marsha Plemons, 914 Dogwood, Murfreesboro, TN 37130.

Broadcast Teaching position. College, JC, HS. BA. 8 years in radio management, sales, programming. Box 212, Toledo 43695.

Contemporary/MOR—WWDC personality seeks PD position—10 years experience. First phone. Ed Hartley, Box 1745, Washington, DC 20013.

Production? See Big Dave's ad. Situations wanted—announcers.

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.

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.

Help Wanted Management Continued

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.

Engineering Manager (PTV). Direct, supervise staff, some operations duty. Radio Studios, VHF Station, full color. On air; remote; closed-circuit; student training. Contact Don Nattress, Personnel Division, 2nd Floor Hub, University of Florida, Gainesville, FL 32611. Equal Opportunity Employer.

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.

Sales Personnel—Television. Newest Greater N.Y. area UHF Commercial TV station seeks experienced, aggressive self-starter familiar with national and local accounts/agencies. Draw against commissions. Send detailed resume: Blonder-Tongue Broadcasting Corp., One Jake Brown Road, Old Bridge, N.J. 08857. Attn: E. P. Maffeo.

Help Wanted Technical

Maintenance engineer. Southern University ETV production center. Color-B/W video—audio experience required. Salary negotiable. University benefits. An Equal Opportunity Employer. Box D-104, 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.

WCVB-TV is accepting applications for job openings in the Engineering Department. Necessary qualifications are as follows: Graduate of a two year technical school or equivalent, two years of commercial television broadcast experience preferred. We are also interviewing for a Temporary TV Engineer for summer vacation relief from approximately May through September. Send resume to Ross Kauffman, WCVB-TV, 5 TV Place, Needham, MA 02192.

TV Maintenance Engineer—Also willing to work as operation engineer for video tape production facility. Send resume to E. J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008. 215-543-3548.

Help Wanted News

Reporter and producers needed. Must be "people oriented" with strong film background. No beginners please. Top 40 Midwest market. An Equal Opportunity Employer. Send resume and salary requirements to Box D-72, BROADCASTING.

Young, aggressive personality with news production background, ready to move up to News Director in top 50. Letter, resume and salary expectation. Box D-97, BROADCASTING.

Sports Director. Aggressive, controversial sports journalist who wants to speak his mind about sports, someone who can cover Packer and all professional sports as well as hunting and fishing. Contact Bob McMullen, WFRV-TV, Green Bay, WI. 414-437-5411.

Help Wanted Programing, Production, Others

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.

Situations Wanted Management

Executive Producer—Production/Operations Manager. Strong background station operation, administration, all phases studio, remote, film production, public affairs oriented. MA degree, 10 years experience top 10 markets. Box D-69, BROADCASTING.

Executive Vice President-General Manager for large-to-medium-market station or group. Thoroughly experienced all phases; all levels. 30 years includes 12 in radio; 18 in television. In mid-forties. Specialist in competitive programming, 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-76, BROADCASTING.

Situations Wanted Announcers

First Phone, experienced in AM, FM, TV, plus super-vision. Mature, stable, now employed. Looking for livable salary with stable organization. Box D-90, BROADCASTING.

Situations Wanted News

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.

Strong weekend anchorman, reporter, former NBC News correspondent seeks challenging anchoring and reporting post. Ivy League masters in broadcast journalism. Box D-64, BROADCASTING.

Meteorologist, AMS television broadcast seal of approval. Strong meteorological background. Public relations oriented with excellent references, VTR and resume on request. Box D-96, BROADCASTING.

News Director—Anchorman. Mature, authoritative delivery. Efficient administrator with proven track record. Thorough production knowledge assures action and interest in newscasts, special events, and public affairs programs. Resume, best references and aircheck VTR available. Box D-107, BROADCASTING.

Weather-caster, announcer. Wash., D.C. eighteen years. No comic. Friendly, authoritative. Any format. Excellent appearance. Family man. All markets and offers considered. Money not paramount. Industry references. VTR. John Douglas 301-320-4664.

Just completed MA Communications (BA-History). Want position as News/PA reporter in R or TV, want relocation. Experience includes 2 yrs. radio reporting, production; published research in PA programming, also PR work for pro sports team and sports PBP. 919-748-1718. Don Kobos, 914 Westend Blvd., Winston-Salem, N.C. 27101.

Award winning newsman, small market, seeks reporter/photographer position in larger market. 316-855-2341.

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.

Situations Wanted Programing, Production, Others

Producer/Writer seeking challenging position. Major market exper. award winning Children's Television depth in arts, community affairs/strong background in studio, remote and film/excellent references. Box D-66, BROADCASTING.

Art Director—with great visuals to make you look best in market. Excellent portfolio. Let's communicate. Box D-87, BROADCASTING.

Writer—children's, women's or documentary programs. Career-oriented young woman, writer for national news magazine; experienced children's scriptwriter. Box D-95, 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 Flisler, 41 Jackson Ave., Bridgeport, CT 06606. Phone 203-333-3763.

CABLE

Help Wanted Management

General Manager—Position open for Large System on NYSE MSO. Requirements are for Individual with Proven Record in System Development, Sales, and Administration. Reply in confidence with resume that includes: Personal data, references, experience, salary requirements, reason for leaving present or last position. Box D-94, BROADCASTING.

General Manager for 5,000 subscriber system in Ohio. Expanding MSO wants college graduate with sales/marketing experience in broadcasting or CATV. \$15-18K. All replies answered. Send resume to Box D-99, BROADCASTING.

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

Need to purchase 3 RCA MI-11965-A Tape Decks. New or used in excellent mechanical condition only. Garland Brantley KEND Radio, Lubbock, TX 806-747-0109.

Wanted: 200 foot galvanized radio tower. Call: M. N. Bostick, 817-776-1330 KWTX, Waco, TX.

Gates Model 500K (or equivalent) 500 Watt AM Transmitter, in good condition, for use as auxiliary. Write: General Manager, WKTS Radio, Sheboygan, WI 53081.

Wanted: Superturnstile 3 Bay Channel 5 antenna good condition, in ground. XEFB-TV, P.O. Box 1875, Monterey, Mexico.

Used guyed tower over 600 feet. Greg Perdue, 205-262-2701, collect.

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

Wanted: useable studio equipment for new college radio program. Cloud County Community College—913-243-1435. Peggy Doven, Concordia, KS 66901.

Good used 300 foot self supporting tower needed urgently, call 305-772-8657 or write Engineer, 6231 N.E. 19th Terrace, Fort Lauderdale, FL 33308.

50 twenty-foot sections of rigid 3/8" transmission line for use on Channel 7, either flanged or universal. Contact E. M. Tink, Black Hawk Broadcasting Company, 500 East Fourth Street, Waterloo, IA 50703.

Classical LP's wanted. Box 10997 Midwest City, OK. 73110.

Used RCA TR-4HB's, TR-50's, TR-60's—Before you trade them in call: E. J. Stewart, Inc., 388 Reed Road, Broomall, PA. 19008. Phone: 215-543-3548.

FOR SALE EQUIPMENT

Two Raytheon Microwave KTR-1000/K rack mount links 7 ghz, contact John Weigand C.E. KCOY-TV P.O. Drawer 1217, Santa Maria, CA 805-922-1943.

For Sale Equipment Continued

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.

Revox in stock. Several 1302 stereo with rack mount adapters and NAB Hubs. Ampex AG440-B stereo with console, remote control and sync. Demonstrator in perfect condition. Holt Technical Services, Box 111, Bethlehem, PA. 18016.

Eastman 275 Projector, reverse kit and new intermittent assembly \$3250. Chief Engineer, 3355 Valley View Bl. Las Vegas, NV 89102. 702-876-1313.

Shibaden color camera and control unit and related items. Model FPC 1000 mint condition \$5600. Two IVC color video tape recorders Model 800 \$1950 and Model 820 \$2750. Call Leo Higham or Mel Erickson at 208-523-3710.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

Heliox-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

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.

"It is written"—Short, funny statements of obtuse philosophy by the Maharah Gee. Fully produced, 75 per tape, six tapes available. \$10.00/reel. Check with order. Rogers, 27-B Prospect Blvd., Frederick, Md. 21701.

MISCELLANEOUS

Free! A great 14:00 Religious Public Affairs interview show! Daily or weekly. Taped outdoors. Exciting, entertaining. On 50 stations already, including 50 KW telephone-talk format KGBS, Los Angeles; 50 KW rocker KOMA, Oklahoma City; WHEN Syracuse, N.Y. Write Vern Grimsely, c/o "On Campus," Box 347, Berkeley, CA 94701.

A blessed Holy Season to everyone. Starlight/Helo Heller.

Jocks, P.D.'s, 3 Personal I.D.'s, \$10. 3 Station I.D.'s, \$15. MHL Productions, Dept. BR, 1522 East Edwards, Maryville, MO 64468.

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.

Prizes—Excellent low, low cost, very high value. Box 223, Westfield, IL.

Biographical, other background information MOR and rock artists and their current records. Sample free. The Sullivan Letter, 888 Seventh Avenue, New York City 10019.

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. 312-649-9027.

Instruction Continued

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).

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 Harford, 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, 7090 Hollywood Boulevard, Los Angeles, CA 90028, 213-662-3281.

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.

Enter America's most unique and practical broadcast announcer school. Three months training on two commercial radio stations! Three months actual experience that counts when you apply for your first job. Third class radio telephoto license with broadcast endorsement training. Placement assistance. Small classes! Bonded! Certified by NM State Board of Education. Approved for Veterans. Classes year around; June 1st, Sept. 2nd, Jan. 2nd, April 1st. Enroll now! Write Dave Button, Mgr., School of Broadcast Training, 317 West Quay, Artesia, NM 88210. 505-746-2751.

You belong in

Broadcasting
The newsworld of broadcasting and allied arts

1735 DeSales St., N.W.
Washington, D.C. 20036

RADIO
Help Wanted Management

When you need help finding the right executive

**call
 Ron Curtis
 & Company**

We find outstanding candidates for any position above \$12,000 per year in radio, television or CATV. Contact Mike Walker or Rick Davenport for management, sales, programming, promotion, engineering or financial people. Call 312-693-6171 or write:

Ron Curtis & Company
 O'Hare Plaza, 5725 East River Road
 Chicago, Illinois 60631

**Help Wanted Programing,
 Production, Others**

We've got the biggest station with the largest ratings. We've got a brand new building with all new equipment. We're located in a Texas metro market with plenty of lakes, sun and fun. If you're a pro, tell us about it in your first letter. All confidential of course. We'd be interested in a sales representative and a jock/producer.

Box D-112, BROADCASTING

Director, Public Affairs Reporting—graduate level, selected students, emphasizing state government reporting. Involves internships with newspapers, wire and audio service reporting state government operations. Must have experience as working Journalist, know government operations, and be able to translate experience into effective education. Equal Opportunity/Affirmative Action. Send resume to: George Schurr, Dean of Humanities, Sangamon State University, Springfield, IL 62708.

Situations Wanted Management

Proven performance. 15 years successful p/l experience both radio/tv. Seek GM job with responsibility for optimum return.

Box D-70, BROADCASTING

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.

Situations Wanted Technical

Looking for future opening at rocker in top 100 markets. Presently chief at Milwaukee area good music FM, 5 years in Broadcasting, age 28, good troubleshooter and have ear for audio. Would be available after April ARB. For resume, write:

Box D-103, BROADCASTING

Situations Wanted Production

TOP CREATIVE PRODUCER

Available. Now in top market with top group. I'm expensive, but my work pays for itself . . . and more.

Box D-113, BROADCASTING

TV—Help Wanted Technical

WHP-TV, Harrisburg, Pa., needs experienced engineer to assume a supervisory position. Plans are now underway for major studio equipment installation at new location. Send complete resume and salary requirements to Director of Engineering, Box 1207, Harrisburg, Pa.

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.

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

IF YOU MISSED US AT THE NAB CONVENTION and you want your next employee to be a QUALIFIED COLLEGE GRADUATE with a major in BROADCASTING, use our FREE resume service and tell us what you need. Write to:

AERho Placement Service
 Dept. of Broadcasting
 University of Tennessee
 Knoxville, TN 37916

Miscellaneous

WE'RE #2

But we try harder

The FCC was 1st in the Inspection field. RM/S was 2nd with its STATION CONDITION REPORT SERVICE. IF you can PASS our INSPECTION—THEIRS will be much easier. SELF REGULATION IS THE BEST WAY.

For details write:

RADIO MANAGEMENT SYSTEMS
 P.O. Box 339
 Carlisle, Pa. 17013

Help Wanted Sales

SALES

We're looking for proven salespeople to sell the BCS computerized traffic and accounting system for TV and radio, backed by quality sales/promotion materials and a national advertising campaign. If you like travel, need an attractive salary plus a liberal commission and can sell to top management, send your resume to:

Mr. Jack Finlayson, Manager BCS
 Kaman Sciences Corporation
 Post Office Box 7463
 Colorado Springs, CO 80933

An Equal Opportunity Employer...Male/Female

**Help Wanted
 Technical**

RADIO BROADCAST TECHNICIANS

The VOICE OF AMERICA, United States Information Agency, has positions in Washington, D.C. for Radio Broadcast Technicians. These positions require a comprehensive background in the Recording, Maintenance, Studio and Field areas. Salaries begin at \$8.24 per hour. Under Civil Service. Applications (CSC Form SF-171) available at post offices and other federal offices should immediately be sent to:

VOA Personnel Office
 South HEW Building
 330 "C" Street, S.W.
 Washington, D.C. 20547

An Equal Opportunity Employer

**Situations Wanted Management
 Continued**

CASH FLOW LOW? PROFITS/OPERATION COSTS HIGH? MARKET PENETRATION INADEQUATE? RADIO PROBLEMS ARE REALLY PEOPLE PROBLEMS. CONSULTANT/GM WHO RECRUITS-TRAINS-LEADS SALESMEN. IMPROVE TRAFFIC, BILLING, PROGRAMING, NEWS, FCC REGS AND COMMITMENTS. MAKE YOUR OPERATING DOLLARS PRODUCE. BOB RUARK 505-746-3247

Situations Wanted Announcers

INCREASE YOUR SUMMER RATINGS THIS YEAR WITH A BRITISH ANNOUNCER
 Age: 23. 2 years' full-time radio experience, but currently studying public communications at college (I still work part-time in radio). I'm looking for work in radio (or TV) in U.S.A. during my summer vacation. I could sit in for your vacationing announcers. Think you might be interested? Please write now for tape and resume. Box D-115, BROADCASTING.

Miscellaneous Continued

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 problems 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

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. guded, 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

Fulltime AM
Class C FM
Metro
\$1.975MM

Major
Market
FM
\$2.5MM



CHAPMAN ASSOCIATES®

business brokerage service

Atlanta—Chicago—Detroit—Dallas

Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

For Sale Stations Continued

FOR SALE—MEDIUM MARKET
daytimer with FM., Gospel format,
Pennsylvania location, terms. No
brokers.

Box D-101, BROADCASTING

FLORIDA OWNERS

Sell in the summertime! Everybody north of Mason-Dixon wants to see you in February. Real buyers know no season. That's why we recommend a summer sale to you as the most profitable. Call or write us in confidence to profit this summer. We have the buyers. And they like your beautiful State in the summertime, too! (This is where the action is!)

MAJOR MARKETS

Exclusive: Eastern AM-FM combination. Growing operation in excellent major market. \$750M includes real estate. Terms available to qualified buyers.

TV Exclusive: UHF with a fine track record. This outstanding facility is well staffed and managed. Ideal addition to a growing group operation. Flexible terms for assets, stock or exchange. Asking \$5.5MM



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

**BROADCASTING'S
CLASSIFIED . . .**

offers an extensive variety of
opportunities and services.

"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."

"Thanks for providing such a public service . . . you may help a poor boy escape from the clutches of Kansas."

"An ad we placed in BROADCASTING really paid off. We were swamped with applicants for a news position and finally chose a BROADCASTING applicant after having a pleasant selection from whom to choose."

If you need help, the right job . . . or for any needs related to Broadcasting:

**YOU BELONG IN
BROADCASTING!**

1735 DeSales Street, N.W.
Washington, D.C. 20036

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

Television \$3.2 million
Television \$3.5 million

John Grundy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805/544/1310



ASSOCIATES, INC.

BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 368-8545

Bill Exline

**WILLIAM A. EXLINE
INC.**

31 Carroll Court
San Rafael, CA 94903
(415) 479-0717

CLASSIFIED RATES

Payable in advance. Check or money order only.

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

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

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

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Profile

Salesman from the start: Viacom's Hank Gillespie

Hank Gillespie was "the outsider" among NBC guides who shepherded visitors around the network facilities in Rockefeller Center back in 1946.

Seventeen-year-old Hank was not a recluse or an introvert. Far from it. But unlike his youthful colleagues, he didn't want to become a radio announcer or a writer or a producer. He didn't yearn for fame or glamour. He simply wanted to become a businessman in the broadcast field and earn a handsome salary.

Slowly but surely, he has reached his goal—and in high style. Capping a 27-year career in various facets of radio and television, Mr. Gillespie was named senior vice president for marketing of Viacom Enterprises in February. In this post, he is responsible for all domestic and international syndication as well as the program production-distribution company's creative and licensing-merchandising departments.

Young Mr. Gillespie, ever the realist, learned quickly during his early days at NBC that salesmen were in the lucrative pay bracket, and he charted his course for a career in that sector. Fortunately, in appearance and personality, he fit into the salesman's mold.

Henry A. Gillespie is a trimly built man with an engaging manner and a facility with words. He holds a firm dedication to the work ethic, influenced undoubtedly by family circumstances in his early childhood.

Mr. Gillespie was born to a well-to-do family in the fashionable suburb of Bronxville, N.Y., in 1929. But the onset of the Depression forced the Gillespies to move to Manhattan shortly thereafter, and he says he cannot remember when he wasn't holding down some sort of job to bolster family finances.

In fact, he was a high school student and working 20 hours per week for \$7 when a friend told him of a guide's job opening at NBC, for \$16 a week. "At that time I really knew very little about radio broadcasting and had no idea I would make a career in it," he says, "but I figured out that \$16 for a 40-hour week was better than \$7 for a 20-hour week." He applied to NBC for the guide's job and was hired. This initial exposure to the world of broadcasting opened up new vistas to him and instilled in him a lifelong enchantment with communications, particularly television.

He didn't neglect his education while he was learning his craft at NBC. Mr. Gillespie attended evening classes at New York University, absorbing accounting, business law and marketing, as he progressed at NBC from guide to budget clerk to sales service administrator at



Henry Augustine Gillespie—senior vice president, Viacom Enterprises; b. Bronxville, N.Y., Dec. 3, 1929; attended New York University, 1947-48, 1949-52; served in U.S. Army, 1948-49; guide, NBC, 1946-48; budget clerk, sales service administrator, NBC Radio Recording, 1949-52; Southeast sales manager, Atlanta, NBC Radio Recording, 1952-54; Southeast sales manager, Screen Gems, 1954-57; Midwest sales manager, Screen Gems, 1957-58; manager of Midwest sales, CBS Films (later CBS Enterprises), 1958-69; director of syndication, CBS Enterprises, New York, 1969-71; VP, domestic syndication, Viacom Enterprises, 1971-74; senior VP, marketing, Viacom, February 1974; m. Marilyn Costello, 1951; children—Georgia, 20; Gerry Gale, 17; Gene, 10.

NBC Radio Recording Division, then the syndicated radio arm of the network.

Mr. Gillespie was offered the post of Southeast account executive in Atlanta for NBC Radio Recording in 1952 and he accepted, eager to begin a career in sales. At 23, he was a syndication salesman in an era when that vocation was applicable mainly to radio, although television had begun to have an impact in the area of station-by-station sales.

He crisscrossed the South for NBC Recording, forging friendships among station executives, many of whom shuttled to television as that medium emerged as the predominant broadcasting force in the 1950's. These associates stood him in good stead when Mr. Gillespie himself moved to television program syndication in 1954 as Southeast sales manager of Screen Gems. In 1957 Screen Gems moved Mr. Gillespie to Chicago as Midwest manager.

"The middle and late 1950's were exciting periods in syndication," Mr. Gilles-

pie says. "We sold directly to local and regional and national advertisers." It was the heyday of the cold call, "and the salesman had to rely on his ingenuity rather than research."

In 1958 Mr. Gillespie was appointed Midwest sales manager of CBS Films, which eventually evolved into Viacom. He now has served Viacom and its predecessor companies for more than 15 years, including an 11-year stretch in Chicago. ("Most people take me for a Midwesterner," Mr. Gillespie says.)

After 17 years away from the New York area, Mr. Gillespie was moved back to the Big Town as director of domestic sales for CBS Enterprises. In 1971 he was appointed vice president, domestic syndication for Viacom Enterprises, a division of Viacom International Inc. In his recently assumed post of senior vice president, marketing, Mr. Gillespie reports to Lawrence B. Hilford, president of Viacom Enterprises.

Despite his arduous responsibilities today, Mr. Gillespie finds time to serve on the governing boards of three industry associations—the Television Bureau of Advertising, the National Association of Television Program Executives and the National Association of Independent Television Producers and Distributors.

Mr. Gillespie says business at Viacom Enterprises in 1973 and in 1974 to date has been "excellent." He pointed out Viacom is active in first-run series, off-network product, feature films and what he calls "catalogue" programs. In the last classification, he listed *Perry Mason*, *The Millionaire*, *Have Gun, Will Travel*, *Twilight Zone*, *Sergeant Bilko* and *Lucy*, standard series likely to be bought by stations for years to come.

It's a truism in syndication that success hinges heavily on the availability of attractive product, and Mr. Gillespie says, "We have a number of blockbuster off-networks waiting in the wings." The company recently released *Family Affair* and holds rights to such network favorites as *My Three Sons*, *Hawaii Five-O*, *Gunsmoke*, *Mary Tyler Moore Show* and *All in the Family*. In the first-run sphere, Viacom is represented with *Ozzie's Girls*, *The Price Is Right*, *What's My Line?*, *Don Kirshner's Rock Concert* and a new series, *\$25,000 Pyramid*.

"We're in the fortunate position of having product on hand for all types of time periods," he remarked. "Irrespective of the way the prime-time access rule turns out, we will come out in 1975 with another series for that period."

Which sounds like his approach to life and work can be summed up: "You only fail when you stop trying" (hung on a wall in his home) and "Persistence and determination alone are omnipotent" (posted conspicuously in his New York office).

Editorials

Best procurable

The report prepared by the House Commerce Committee to accompany its license renewal bill removes or at least significantly eases the doubts that were raised by the bill itself. With report attached, the bill promises to restore a reasonable degree of order to the renewal process that has been bastardized by court rulings and FCC decisions of recent years.

The legislation does not give broadcasters title to their stations. It requires them to listen attentively to the complaints or requests of members of their audiences. It gives outsiders appropriate forums for appeal of unsatisfied grievances. But it also eliminates at least some of the abuses that clever lawyers, funded by foundations, have perpetrated in the name of this public group or that. And it eliminates the sort of piecemeal destruction that rival applicants and the Justice Department have been threatening.

As is explained in a story elsewhere in this issue, some broadcasters still hope for further clarification of legislative intent, but that is a hope for the passage of ideal legislation. Perhaps refinements may be achievable in the Senate consideration that Chairman John O. Pastore (D-R.I.) of the Communications Subcommittee has promised. For now, hope must be placed in early passage by the House, with bill and report intact as they are.

All things considered, it is quite remarkable that as reasonable a measure as this one is at hand.

The nonpress conference

President Nixon is posing problems for broadcasters in his discovery of new access to television. He has turned to the institutionalizing of the away-from-Washington question-and-answer session, presumably in the expectation that physical distance from Watergate will lessen Watergate's effects.

Ever since Mr. Nixon assumed the Presidency in 1968 he and his advisers have searched for a way to reach the body politic without the strain and glare of pre-scheduled White House news conferences. The search has yielded the techniques pioneered in Chicago before the Executives Club and in Houston before the National Association of Broadcasters.

Television has been a political problem from its start. But charges of news bias have never been as bitter, and although the administration and its opponents strike at all media they hit hardest at the TV networks. Democrats, sniffing election success this fall, are complaining loudly about free time for the President in full text while their responses may make a sentence in a newscast or a paragraph near the want ads.

As always, networks are in the middle. But this time it is not only with politicians but also with some of their own affiliates. The right of the President to address the nation on the state of the union or in an emergency is unquestioned. But the pooled pick-up of a question-and-answer session with businessmen in Chicago, or even with broadcast newsmen in Houston, has caused discord among broadcasters themselves.

If there were no struggle by the President for Watergate survival, there would be less anguish. It is custom rather than law that dictates presidential broadcasts. Conditions being what they are, custom should change with the times.

Example: The American Society of Newspaper Editors

meets in Atlanta April 16-19. The President, according to custom, has been invited to attend. If he appears to make a major address or answer the questions of newspaper editors, will the event be worth live coverage on the air? The question ought to be answered individually, according to the news judgments of individual network news departments.

If, on the other hand, the President should meet with the Republican county committee in Atlanta, how much broadcast coverage should he get? Again the answer ought to come by individual judgment, but obviously a different set of news values would be at work.

Where is it written that if one network goes live to a performance by the President, all networks must go? It wasn't so long ago that one-at-a-time live coverage was accorded to the Watergate Committee hearings — to general approval and the vast relief of people who wanted to tune in something else.

Feasible fees — if any

The FCC has suspended collection of annual fees and begun a review of all fees, as mandated by the Supreme Court (*Broadcasting*, March 11). This gives everybody — including those that pay the fees — a chance to rethink the principle as well as application of government charges for regulation.

One principle that the court itself has emphasized is that the agency cannot charge those it regulates for the services it performs on behalf of the public. And public service is, in the Supreme Court's words, "the main function of the commission." That means, of course, that the FCC must radically reduce the fee schedules that had been intended eventually to recover all of its expenses.

Another principle that ought to be introduced is that the fees must accurately reflect the value of the service performed for the payer. When applications gather dust awaiting FCC action, and when the FCC itself creates delay by unnecessary regulation, the service that the regulated are receiving is of zero value and may indeed represent a costly liability.

Here's a case in which the FCC ought to invoke its own standards of promise and performance.



Drawn for *Broadcasting* by Sid Hix
"My God! Who's going to stay home and watch our soap operas?"

HEARING IS BELIEVING!

You needn't "paint her a picture" to get her to believe in your product. W. R. Simmons has shown that accurate recall of advertised brands among listeners to radio in general is only 15% below commercial recall for average television. In fact, one radio format—Personality/Middle-of-the-Road—scores 38% *higher* than average television. Can radio match television in creating a favorable impression for your brand? When Simmons asked the respondents if the advertising they remembered made them feel favorable toward the product, the two media rated virtually equal. For further information about the Simmons Commercial Impact Study, call a Golden West Broadcasters station or Major Market Radio, Inc.

The "Commercial Impact Study" was made in Los Angeles in March and May, 1973. The percentages quoted here are estimates based on systematic random sampling and are subject to statistical variations inherent in the methodology. A complete copy of the Simmons Study, including technical data and an explanation of the methodology, is available on request.



COMMERCIAL IMPACT STUDY

CONDUCTED FOR
GOLDEN WEST
BROADCASTERS
AND MAJOR

MARKET RADIO INC.

BY W. R. SIMMONS AND ASSOCIATES RESEARCH, INC.

KMPC Los Angeles • KSFO San Francisco
KEX Portland • KVI Seattle • WBEN Buffalo

The end of the Arab oil embargo is good news. When the tankers now being loaded reach the U.S., Middle East oil will begin to help ease the energy shortfall.

The lifting of the embargo is not, however, a panacea for all our energy problems. That's sobering news. This nation was already in an energy bind when the embargo began five months ago. Remember . . .

- . . . Some schools and businesses had to close for lack of fuel in the winter of 1972-73, and even some homes had trouble getting fuel.
- . . . Some motorists in some areas were unable to get gasoline at times last summer.
- . . . Many businesses and industries last year and for some years before tightened their belts on energy consumption.

The fact is, in recent years use of oil and natural gas has been climbing faster than the increase in supplies. Energy usage in 1973 was up 4.8% over 1972 in the U.S. in spite of conservation efforts and the embargo!

Trying to bring supply and demand back in balance again will require:

1. *Continuation of the extraordinary and commendable efforts of the American people and American industry to conserve energy.* This will slow down the growth in demand for fuel.
2. *Stepped-up activities by the American petroleum companies to develop new domestic supplies of oil and natural gas.* This will help reduce our vulnerability to interferences with foreign oil supplies in the future.

The petroleum industry is committed to both these goals. It is conserving huge volumes of energy in its own operations. And it is investing billions of dollars to find new domestic supplies of petroleum and to expand refinery capacity to process more crude oil.

Other fuels, too, must make a sizeable contribution—consistent with environmental goals that protect the health and safety of the public.

- More nuclear-powered generating plants must be built and put on stream.
- More coal must be mined and used.
- Synthetic fuels (oil and gas from coal, oil shale, tar sands) must be developed.
- Research must be pushed forward toward harnessing energy from the sun, the earth and the tides.

Meanwhile, the heaviest burden will continue to be placed on oil and natural gas—which now provide about 78% of all the energy used in this country.

America has the energy resources to meet our needs for hundreds of years.

Americans have the scientific and technical know-how to develop that energy.

The American petroleum industry has a record of more than a century of meeting the nation's energy needs.

Resources . . . know-how . . . experience. These can be joined together only through public understanding of the job to be done, and public policies that advance—not retard—the efforts to get on with this essential job.

The end of the Middle East oil embargo is not the end of the energy shortfall

American Petroleum Institute

1801 K Street, Northwest, Washington, D.C. 20006