

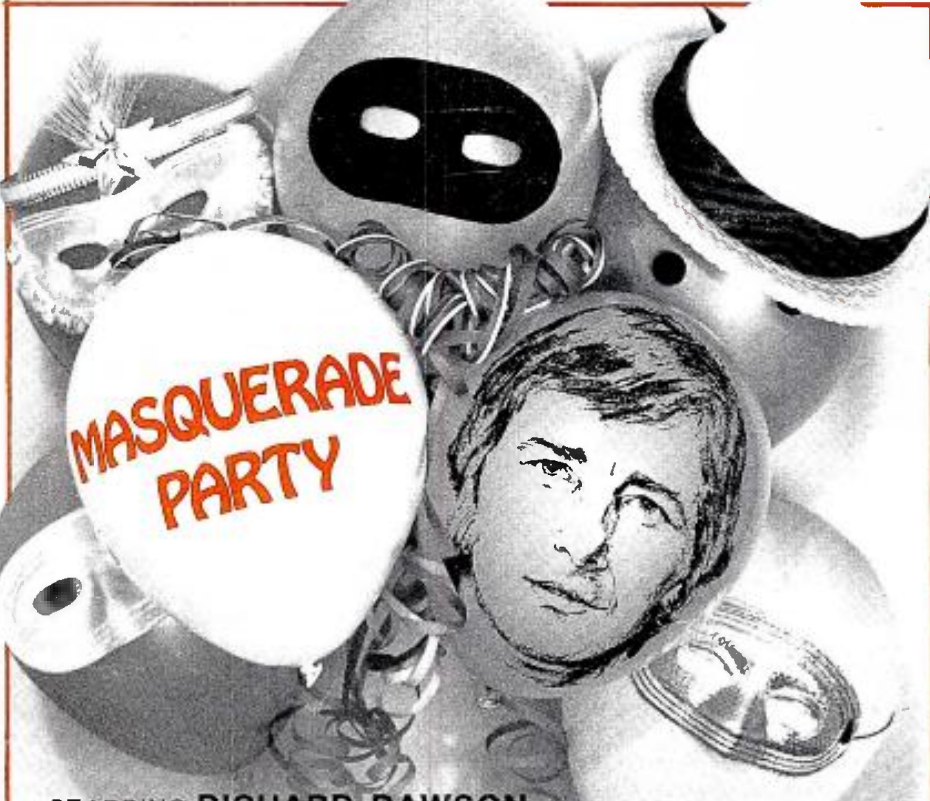
In perspective: Senate's options on license renewal  
The 'new' NCCB: Activists rally 'round fallen flag

# Broadcasting May 13

The newsw Weekly of broadcasting and allied arts

Our 43d Year 1974

**NEWSPAPER**




**MASQUERADE PARTY**

STARRING **RICHARD DAWSON**  
WITH TOP NAME CELEBRITIES AS REGULAR PANELISTS

**NEW PRIME TIME ACCESS  
HALF-HOURS IN COLOR**

**IN PRODUCTION THIS MONTH  
AVAILABLE FALL '74**



**TWENTIETH  
CENTURY-FOX  
TELEVISION**

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# **wsyr**

**ENJOYS THE HIGHEST INCIDENT OF LISTENER LOYALTY OF ANY STATION IN THE SYRACUSE MARKET. THE MEASURE OF LOYALTY IS THE EXCLUSIVE CUME WHICH MEASURES THOSE PEOPLE WHO LISTEN TO A PARTICULAR RADIO STATION AND ONLY TO THAT RADIO STATION.**

**IN MORNING DRIVE 6 AM - 10 AM**

25,900 men 18+ listen exclusively to WSYR. This translates to 12.9% of all men living in the Syracuse market.

36,500 women 18+ who represents 16.3% of all Syracuse's women, listen to WSYR and only WSYR.

**IN HOUSEWIFE TIME 10 AM - 3 PM**

10.2% of Syracuse's women 18+ representing 22,900 women, listen to WSYR and WSYR only.

**IN PM DRIVE 3 PM - 7 PM**

30,400 women 18+, or 13.6%, listen only to WSYR.

23,900 men 18+, equalling 11.9% of the market's population, listen to WSYR to the exclusion of all other stations.

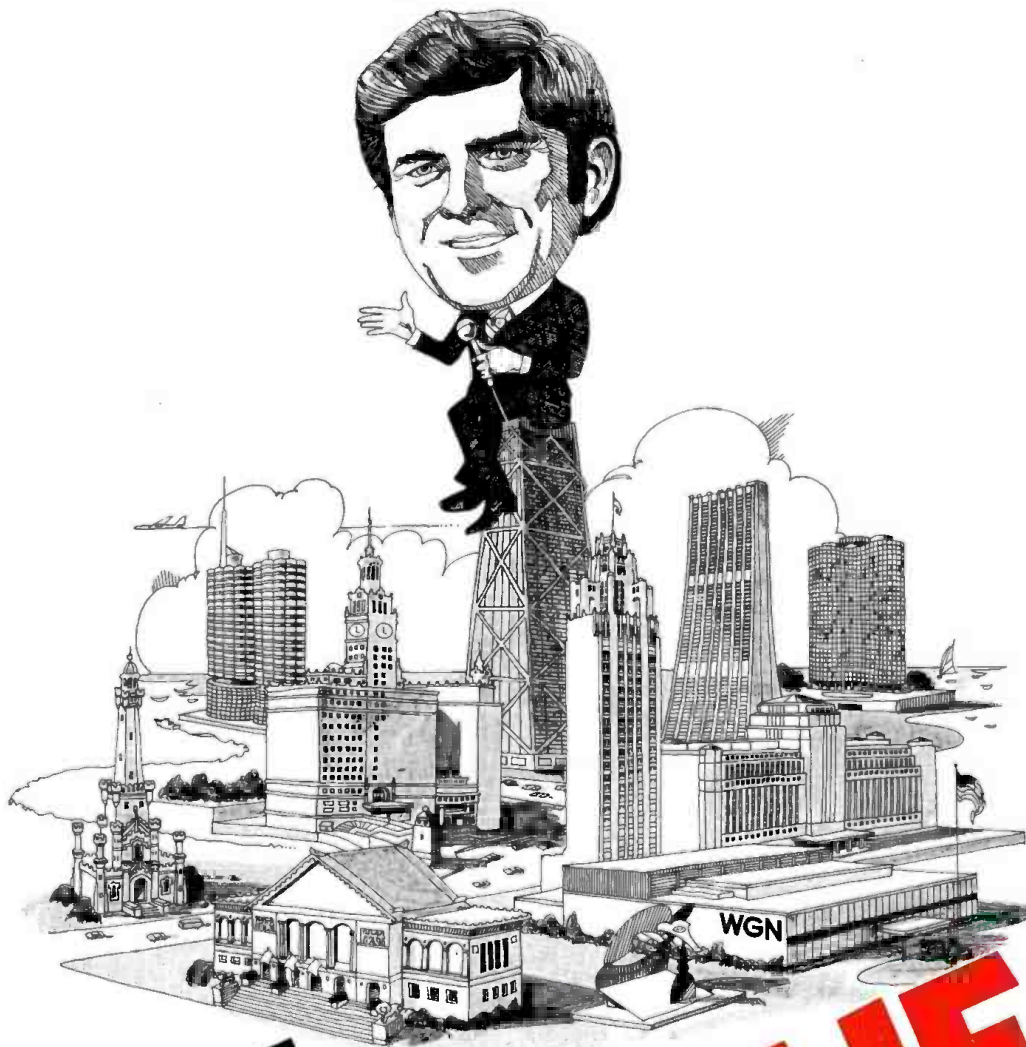
# **wsyr-radio**

## **SYRACUSE 570**

Syracuse, N.Y. Oct./Nov. 1973 ARB. Metro Area. All measurement data are estimates only-Subject to defects and limitations of source materials and methods

 **AFFILIATE**

Represented nationally by The Christal Company



Now -  
the all new  
**DONAHUE**  
from  
**Chicago**

Avco's nationally syndicated Phil Donahue Show  
now originates from the fabulous television studios of **WGN**.

a NEW look . . . NEW audiences . . .  
NEW entertainment . . . NEW showmanship . . .  
TOP selection of intriguing guests . . .  
and one of television's most  
provocative and entertaining hosts

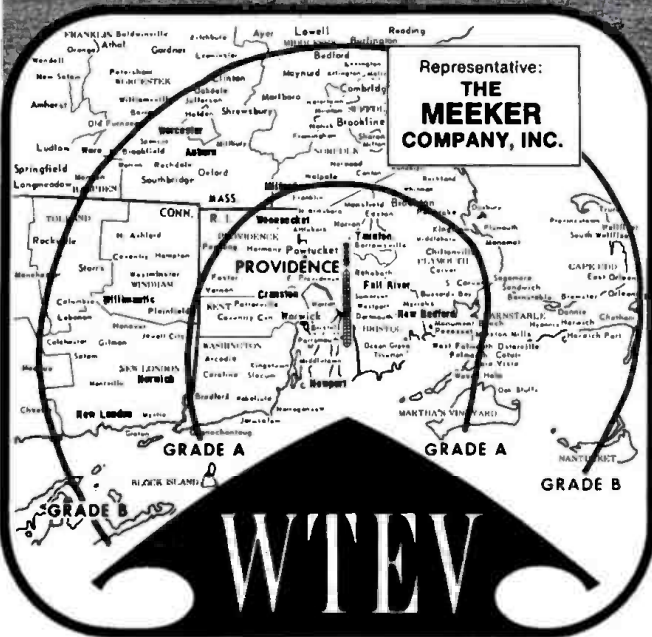
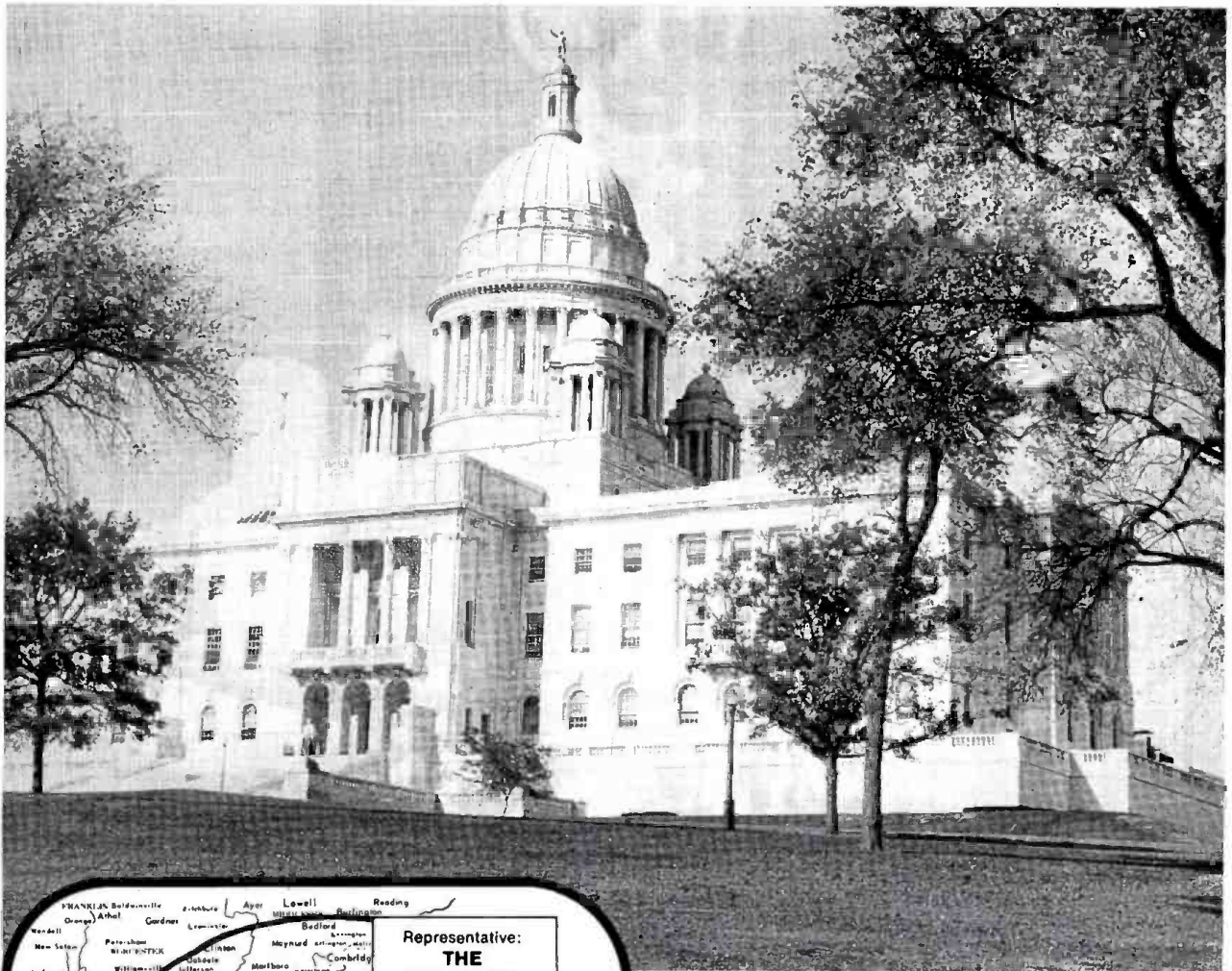
*For information contact Don Dahlman or Gene Graham*

**AVCO PROGRAM SALES**  
A DIVISION OF AVCO BROADCASTING CORPORATION

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# **WTEV means full coverage** **PROVIDENCE ADI AREA**



The best-known landmark in Providence is the beautiful Rhode Island State House. Topped by the famous statue of "The Independent Man", and built of white Georgia marble, it has the second largest unsupported marble dome in the world.

To enjoy the full sales potential of the thriving Providence ADI buy the total market-reach of WTEV.

**WTEV**  
Providence—New Bedford—Fall River  
Rhode Island—Massachusetts  
Vance L. Eckersley, Sta. Mgr.  
*Serving the Greater Providence Area*

**Channel**  
**6**  
abc

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

## Closed Circuit<sup>®</sup>

**FCC trade-off.** Power politics may decide how vacancies on FCC will be filled, with erstwhile Chairman Dean Burch in driver's seat. Even before he left commission last February to become counselor to President, Mr. Burch had pitched for appointment of Minnesota professor Glen O. Robinson for Democratic vacancy subsequently given Luther Holcomb, who withdrew in face of consumer criticism (*Broadcasting*, April 29). Now Professor Robinson is back in contention and Burch-endorsed Lynn Wickwire, New York State Cable Commission executive director, is said to be leading contender for remainder of Burch term.

If these appointments eventuate, prospect is that non-Burch-favorite Robert E. Lee will be reappointed for fourth term (from June 30) as quid pro quo. Both Robinson and Wickwire nominations might arouse opposition — first for espousing breakup of multimedia ownerships (*Broadcasting*, Feb. 25), second for identity with cable regulation. In current climate all controversial nominations are in jeopardy where Senate confirmation is involved.

**Flexible deadline.** Unless FCC has full complement of seven commissioners there's no assurance that closing oral arguments on crossownership (including newspaper-TV and TV-cable) will be heard as scheduled June 18-19 (see story, page 22). Four are now in residence and fifth is abroad. If two others aren't on hand prior to scheduled argument, assumption is postponement will be sought or even ordered on FCC's own motion because of sensitivity of long-pending problem and desirability of having conclusive vote.

**Affirmative action.** FCC is expected in next several weeks to fill two deputy chiefs jobs, one with first black ever to hold that rank. He is Clay Smith, graduate of Howard Law School and associate of Arent, Fox, Kintner, Plotkin & Kahn, who is slated to be number two man in Cable Television Bureau. Other new deputy — for Broadcast Bureau — is expected to be Paul Putney, Harvard Law graduate now with Philadelphia law firm of Dechert, Price & Rhoads. Neither has communications background — Mr. Smith has specialized in antitrust law, Mr. Putney in estate and business planning — but both have solid academic as well as professional backgrounds. Mr. Smith was on *Law Journal* at Howard; Mr. Putney graduated law school cum laude. Each is said to have been recruited by Chairman Dick Wiley.

**Interested party.** Senate Judiciary Committee is not all that anxious to take up copyright legislation anyway (see story, page 39), may not mind if Communications Subcommittee asks for referral before it goes to Senate floor. It's known that committee Republicans, at least, want look at sections covering cable copyright and broadcaster exclusivity.

**Fairness alternative.** Committee for Open Media (COM), San Jose, Calif.-based group that invented free speech messages and persuaded number of stations to offer public time for them, is now working on plan (in concert with Citizens Communications Center) to institutionalize access concept as alternative to fairness doctrine. Essentially, it would work this way: Station would provide certain amount of time each week for access, enough and at right times to

assure substantial audience — say, 50% net weekly circulation. Time would be made available to representatives of various classes of people; any individual who did not fit into particular category could obtain time by demonstrating, through petitions, he represented group.

Under COM plan, broadcaster could use either access or fairness doctrine to discharge fairness obligation. COM may either file its proposal as comment in FCC's pending fairness inquiry or seek out station willing to ask commission for declaratory ruling that access equals fairness.

**Fair warning.** Next target of National Cable Television Association's fairness doctrine attack against broadcasters mentioning antipay-cable philosophies on air will be KOOL-TV, CBS Phoenix affiliate. NCTA will ask for time to respond to Sept. 8, 1973, news account of CBS President Arthur Taylor's antipay speech in Phoenix; news coverage of that address was catalyst of fairness complaint against WCBS-TV New York last week (see page 40). KOOL-TV is only third broadcast organization NCTA has discovered mentioning pay-cable controversy on air.

**Double trouble.** Luther Holcomb, who lost out on FCC commissionership, may be in jeopardy on reappointment to Equal Employment Opportunity Commission vice chairmanship. Current term expires July 1, and whereas reappointment as Democrat might have been automatic, FCC fiasco is deterrent. Dr. Holcomb asked that his FCC nomination be withdrawn after letter-writing spree which belied his credentials as loyal Democrat (*Broadcasting*, April 29). Disclosure of letters might not have blocked his confirmation, according to some political observers, if he had chosen to tough it out. White House staffers who felt he could have weathered storm now turn thumbs down on him.

**Retreads.** Speculation is beginning to brew over successor to Clay Whitehead as director of Office of Telecommunications Policy. First three names being floated are all ex-candidates for FCC vacancies: Donald E. Santarelli, administrator of Justice Department's Law Enforcement Assistance Administration; Dr. John McLaughlin, Jesuit priest on White House staff as speechwriter and presidential spokesman, and George Mansur, OTP's first deputy director, now director of engineering for Martin Marietta.

**Marks time.** Leonard Marks, Washington attorney (Cohn & Marks) active in Democratic politics for dozen years and closely identified with late President Johnson, has decided to "sit this one out," alluding to next presidential election. Former director of United States Information Agency, Ambassador Marks had joined former Texas Governor John Connally in "Democrats for Nixon" in 1972.

**Eye for an eye.** During series of meetings held in Cannes, France, coincident with film festival there, TV program officials of Arab nations were put on notice that prices they pay for TV series and feature films from U.S. companies will go up considerably over next few months. Representatives of U.S. distributors were careful to say projected hikes are not related to drastic increase in oil prices from Arab block; point was made that prices paid by these nations are inordinately low and jump of 100% is reasonable. Kuwait, for example, now pays from \$80-\$90 for average half-hour series.

## Top of the Week

**Second lap.** Now that renewal legislation has cleared House hurdle, attention turns to Senate, and specifically to Mr. Pastore's Communications Subcommittee. Pastore unit, expected to take up matter next month, will have no shortage of raw data from which to proceed, as witness the compilation of 13 pending bills contained herein. But as this juncture, outcome is still anybody's guess. Page 19.

**Metamorphosis.** Its initial structure and achievements nothing more than memories, National Citizens Committee for Broadcasting has taken new form, new direction, new Washington residence and new hierarchy. Page 21.

**Common end.** Coming from different places and utilizing different approaches, Metromedia and American Newspaper Publishers Association land on common ground in opposing FCC crossownership proposal. Page 22.

**Indictment.** Greenwood, Miss., citizen group finds persistence is payoff as FCC, at group's urging, sets hearing on renewal of WSGW-AM-FM there — two years after its bid for revocation of same failed. It's second time this month that commission has so proceeded in response to third-party presence. Page 27.

**Screen pass.** Indication from FTC strategy session on children's advertising is that major responsibility for overseeing commercials will be intra-industry affair — with National Advertising Review Board holding reins. Page 32.

**Storm warning.** Networks' program producing activities are only small cut in large pie, but if Justice Department suit succeeds in removing that prerogative, results could be unnerving. So says ABC's Elton Rule. Page 36.

**Not so.** National Association for Better Broadcasting tells FCC programing concessions it facilitated at KTTV(TV) Los Angeles are — Worldvision complaint notwithstanding — in accordance with agency rules. Page 37.

**Plugging holes.** CBS emerges from third and final round of seasonal schedule jockeying with summer roster highlighted by mini-variety series, reprise for Hit Parade. Page 38.

**Call to arms.** Cable industry continues to mount all-out offensive against provisions of copyright bill it considers catastrophic. But word from Hill now places legislation in holding pattern as senators shy away from complexities. Page 39.

**Actions speak louder.** NCTA puts its legal resources where its rhetoric had been, files fairness complaint against WCBS-TV New York over pay cable controversy. Page 40.

**For the record.** Watergate transcripts paint ironic picture of administration-press relationship. Private record shows less White House concern over reporting than public anti-media outbursts might indicate. Page 42.

**Progress report.** National News Council tells world what it's been up to: 14 complaints processed, seven dropped. Page 42.

**Bigger than life.** Advent Corp.'s Henry Kloss turns his inventive genius from small FM's to big TV's. A status report on wall-screen TV. Page 47.

**Coming out.** As AWRT's new president, WGN's Pat Nealin moves from backstage to onstage role. A Broadcasting "Profile." Page 65.



ABC-TV President James E. Duffy (l) and George Lyons, VP-general manager of WZZM-TV Grand Rapids, Mich., and chairman of board of governors of ABC-TV Affiliates Association, met for discussion at opening reception of Los Angeles convention last week. Event began two-week run of affiliates meetings in Century Plaza hotel: CBS-TV takes over tomorrow and Wednesday (see story page 38), NBC-TV moves in Sunday through following Tuesday.

### Major renovations in network schedules will call for massive support this fall, ABC-TV affiliates hear; morning show unveiled

Annual round of television network conventions for affiliates started last week in Los Angeles with ABC-TV's. All three face what Martin Starger, president of ABC Entertainment, described as "uniquely fluid situation" — 1974-75 prime-time schedules containing most radical changes of recent years, 31 new series, 14 time-period shifts for returning shows (*Broadcasting*, April 29). Networks will need all help they can get in station clearances and supporting promotion, as ABC stations were told.

Mood among ABC affiliates was conditioned by uncertainties of schedule upheavals and selling season off to slower start than last year's. Previews of few of new shows and samplers of others drew reserved response last Friday morning from affiliates that day before had been asked to clear for new two-hour morning show and to improve clearances on late-night *Wide World of Entertainment*. In general, however, ABC was credited with solid job of building ratings and sales. Only widespread objection cited by affiliates was to problems created by runovers of network sports shows and special movies, such as recent "QBVII."

Despite peculiarities of this year's economy and slower start of selling (caused by late schedule wrapup and volume of new shows for buyers to study), James T. Shaw, sales vice president, predicted fourth-quarter ABC-TV sales would add \$40 million by today (May 13) and \$150 million by end of this week. He said that budgets of regular "up-front, long-term" advertisers are at least as big as they were at this time last year. He said 1974-75 sales would represent "reasonable increase" over 1973-74.

Major effort was made during convention to persuade more affiliates to clear *Wide World of Entertainment*, which Frederick S. Pierce, senior vice president, ABC Television, said was being shortchanged by diary surveys — to its disadvantage in station carriage. In 46 markets where Nielsen meters measure all three network late-night programs, it's close race: ABC 7.6, CBS 7.8 and NBC 8.4 in average audience ratings. But local reports in Arbitron sweeps understate audience by million homes or 28% for ABC's late show and even more for CBS's late movies, Mr. Pierce said.

Network's new early-morning show, *A.M. America*, two-



hour mixture of entertainment, information and news to be introduced next Jan. 6, was announced to affiliates and not unanimously welcomed. Some affiliates had wanted straight news feeds from network to be fitted into morning schedule with their own locally produced programming. As described by Dennis E. Doty, director of morning program development, *A.M. America*, over average week, will contain 240 minutes of news and public affairs, 253:20 minutes of entertainment and information and 106:40 minutes of commercials and station breaks. Network news summaries will appear in each half-hour. Placements of commercial pods and station breaks will be patterned after NBC's *Today*.

*A.M. America* will be fed live from New York at 7-9 a.m. eastern time. Second hour will be taken live in central and mountain time zones at 7 a.m. local time and first hour will be played from tape at 8-9 local time. Stations in Pacific zone will broadcast taped delay at 7-9 a.m. local time.

Program is intended to overpower CBS programming of straight news show at 7-8 a.m. and *Captain Kangaroo* at 8-9 and to compete head to head with NBC's *Today*. Program host and news anchorman are to be chosen in few weeks.

In contrast to affiliate meetings of earlier years when news executives were pleading for stations to clear *ABC Evening News with Howard K. Smith and Harry Reasoner*, affiliates last week were thanked for taking program and told audiences were at record highs — averaging 6,800,000 homes per minute in March, although still third to CBS and NBC news programs. This year appeals for clearance were made for Saturday, 6:30-7 p.m. *Reasoner Report*.

### Engman, Pastore losing patience on getting voluntary children's ad code

Federal Trade Commission Chairman Lewis Engman says he is "disappointed" with advertising industry negotiations now going on over voluntary code for children's ads. "The time for exploring a voluntary approach cannot continue indefinitely," he said. Engman remarks came during FTC oversight hearings before Senate Consumer Subcommittee last week.

Mr. Engman made statement "first time publicly" when Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) made surprise appearance at those hearings to put FTC's feet to the fire on children's advertising. Senator Pastore said issue has "gotten beyond the point of irritation." FTC Commissioner Paul Rand Dixon replied commission has attempted to give voluntary approach every chance possible because, he felt, FTC rulemaking might impinge on freedom of expression rights of advertisers. "Let's not be the Supreme Court here," senator shot back. "If it's unconstitutional, let the court say it, and let Pastore keep his mouth shut then."

Advertisers, consumer groups and FTC staff are set to meet again on May 20. Chairman Engman's criticism, he said, is aimed at "raising ante" for that meeting.

Mr. Engman was not alone in his sentiments. Robert Choate, who heads Council on Children, Media and Merchandising, said consumers are growing "increasingly impatient" with advertising industry input into FTC children's ad project meetings. "The industry side has come up with no new ideas, and in effect, no position," he said of last Monday's meeting (see story, page 32). Consumers and FTC are looking toward May 20 meeting as "last chance" for industry to come up with solid proposals showing serious intent to negotiate, he said.

Hearings on nomination of Stephen A. Nye, San Francisco attorney, to fill unexpired FTC term of David Dennison, were held just before oversight session. No witnesses appeared to speak against appointment.

Almost. FCC approval is expected this week of renewal and sale of Carter Publications' WBAP(AM), KSCS(FM) and WBAP-TV, all Fort Worth. AM and FM, along with Carter's *Fort Worth Star Telegram* and two suburban newspapers, are going to Capital Cities Communications Corp. for \$80 million; TV station, to LIN Broadcasting for \$35 million. Approval is also expected of renewals of A.H. Belo Corp.'s KFDM-TV Beaumont and Times Herald's WFAA-AM-FM Dallas. Items were being circulated among commissioners for their approval last week.

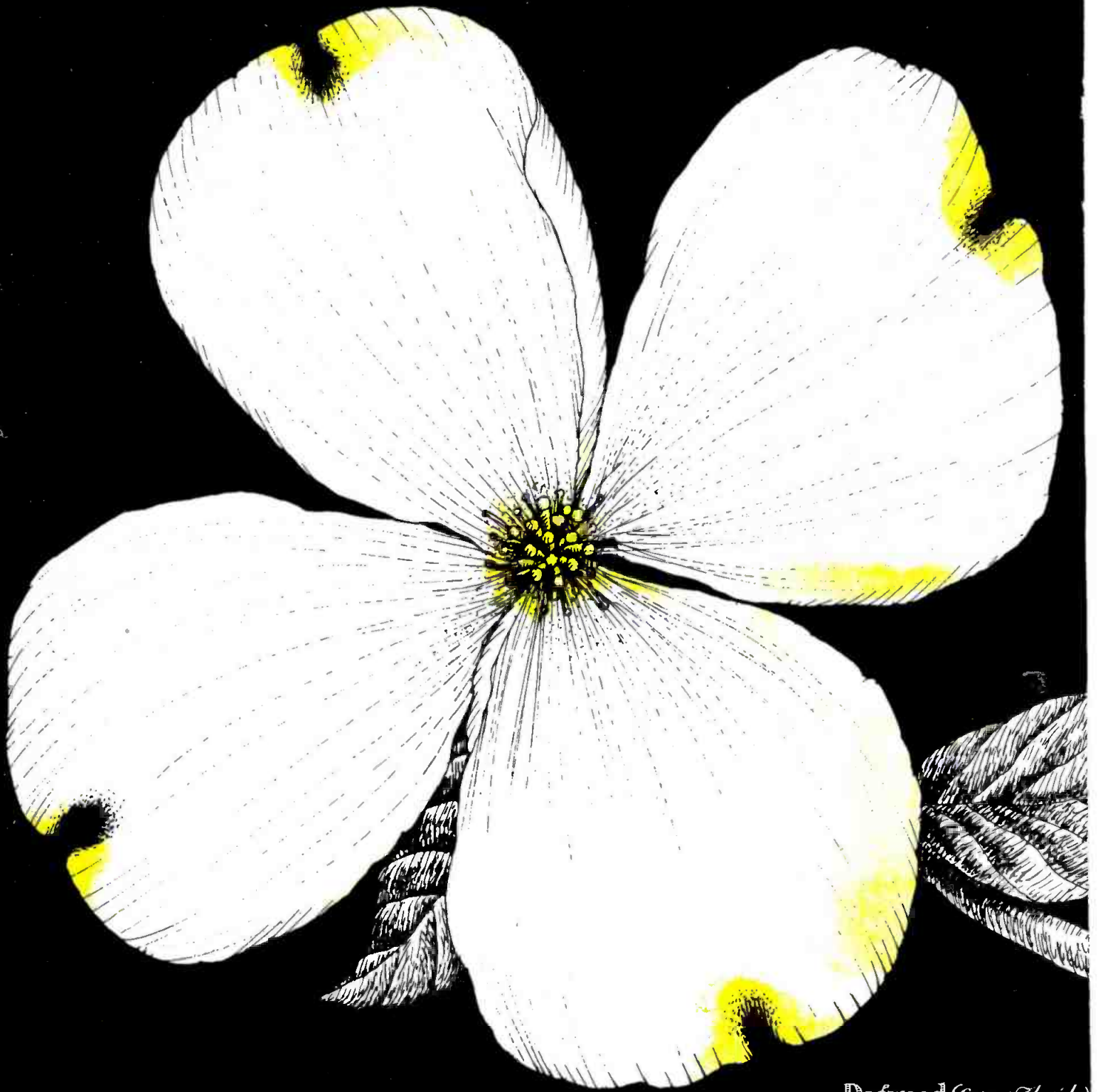
Reeves-Gateway on again. Reeves Telecom Corp. announced last week completion of new deal to sell WHTN-TV Huntington, W.Va., to Gateway Communications Inc. for \$7.4 million. Two firms agreed in March on \$8 million figure (*Broadcasting*, April 1), but negotiations broke off after several weeks. It's understood Reeves got better terms in second deal, though sale price is less. If FCC approves sale, Reeves is left with WKEE-AM-FM Huntington and WITH-AM-FM Baltimore. Reeves principals are Hazard E. Reeves and J. Drayton Hastie. Gateway owns three TV stations, all acquired from Triangle Publications Inc. last year: WTJ-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pa., and WBNG-TV Binghamton, N.Y. Gateway is controlled by Malcolm Borg family, publishers of *Bergen* (N.J.) *Evening Record*. WHTN-TV (ch. 13), an ABC affiliate, operates with 316 kw visual, 20 kw aural and antenna 1,000 feet above average terrain.

From Gardens to Gowdy. Curt Gowdy Enterprises Inc. last week agreed to buy WEAT-AM-FM West Palm Beach, Fla., from Gardens Broadcasting Co. for \$1.5 million, subject to FCC approval. Sportscaster Gowdy is 100% owner of buying firm which also owns KOWB(AM) Laramie, Wyo., and of Curtis Gowdy Broadcasting Corp., owner of WCCM-AM-FM Lawrence, Mass., and WBBX(AM) Portsmouth, N.H. Gardens is owned by Royal American Industries Inc., controlled by Bankers Life & Casualty Co., West Palm Beach. John D. MacArthur, president of WEAT-AM-FM, owns 60% of Bankers Life. WEAT is daytimer on 850 khz with 1 kw. WEAT-FM is on 104.5 mhz with 100 kw and antenna 520 feet above average terrain.

They got him to talk. FCC Commissioner James Quello will do first official speaking stint as commissioner this Thursday (May 16) at Oregon Broadcasters spring conference. Fledgling commissioner had self-imposed 60-day embargo on speaking engagements so he could settle into Washington environs, but Chairman Richard Wiley, originally scheduled for Oregon broadcasters, had to cancel and asked Mr. Quello to step in. Now Mr. Quello also has accepted invitation to talk to Missouri broadcasters spring meeting on June 7 in Springfield.

News Council action. National News Council last Friday (May 10) dismissed Mobil Oil complaint against ABC-TV *Close-Up* oil documentary, saying program was within bounds of robust journalism. Council also upheld viewer complaint that *NBC Nightly News* erred in saying people of Huntsville, Ala., were given day off to see President Nixon there. Council members expressed hope NBC would report its ruling as means of correcting "error." Council dismissed complaint against *Nightly News* involving alleged quotation by Henry Kissinger. It also dismissed complaint of one-sidedness in PBS's *Black Journal* report on housing, and authorized public hearing on former Mutual newsman's complaint that Mutual newspeople had been ordered to cover All America black football team affair co-sponsored by Mutual (for earlier story, see page 42).

Fusion. Two of Washington's pioneer consulting engineer-



**Dogwood** (*Cornus Florida*)  
*The state floral emblem  
common to both North  
Carolina and Virginia*



**The Jefferson-Pilot Stations  
are now represented  
by PETRY TELEVISION**

**WBTV**  
**Charlotte**

**WWBT**  
**Richmond**



**PETRY**

ing firms — A.D. Ring and Associates and Kear & Kennedy — shortly will announce merger under Ring auspices. Dr. Frank Kear, principal partner in absorbed firm, will have consultative status equivalent to that of Mr. Ring of surviving firm. Robert Kennedy died last November.

**Short takes.** Representatives of five state cable agencies met with FCC Chairman Richard Wiley last Friday, discussed their fears FCC may pre-empt functions rightfully states', heard his concern over three-tiered cable regulation. Present: New York, Connecticut, Massachusetts, Minnesota and Nevada. Among them: New York's Lynn Wickwire, who may switch soon to federal side of desk; he's probable FCC nominee (see page 5). *National Advertising Division of Council of Better Business Bureaus* has "administratively closed" complaint against Mobil Oil after advertiser agreed to accompany any future use of "Today, there is a world-wide shortage of crude oil" with disclaimer that such is company's opinion. Indications are about 1,000 members of public from five-state area will attend FCC's first regional meeting in Atlanta May 23-24, on Georgia Tech campus. *State of New Jersey* is supporting FCC's petition for Supreme Court review of lower court decision that broadcasters may air winning lottery numbers as news. *National Association of Broadcasters* is opposing. Justice Department has told Los Angeles federal court three networks have not supported their charge that it filed anti-trust suit against them for political reasons, maintains they "escalated mere suppositions and speculation into established facts" (*Broadcasting*, May 6). *FCC Common Carrier Bureau Chief Walter Hinchman* has proposed cross-board 20% reduction in rates of *Communications Satellite Corp.* to international carriers. Commission acceptance would end Comsat rate case which, in present phase, has been underway for three years. How much of that reduction would be passed on to users — such as networks — has yet to be resolved. Last year's Comsat revenues, including European fees, were \$1.3 million.

**Late Fates.** *Herbert Victor*, programing VP for ABC owned TV stations, New York, and until few months ago program director for KABC-TV Los Angeles, joins that station's former general manager, *Don Curran*, at Kaiser Broadcasting as general manager of KBHK-TV San Francisco. Mr. Curran was named Kaiser president last month (*Broadcasting*, April 15). *Robert Fanning*, general sales manager of Taft Broadcasting's WGR-TV Buffalo, N.Y., named general manager of group's WDAF-AM-FM Kansas City, Mo. He succeeds *Paul Murphy*, whose new assignment is to be announced. *Erwin Ephron*, VP-management supervisor, Carl Ally Inc., New York, assumes responsibility for media services, taking over functions held by *Jerry Mitty*, media director, resigned. *David Meister*, director of national broadcast, and *Larry Dexheimer*, assistant media manager, appointed co-managers of media. *Albert C. Petcavage*, former senior VP-media for Doyle Dane Bernbach, named VP-market planning and media services for Green Dolmatch Inc., New York. *Julian Linde*, VP-business affairs, Columbia Pictures TV, New York, shifts operations to Burbank, Calif. *Martin Grove*, corporate public relations director, 20th Century-Fox Film Corp., Los Angeles, to join Warner Bros. TV as director of advertising, promotion and public relations. He will succeed *Jason Levine*, who resigns June 1.

*William Harris*, operations manager of WJR-AM-FM Detroit, named engineering-administrative assistant to FCC Commissioner James Quello, who retired as manager of those stations in September 1972. *Stephen F. Sewell* named chief of complaints branch of FCC Broadcast Bureau's Complaints and Compliance Division. He succeeds *Arthur Ginsburg*, named assistant chief of division. For earlier reports, see "Fates & Fortunes," page 51.

## Headliners



Howard



Perris



Watters



Wallis



Schruth

**Jack R. Howard**, president of Scripps-Howard Broadcasting Co. since 1937, elected board chairman. (He also is president and general editorial manager of Scripps-Howard Newspapers.) **Donald L. Perris**, general manager of group's WEWS(TV) Cleveland, elected president. **Mortimer C. Watters**, executive vice president, named chairman of executive committee.

**B. Blair Vedder Jr.**, executive VP and senior managing partner of Needham, Harper & Steers Advertising Inc., Chicago (domestic agency), named board chairman; **Frederick D. Sulcer**, executive VP, division director of NH&S, New York, named president, and **Bradley H. Roberts**, executive VP, division director, NH&S/West, Los Angeles, appointed vice chairman of board.

**Edward G. Wallis** named regional VP/central, and **Peter E. Schruth** regional VP/western, for Westinghouse Broadcasting Co. in restructuring that creates three new regional vice presidencies with responsibilities for entire regions. Mr. Wallis was area VP, will continue to operate from Pittsburgh base. Mr. Schruth, who has been executive VP, leisure industries, in Westinghouse Electric Co.'s Broadcasting, Learning and Leisure Time Co., will be based in San Francisco. Third regional VP, eastern, is to be named when "consistent with station needs and appropriate personnel assignment." Posts of area VP, currently local in scope, will be phased out.

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# THE TRUTH ABOUT ANNOUNCERS

"This couldn't apply to me"

What is the "Truth"?

It's an audio cassette that we've produced. We call it "The Truth About Announcers or How Conceited They Are." You guessed it, it's a fiery satire on announcers and the broadcasting industry.

It was taped before a live audience and quite bluntly makes a fool out of announcers (Of a certain type). I hope you're not that type. Heaven help you if you are!

If you're a real "Pro" and have been in the game for quite some time, you'll probably understand what's being said. Otherwise you'll find this the most disgusting and insulting presentation you've ever heard.

Even if you're going to one of those famous so called "Broadcasting Schools", or if you're planning on getting into the act . . . better send for this cassette right away. If you don't smash the cassette first, you'll probably change your mind about that prestigious industry. Remember it's all the "Truth".

Let's face it. Announcers are a funny animal. They have a mannerism and attitude all of their own . . . very strange. And to say the least, they're totally unpredictable.

We've dropped that prestigious veil announcers have draping so nicely and we've rolled up that red carpet. We tell it like it is!

You'll hear commercials and testimonials that will literally send shivers up and down your spine. We've gone so far as to let you hear actual negotiations and phone calls that will embarrass you into thinking that you are in the same business.

They say that the truth hurts. Well, if that's the case . . . better prepare yourself for a real injury.

But remember, after the truth comes out, so does the relief of mind and a much, much better person, more professional announcers and a man that is well liked.

We personally guarantee that this cassette will influence you for the better and that it will be one of the best investments you have ever made.

To back up that guarantee, we're going to make you an offer you can't refuse.

If for any reason you are not satisfied with the "Truth" just return it within seven days and we will return your original \$10. check uncashed . . . plus your 10¢ postage!

We couldn't possibly make an offer like that unless we absolutely know without a doubt that it will be of significant benefit to you.

It has influenced other announcers and it will influence you if you'll just fill in the coupon below and mail it to us today. Or for extra fast service call our special nationwide toll-free number.

If we're wrong about what this cassette will do to you, you'll get your money back. But what if we're right!

NATIONWIDE TOLL-FREE/24 HOURS—7 DAYS PER WEEK

ask for operator 7

## 800-621-7725

In Illinois Call 800-972-5014

etc advertising, 980 main st., waltham, ma. 02154

ETC ADVERTISING  
National Headquarters  
Dept. B1  
980 Main Street  
Waltham, MA. 02154



Please send me "The Truth About Announcers or How Conceited They Are." But *don't deposit my check or money order for seven days after it's in the mail.*

If I return "The Truth"—for any reason—within that time by registered mail, return my *uncashed* check or money order to me. On that basis, here's my ten dollars.

( ) Cash      ( ) Check      ( ) Money Order

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_



# Monday Memo®

A broadcast advertising commentary from Thomas Randolph, senior VP and general manager, Foote, Cone & Belding, San Francisco

## FC&B moves those prunes, laughing all the way

Some creative ideas are hatched in the strangest ways—ways which, in hindsight, turn out to be the most logical. Such was the case with our campaign for California prunes.

After competition with five other advertising agencies, Harold Brogger, director of marketing and assistant manager for the California Prune Advisory Board, called to tell me we had been awarded the account. This was around 2 p.m., March 15, 1971. I'm sure most readers of this magazine can appreciate the joy and good feeling that flow through an agency when it has been awarded a new account. It was true in this instance as well.

That afternoon there were a lot of high spirits, some champagne bottles were uncorked, someone ran out and bought a half-dozen boxes of prunes and we were all in a happy mood. One thing seemed strange, though. There was a tremendous amount of laughter that kept up throughout the office the rest of that day—more than you would normally expect.

As you listened closely to some of the conversation, it was obvious everyone was telling his favorite prune story. Most people were reflecting on their childhood when their mothers foisted prunes on them—for the obvious reasons. Smiles, snickers and huge bursts of laughter were common throughout the rest of the day.

The next day we began to dig into available information about our new client. The prune board had a wealth of research and data to draw on. After we had thoroughly studied this information, we found that prunes offered a great deal more than the laxation benefits everyone associated with them. None of us realized it before, but the shriveled-up little erstwhile plum—now a prune—seemed to fit perfectly into the nutritional revolution that started in the early 70's. Prunes turned out to be a great source of vitamin A, iron, vitamin B, niacin, etc. It became apparent to us that prune sales could react best to a whole new positioning. Hence, the "funny fruit" idea was born to meet the laxation image of prunes head-on, using laughter as an attention device and then proceeding to present the listener with the heart of our nutrition story.

We examined every media and creative approach available to us, but radio came obviously to the forefront and its selection was largely because of the creative consideration. Radio allowed the individual listener to visualize each of the scenarios we set up. It allowed us, at relatively low cost, to present a lot of different scenarios. And using a full 60



Tom Randolph's advertising career began in 1955 when he joined the Los Angeles office of Foote, Cone & Belding. There he served as account executive on both the Purex and Sunkist accounts. After transferring to San Francisco in 1961, he has moved up from an account executive, through account and management supervision, to become general manager in 1968. In 1971, he was named a senior vice president and is also a member of the board of directors of FCB.

seconds of time, it allowed us to present our story in full.

The California Prune Advisory Board is a group of about 30 people who represent the industry. While some of the members come from the processing side, the board is made up largely of growers who represent over 2,000 other growers in the California prune industry. To many of them, the prune crop provides their main source of livelihood. We were confident in our recommendation the day we presented the "funny fruit" idea to the board—but, I must admit, more than a little nervous. After the idea was exposed, using about six different demo radio versions recorded by our own FCB players, we noticed a lot of gasps, nervous coughs, rolling eyes and deep sighs. Here we were asking a roomful of growers to accept a creative plan that laughed at their product. Dangerous stuff. But after some discussion, that same room of growers decided to go with us in a spirit of trust which has consequently made ourselves and the prune industry most grateful.

Another dangerous step in our recommendation was to concentrate on light users—women 35-49. As you would expect, because of the laxation benefits that go along with prunes, the heavy users are in the 65-plus category. Because prunes had been thought of as a laxative for probably the entire lifetime of this light-user group, it was important we stress frequency. We felt we had to talk a lot to this younger user to be certain we were breaking through with a brand-new benefit about prunes.

The advertising budget for that first year was not enough to go national. Therefore, we recommended eight metropolitan markets in which to start our campaign, covering 25% of the U.S. By monitoring sales results through A. C. Nielsen on a bimonthly basis, these markets provided us with a perfect research lab.

The campaign will be entering its fourth year this fall. Since our initial start-up, we have not altered our strategy or execution. We freshen up the campaign each year with new commercials but stress the same points. The reason we haven't tampered with our recipe is simple: It has been a smashing success at the checkout stand.

In advertised markets at the end of the first year, sales were 18% ahead of the previous year. This came in the face of a long-range historical decline of from 1% to 2% per year, each year. What happened in the nonadvertised markets that year? The usual 1% decline.

The following year, the prune yield was a disaster. A bitter frost in March 1972 literally nipped the bud of the crop, reducing the normal and annual volume by more than half. Still, the prune board saw fit to maintain pressure in the original eight markets throughout this time.

Last year's crop came back strong and we expanded the campaign to another 15% of the country for spot radio while laying a national stage using three major network hookups. Now we're regaining momentum. Hopes for a healthy crop this coming year are high and we're looking for a further enlargement of efforts and an even bigger success.

The case history behind the California Prune Advisory Board campaign is an excellent example of melding the right story, in the right way, through the right medium, during a time when interest in better nutrition and good health is gaining all across the country. To us at FCB-San Francisco, repositioning and revitalizing a product like prunes and watching the new approach work successfully year after year is one of the most rewarding experiences people within an advertising agency can have.

# Datebook®

■ Indicates new or revised listing.

## This week

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

■ **May 13-14**—Southwest National Religious Broadcasters chapter convention. First Baptist Church, Dallas.

**May 14**—Hollywood Radio and Television Society newsmaker luncheon. Speaker: Pete Rozelle, commissioner, National Football League. Beverly Wilshire hotel, Beverly Hills, Calif.

■ **May 14**—Federal Communications Bar Association luncheon meeting. Speaker: Clay T. Whitehead, Office of Telecommunications Policy. Army-Navy club, Washington.

■ **May 14**—Communications Satellite Corp. 1974 annual stockholders meeting. American Theater, L'Enfant Plaza, Washington.

**May 14**—Metromedia Inc. annual stockholders meeting. 205 East 67th Street, New York.

**May 14-15**—CBS-TV affiliates' annual meeting. Century 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 15**—Outlet Co. annual stockholders meeting. 176 Waybosset Street, Providence, R.I.

**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 16-19**—Western States Advertising Agencies Association Western advertising conference. Featured speakers: Carl Ally, Carl Ally Inc.; Robert

Levenson, Doyle Dane Bernbach; Tom Swafford, CBS; Jack Roberts, Carson/Roberts; Sanford Cooper, Burke Marketing Research; Gary Valk, Time Inc., and Milton Jones, Palm Springs Life and San Francisco Magazine. Spa hotel, Palm Springs, Calif.

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

■ **May 17**—Telepro Industries Inc. annual stockholders meeting. 3 Olney Avenue, Cherry Hill, N.J.

**May 18**—Radio Television News Directors Association regional seminar. University of Michigan, Ann Arbor.

**May 18-19**—Acorn Community Television dedication and conference on urban CATV and community programming. Speaker: David Kinley, FCC. Laney College and Acorn studios, Oakland, Calif.

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

## Also in May

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

■ **May 20-21**—Virginia CATV Association meeting. Reston Sheraton International, Reston.

**May 20-22**—California Community Television Association annual spring meeting. Senator hotel, Sacramento.

**May 21**—ABC Inc. annual stockholders meeting. 7 West 66th Street, New York.

**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 22**—Grey Advertising Inc. annual stockholders meeting. 777 Third Avenue, New York.

■ **May 22**—Foots, Cone & Belding Communications Inc. annual stockholders meeting. Hotel Commodore, New York.

**May 23-27**—Association of Federal Communications Consulting Engineers annual meeting. Landmark Motor Inn, Myrtle Beach, S.C.

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

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

■ **May 28-30**—Pennsylvania Cable Television Association spring meeting. Penn Harris Motor Inn, Harrisburg.

**May 28-30**—UNDA-USA (national Catholic broadcasters association) seminar and workshop for religious broadcasters and allied communicators. Franciscan Renewal center, Scottsdale, Ariz., and Arizona State University, Tempe.

■ **May 28-31**—Canadian Cable Television Association annual convention. Queen Elizabeth hotel, Montreal.

■ **May 29-31**—National Association of Educational Broadcasters conference on instructional telecommunications. Sheraton Park hotel, Washington.

**May 30**—UNDA-USA 9th annual Gabriel Awards presentation. Mountain Shadows hotel, Scottsdale, Ariz.

**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. J. 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. Speakers: Lewis A. Engman, Federal Trade Commission chairman; Senator Lowell Weicker

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## Major meeting dates in 1974-75

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

**May 30-June 1**—Associated Press Broadcasters Association national meeting. Alameda Plaza hotel, Kansas City, Mo.

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

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

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

**Sept. 29-Oct 2**—Institute of Broadcasting Financial Management 14th annual conference. Chase-Park Plaza, St. Louis.

**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.

**Feb. 8-12, 1975**—National Association of Television Program Executives, annual conference. Hyatt Regency hotel, Atlanta.

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

**April 13-17, 1975**—National Cable Television Association 24th annual convention. New Orleans.



(R-Conn.); Katharine Graham, *Washington Post* publisher, and Herbert Klein, Metromedia. Statter Hilton hotel, 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 4**—MCA Inc. annual stockholders meeting. First Chicago center, One First National plaza, Chicago.

■ **June 6-7**—*New York Law Journal* Broadcasting '74 conference dealing with FCC filings and license renewal rules. Americana hotel, New York.

**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.

**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. Speaker: Robert W. Sarnoff, RCA. Sheraton Park hotel, Washington.

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

■ **June 13-14**—*New York Law Journal* Broadcasting '74 conference dealing with FCC filings and license renewal rules. Los Angeles Marriott hotel, Los Angeles.

**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 17**—Deadline for comments on possible modifications of FCC's program exclusivity rules for cable TV systems.

■ **June 17-20**—*National Association of Broadcasters board of directors meeting*. NAB headquarters, Washington.

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

■ **June 20-21**—*Southeast National Religious Broadcasters chapter convention*. Holiday Inn South, Orlando, Fla.

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

■ **June 21-July 2**—*Berlin International Film Festival*. Berlin.

■ **June 23-25**—*Oregon Cable Communications Association* annual convention. Valley River Inn, Eugene.

■ **June 24-25**—*Iowa Broadcasters Association* convention. Avenir Motor Inn, Sioux City.

■ **June 24-28**—*Public Broadcasting Service* service meetings: program managers, June 24-26; public information, June 25-27; development, June 26-28. Washington Hilton hotel, Washington.

■ **June 25**—*Federal Communications Bar Association* annual meeting. Army-Navy club, Washington.

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

■ **June 28**—Washington chapter, *Sigma Delta Chi* national dinner. Speaker: Vice President Gerald Ford. National Press Club, Washington.

## July

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

■ **July 5**—Deadline for reply comments on possible modifications of FCC's program exclusivity rules for cable TV systems.

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

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

■ **July 9**—*Taft Broadcasting Co.* annual stockholders meeting. Kings Island, Kings Mills, Ohio.

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

■ **July 10-13**—*District of Columbia, Maryland, Delaware Broadcasters Association* annual summer meeting. Sheraton-Fountainbleau Inn, Ocean City, Md.

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

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

■ **July 11-13**—*New England Cable Television Association* annual convention. Mount Washington hotel, Bretton Woods, N.H.

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

## August

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

**Aug. 9-18**—*Seventh annual Atlanta International Film Festival* with competition in features, shorts, documentary, TV commercial, experimental and TV production categories. Atlanta.

**Aug. 25-26**—*Arkansas Broadcasters Association* summer convention. Arlington hotel, Hot Springs.

■ **Aug. 26-27**—*Eastern National Religious Broadcasters chapter* convention. Lancaster Bible College, Lancaster, Pa.

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## THREE ONE-HOUR COLOR SPECIALS



## September

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

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

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

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

Sept. 16-21—VIDCOM, International Market for Video Communications. Palais des Festivals, Cannes, France.

Sept. 18-24—Electronic Industries Association of Japan Japan Electronics Show '74. Tokyo International Trade Fair Grounds, Tokyo.

■ Sept. 23-24—Western National Religious Broadcasters chapter convention. Marriott Motor hotel, Los Angeles.

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

Sept. 29-Oct. 2—American Association of Advertising Agencies Western region meeting. Vancouver, B.C.

■ Sept. 29-Oct. 2—Institute of Broadcasting Financial Management 14th annual conference. Chase-Park Plaza, St. Louis.

■ Sept. 30-Oct. 1—Midwest National Religious Broadcasters chapter convention. Moody Bible Institute, Chicago.

## October

Oct. 2-8—Telecom 75, second World Telecommunications Exhibition. Palais des Expositions, Geneva.

Oct. 3-6—Women in Communications Inc. annual national meeting. Bellevue Stratford hotel, Philadelphia.

Oct. 4-6—Illinois News Broadcasters Association fall convention. Quad Cities.

■ Oct. 9-11—Western Educational Society for Telecommunications annual convention. Golden Gateway Holiday Inn, San Francisco.

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

Oct. 10-23—National Association of FM Broadcasters annual convention. Fairmont hotel, New Orleans.

## Open Mike®

### Other side

EDITOR: In the statements and sentiments attributed to the leaders of the cable industry in your recent issues what emerges is a picture of an industry beset by an FCC determined "to protect the broadcasters to the bitter end" (Bruce Lovett quoted in the April 22 BROADCASTING), facing copyright legislation which is viewed by the industry "as downright repressive" (BROADCASTING, April 15) and which mandates to cable operators "copyright payments twice as large as the industry feels equitable" (BROADCASTING, April 22). Finally, the cable industry is alleged to be the victim of networks characterized as "able to use their power to prevent another industry from coming into existence" (Bruce Lovett quoted in the April 22 BROADCASTING).

This picture, sedulously created by the cable industry, is nonsense.

The cable copyright provisions have been reported out by a subcommittee chaired by Senator McClellan, an extremely able and powerful legislator known to be friendly to cable television and determined to protect its legitimate interests. The sports provisions of the copyright bill were in existence in sub-

stantially identical form in S. 644 introduced in February 1971 and were well known to those who negotiated the cable compromise agreement in November of that same year. The cable compromise agreement reflects no objection on the part of cable interests to these sports provisions.

As to the proposition that copyright payments in the bill are "twice as large as the industry feels equitable" it should be noted that subpart D of the cable compromise agreement obligated the cable industry to accept a provision in the bill for "compulsory arbitration failing private agreement on copyright fees." If the NCTA really believes that the fee schedule in the bill is "repressive" why do they not believe that they can persuade an arbitrator of their position?

The fee schedule provided in the bill provides for a royalty upon cable revenues amounting to an effective rate of approximately 2%. Thus, an industry now annually grossing in excess of \$525 million dollars would pay barely more than \$10 million dollars annually for its retransmission of over-the-air broadcast signals. This makes an instructive comparison with the \$15.8 million dollars a week which the April 29 issue of BROADCASTING reports is being paid by the three networks for their prime time entertainment schedules alone.

As to the charge that networks are "able to use their power to prevent another industry from coming into ex-

istence," one hardly knows whether to laugh or weep. The networks have no such objective, but if they did have, they have failed abysmally, for the cable industry is growing mightily. A recent report by the Stanford Research Institute (BROADCASTING, April 22), hardly a network dominated organization, forecasts an even rosier future, especially for pay cable.

In sum, the cable industry does itself a disservice to pretend that its problems are the result of unfriendly regulators or legislators or baleful networks. A cable industry that had conformed to the commitments made in the cable compromise agreement of 1971 would have far better standing to complain of its treatment in Washington—but far less to complain of.—Richard W. Jencks, vice president, CBS, Washington.

### Pen pals

EDITOR: As you know, on March 28, I wrote to Dick Salant [president of CBS News], and copied your fine magazine, and on April 3, Dick responded and copied you as well. The April 8, issue of BROADCASTING reprinted our letters. I was both surprised and pleased that BROADCASTING carried our exchange, and wanted you to know that this generated a file of letters to me and to Dick. My mail was heavily in favor of my position.—Ray Johnson, executive vice president and general manager, KMED-AM-FM-TV Medford, Ore.

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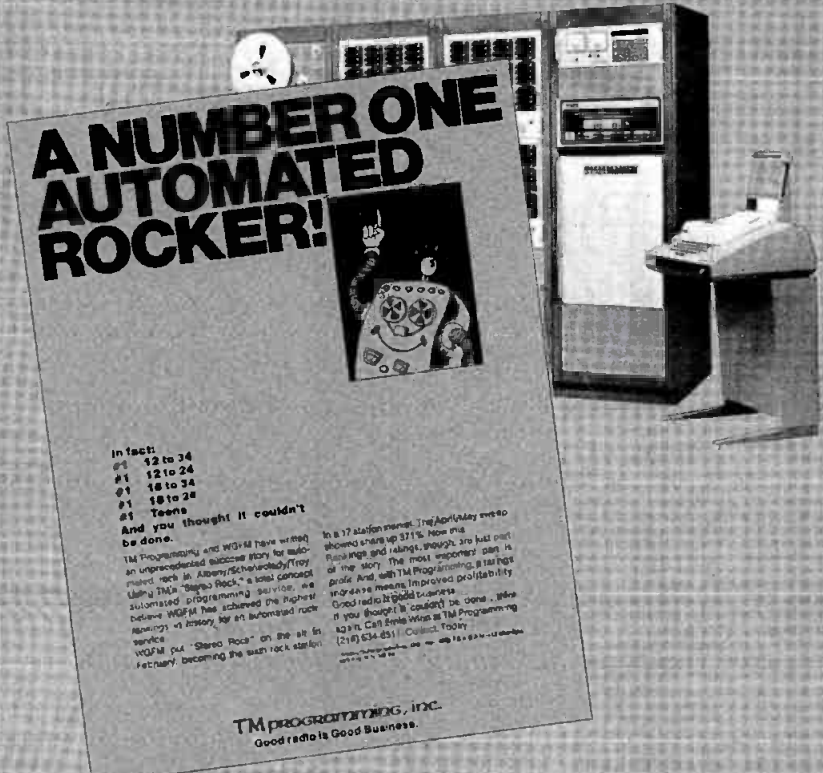
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## Media

### Perspective on the News

# Senate seems pre-primed for renewal; House bill makes it baker's dozen

All it takes is one, but there are already 13 choices facing Pastore subcommittee on license relief; half his colleagues have introduced own versions of broadcasters' goal

When the Senate Communications Subcommittee takes up the question of license renewal revision—probably about mid-June—it will have 13 proposals to pick from. At that, the committee's task will be far less difficult than that before its House counterpart, which had to consider at least 112 bills with almost 200 sponsors.

The House-passed version of renewal relief (H.R. 12993, sponsored by Representative Torbert Macdonald [D-Mass.] and the other members of the Communications Subcommittee along with Representative James T. Broyhill [R-N.C.]) will likely be ground zero. But with half the members of the Senate committee having their names on one bill or another, a scenario of what could possibly happen in the Senate mark-up begins to emerge.

Of the 12 Senate bills introduced so far this term, most break down into one of two categories: (1) a simple license term extension from three to five years and (2) a two-step renewal process in which the incumbent licensee would have to be judged as not being responsive to the "needs and interests" of its community or "in callous disregard" of FCC rules before the commission could hear competing applications. Several of the two-step bills also include license-term extensions to five years.

Senator Frank Moss (D-Utah), a member of the Communications Subcommittee, proposes the idea of a "broadcasters' bill of rights." Such a document would be drawn up by the FCC and



would outline "standards, criteria, guidelines and performance indices which would enable a broadcaster, the commission and the public to measure the performance of a licensee." The FCC would have one year of rulemaking time to write the bill of rights, which would then be submitted to both houses of Congress for approval. If Congress decided not to modify, it would go into effect 60 days later. The Moss bill (S. 247) also includes a five-year term and a two-step renewal process.

Senator John Tower's (R-Tex.) bill sounds similar to the so-called Van Deerlin amendment that caused much controversy in the House Communications Subcommittee last winter. That amendment, introduced by Representative Lionel Van Deerlin (D-Calif.), called on the FCC to hold a hearing for any competing applicant that could offer a program service "clearly superior" to the incumbent. The Van Deerlin amendment was dropped after a compromise between broadcasters and Mr. Van Deerlin which also killed the two-step provisions in the House bill.

Senator Tower's proposal, which was introduced almost one year before Mr. Van Deerlin's, would strip an incumbent of its license if a competing applicant could prove, "supported by the weight of the record evidence, that the new applicant will provide a substantially superior

program service." Any license designated for hearing, the bills says, would be heard "on the single comparative issue of which will provide the best program service."

And then there is the bill drawn up by Office of Telecommunications Policy Director Clay T. Whitehead, introduced as a courtesy by Commerce Committee Chairman Warren Magnuson (D-Wash.) and ranking Republican Norris Cotton (N.H.). Mr. Whitehead first broke the news of the administration's renewal plan in his now-famous Indianapolis speech.

In that talk, Mr. Whitehead attacked what he called "ideological plugola" in network newscasts and stirred outrage in the industry by linking his attack on the media with a discussion of his renewal proposal. In most ways, the bill could have been considered a broadcaster's dream. It provides for a five-year licensing term; a strong two-step renewal process in which a challenger would have to prove his sworn affidavits that an incumbent is guilty of some violation of the letter or spirit of commission rules; prevents the ad hoc restructuring of the industry through the renewal process, and prohibits the commission from setting program-percentage standards.

But Mr. Whitehead has so little sway on Capitol Hill these days—due, at least in part, to his remarks in Indianapolis—that the Whitehead bill is not likely to be

a serious factor in the deliberations.

There are three, almost identical, bills in the Senate hopper that would simply extend the licensing term to five years from three. They are sponsored by Senators Carl Curtis (R-Neb.), Clifford Hansen (R-Wyo.), Gale McGee (D-Wyo.), Charles Mathias (R-Md.) and Glenn Beall (R-Md.).

And there are six more bills that provide for a two-step renewal process, some

with an extension to five years as well. Senator Robert Griffin (R-Mich.) is sponsoring a bill for the Republican side of the Communications Subcommittee. Senators Marlow Cook (R-Ky.) and Norris Cotton, subcommittee members, are co-sponsors along with James Allen (D-Ala.) and John Sparkman (D-Ala.). The Griffin bill (S. 1311) directs the FCC to renew a license if the applicant has "reflected a good faith effort to serve,

and demonstrated a responsiveness to the needs and interests of its area." It puts the burden of proof on the challenging applicant and calls for "expeditious treatment" of both renewals and comparative hearings.

Senator Howard Cannon's (D-Nev.) bill, S. 272, introduced last January, gives the incumbent two-step protection and also places the burden of proof on the challenger. It contains no license term extension.

S. 844 is a "super" two-step bill sponsored by Senator William Scott (R-Va.). It would eliminate the competing application altogether. If the FCC found, after a hearing, that renewing a license would not be in the "public interest, need and necessity," it would revoke the license and open the frequency for new applicants. With that kind of protection-plus, there is no license term extension in the bill.

Senator Lloyd Bentsen's (D-Tex.) bill, S. 646, provides for a five-year term and two-step renewal, as does Senator Richard Schweiker's (R-Pa.). Senator Schweiker's bill (S. 16) was the first renewal bill introduced in the Senate this session.

Senator Ernest Hollings (D-S.C.) proposes a restriction on the U.S. Court of Appeals in dealing with reviews of FCC renewal decisions. In what appears to be a section aimed at preventing a recurrence of the WHDH case, the courts must find "a preponderance of the evidence in the record" favoring the FCC's decision not to grant a renewal, before it could uphold the commission's ruling. The Hollings bill, S. 849, includes a five-year term, a two-step renewal process and a directive to the FCC calling for expeditious treatment of renewal proceedings.

So, present positions on the Communications Committee, as represented by these bills, break down this way:

- Seven of the 14 members of the committee are sponsoring or co-sponsoring bills—three Democrats and four Republicans.

- All but one of the committee-member-sponsored bills provide for the extension of licensing terms to five years.

- All but one of those bills provide for a two-step renewal process.

Still, it must be kept in mind that the House bill does not provide for the two-step process. That provision was dropped in trade for dropping the Van Deerlin amendment in Representative Macdonald's subcommittee. It is the product of a compromise—a compromise whose weight in the Senate is unknown. Chairman John O. Pastore (D-R.I.) may decide to base his entire mark-up on the House bill. If the testimony he receives at the hearing points another way, he says, the committee may have to start from scratch.

The National Association of Broadcasters was saying last week that it plans to take a lower profile in the Senate than it did in the House. It believes it has provided an adequate record on renewal in House hearings. Last summer and fall, the House Communications Subcommittee heard 126 witnesses or statements in 17 days of hearings that produced 1,200 pages of text. This time, the NAB plans



As tour bus waits to leave FCC, Chairman Richard E. Wiley (r) gives early morning send-off to Paul E. Reid (l), chairman of the NAB small market radio committee and president and general manager of WBHB(AM) Fitzgerald, Ga., and others on the tour.



Tour organizer Charles T. Jones Jr., director of NAB's Radio Information Office, primes busload of bureaucrats and broadcasters for visit to three Virginia small-market radio stations. The bus microphone got a heavy workout from touring broadcasters.



J. William Poole (r), station manager of WFLS-AM-FM Fredericksburg, Va., explains his station's operation to (l-r) Daniel Jacobson, engineering assistant to Chairman Wiley; Harold L. Kassens, assistant chief, Broadcast Bureau; Edward O. Fritts, WNLA-AM-FM Indianola, Miss.



Newly appointed FCC General Counsel Ashton Hardy (c) and Werner K. Hartenberger (r), legal assistant to Chairman Wiley, hear about unique small-market radio station problems from Wayne Cornils, president and general manager of KFXD(AM) Nampa, Idaho.

**Real world.** Twenty-three bureaucrats emerged from their cells at the FCC last Monday to visit small-market radio stations in Virginia and get a first-hand look at the people and problems they had known previously only on paper. The tour, arranged by the NAB's Small Market Radio Committee, included visits to WFLS-AM-FM and WFVA-AM-FM in Fredericksburg (market size, 40,000) and WJMA-AM-FM in Orange (market size, 5,000). Accompanying the FCC group, which included new General Counsel Ashton Hardy, were the SMRC's seven board members, who were anxious to acquaint their regulators with problems they consider unique to small-market operations, especially those created by FCC ascertainment requirements (now under commission review). Many of the FCC contingent had never seen the inside of a radio station, and judging from their comments, they did return to Washington, as intended, with a greater appreciation of the harried three-ring-circus of small-station management. "What impressed me most was that it is a one-man operation," said one staffer. "Everybody wears several hats." General Counsel Hardy, just three days into his new job, was similarly impressed: "Every regulatory agency has got to realize you're dealing with people," he observed, "When you're writing regulations, you've got to remember you're regulating people."



to send only two or three witnesses before the Pastore subcommittee.

Also, the advocates of renewal relief got some breathing room two weeks ago from an unexpected place, the House Judiciary Committee. The renewal bill is in a foot race with the possibility of impeachment proceedings reaching the Senate. If the bill is not passed in this election year, the NAB believes its chances are "greatly diminished" in succeeding sessions. But the House Judiciary Committee's decision to allow presidential counsel James St. Clair to cross-examine and call his own witnesses during hearings is expected to protract the House's consideration of a bill of impeachment. And the longer it takes for the impeachment matter to reach the Senate, if it ever does, the better the chances for ratification of the renewal bill in the 93d Congress.

## The NCCB: resurrected, reconstructed and ready to get involved

**A low-key Fifth Avenue organization reappears in Washington as a low-budget catalyst and point man for broadcast-oriented citizen groups**

Back in the late 1960's, the National Citizens Committee for Broadcasting seemed to be the establishment's answer to what some in the establishment thought was wrong with television. Its chairman was the elegant if controversial Thomas P. F. Hoving, director, then, as now, of New York's Metropolitan Museum of Art. Its board of directors contained distinguished members of various disciplines. Its small staff of professionals and administrative aides was housed in offices on Fifth Avenue in New York. From time to time NCCB would participate in FCC proceedings, urging a hard-line approach, or file complaints against stations whose service it considered deficient.

But in time, members who had joined NCCB when its purpose was to further the development of public broadcasting found its role as a kind of all-purpose critic of commercial television disturbing. Public statements by Mr. Hoving seemed to rile committee members as much as they did broadcast-establishment members, if not more. Foundation money and the funds provided by subscribers (who at one time numbered 16,000) began to dry up. A move to Washington to place the organization closer to the heart of regulatory action failed to revitalize it. And after a while, NCCB, though it still was represented occasionally in commission proceedings, became largely a part-time aide who picked up its mail.

Now, however, in two small rooms on

the third floor of an old townhouse in Washington—the Citizens Communications Center occupies the first two floors—NCCB is in the process of being rebuilt, a process that includes an effort to define its function. The Hoving style is gone, but not the feeling that broadcasting is too important to be left to the broadcasters—or the FCC, for that matter. The thrust that is developing is one aimed at involving the public in the regulatory process, even at giving the public a voice in broadcast-program decision making. And indications are that the new NCCB will be more effective than the old one (which, though it still exists on paper, is to be formally dissolved soon).

For the new organization is being molded from the experience of the citizen movement in broadcasting in the 1960's, and those in charge had a hand in shaping that experience. Former FCC Commissioner Nicholas Johnson, who for the more than seven years he was on the commission sought to encourage citizen participation in the commission's processes, is chairman, and Albert H. Kramer, founder in 1969 and director until last year of the Citizens Communications Center, the first public interest law firm to specialize in communications matter, is president (BROADCASTING, Dec. 31, 1973.) They serve on a board of directors that includes Everett Parker, director of the office of communication of the United Church of Christ, who played a leading role in gaining for the public a right to participate in the commission's license-renewal proceedings; Earl K. Moore, the lawyer normally used by the United Church of Christ in aiding citizens groups; Philip Watson, former manager of Howard University's WHUR(FM) Washington, and Charles Benton, head of Public Media Inc., a Chicago-based educational film distribution company, who has been a prominent figure in a number of citizen group activities.

Mr. Benton, son of the late Senator William Benton, is the most prominent link between the old and the new NCCB's. Indeed, he is largely responsible for revival, such as it is; by dangling the prospect of Mr. Johnson signing on as chairman—this while Mr. Johnson was still with the commission and uncertain of where he would move next—Mr. Benton was able to exact pledges of support for NCCB. The pledges, conditioned on Mr. Johnson's fulfilling Mr. Benton's hopes, were made good, by the Stern Fund, the J. M. Kaplan Fund and the William Benton Foundation, plus other contributors from the original list of NCCB subscribers for a total of \$72,000. It's not much but it pays the rent and telephone bills, covers some mailings and provides for a modest payroll. Mr. Kramer and Mr. Johnson draw part-time salaries (Mr. Kramer fills out his time, and supplements his income, with writing assignments, including some ghost-writing assignments for clients he declines to identify, while Mr. Johnson spends most of his time running for the Democratic nomination for Congress from Iowa's third district). A third part-time aide is Warren Graves, a former consultant to Cable-



Kramer

communications Resource Center in Washington, who serves as liaison with citizen groups. The only full-time staffers are a former aide to Mr. Johnson when he was on the commission, Chuck Shepherd, who handles NCCB's day-to-day operations, and an administrative assistant, Esther Kane.

Besides the out-at-the-elbows look of the new NCCB, the main difference between it and the one that operated on Fifth Avenue is that the Johnson-Kramer version sees itself as an integral part of a movement that includes citizen groups all over the country that have demonstrated an interest in the regulation of broadcasting—a part whose function it is to serve those groups. But the question is how. And answering that question is what is now occupying most of the time and energy of NCCB. Mr. Kramer says NCCB has established the existence of more than 500 citizen groups with some kind of media reform program (and lest anyone get the notion all of the groups are located in the ghettos and barrios of the nation's cities, it should be noted that the Campfire Girls is on NCCB's list), and has established contact with virtually all of them by telephone or mail in the effort to define its function.

"We don't regard ourselves in the advocacy business," Mr. Kramer says. "We want to find out what the groups need." Based on his experience as a public-interest lawyer, he assumes there is a need for more public-interest lawyers to serve citizen groups concerned about broadcasting. But he is looking for other needs. "The groups might well be suffering from a dearth of information,"



Johnson

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Mr. Kramer says. "Three quarters of the proceedings at the commission are difficult for them to understand. And individual groups don't know what other groups are doing."

One of the philosophical as well as practical questions NCCB will have to resolve is whether the focus of activity in the citizen movement should be on the local scene or on Washington. "There is a need for a lot more dialogue at the local level between broadcasters and groups, and if it turns out that the groups feel they want to deal more at the local level, that means a different role for us than if the groups want to deal with the FCC."

Mr. Kramer's assertion that NCCB is not in the advocacy business should not be taken to mean it is not likely to be controversial or, in the eyes of broadcasters, become an advocate. (Apart from everything else, it is hard for those familiar with Mr. Johnson to imagine him presiding over an agency that has no appetite for controversy—or advocacy, for that matter.) And that is likely to become apparent as NCCB pursues a second program—one designed to complement the first—one of dealing with what Mr. Kramer refers to as "ad hoc projects." These are issues on which the NCCB feels it should attempt to engage the attention of citizen groups. And in making the attempt, NCCB gauges the interest of the groups in the projects, and factors that into the decision it is making on the kind of role it is to play.

One such project was opposition to the nomination of James H. Quello as a member of the FCC. Not only did Mr. Johnson appear at the Senate hearing on the nomination to urge the rejection of Mr. Quello, but NCCB wrote a letter to some 150 groups concerning the nomination, summarizing the criticism that had been leveled against the ex-broadcaster. About a dozen groups responded with requests to the committee for permission to testify or with letters urging the committee to turn down the nomination. Since the mailing went out only shortly before the Senate hearing in January—long after citizen groups alerted by the trade press to the nomination had already bombarded the committee with such requests and pleas—NCCB considers the response a respectable one.

But FCC nominations do not normally come around very often (the present situation in which the White House has been concerned about three FCC vacancies is without recent precedent). The ad hoc projects that will generally concern NCCB are matters before the commission that offer an avenue to public participation in the regulatory process. A recent example was the petition for rulemaking filed by a public interest group seeking to limit the number of commercial television stations that can broadcast. NCCB sent out a mailing on it, summarizing the issues involved, taking no side on the issue but urging the groups to file comments with the commission.

Mr. Kramer insists this is not advocacy—no more so than messages informing poor people of their right to food stamps. "To the extent we're doing anything,

we're trying to get people to participate in the regulatory process," he says. "We're not saying to oppose or support anything. But broadcasting occupies a vital part of people's lives, and they ought to participate."

Mr. Johnson's former aide, Chuck Shepherd, seems to put NCCB's goal in a somewhat sharper light. He, too, says NCCB in its ad hoc projects will not take one side or the other of an issue. But "the selection of the issue is the farthest we go in the direction of advocacy. When you get citizens involved, you are channeling program decision-making power away from private interests and corporate board rooms and into the hands of citizens. That's an issue for us."

Mr. Kramer and Mr. Shepherd say NCCB by the end of this month should have preliminary ideas on the direction in which it will head. "We'll decide what we want to be—whether information disseminating, or an organizing or coordinating agency." When it has that image firmly in mind—perhaps by early fall—NCCB will be in a position to approach the foundations for additional funds. And with a fatter budget to implement the planning it is now doing, NCCB will become a presence on the regulatory landscape with which broadcasters and the FCC will have to contend. "Our program then," Mr. Shepherd says, "will be more ambitious than it has been."

## Metromedia, ANPA oppose FCC rule on crossownership

**Filings take different roads, come to same finding: that there's no need for FCC intervention in marketplace**

Metromedia Inc. and the American Newspaper Publishers Association were as one last week in urging the FCC to abandon its proposed rule to require the break-up of multimedia holdings in the same market. But whereas Metromedia, which owns no newspapers, said that if there is a crossownership problem, it involves newspapers and television, the ANPA restated its position that the commission lacks the authority to ban newspaper ownership of broadcast properties.

The Metromedia and ANPA comments constitute an updating of pleadings they had filed three years ago in the rulemaking that had been suggested by the Department of Justice. ANPA also filed in a related proceeding—one involving a proposed ban on newspaper ownership of co-located cable television systems—and made a similar argument regarding the commission's lack of authority to prohibit such crossownership.

The commission, which appeared to have lost interest in the proceedings, revived it after the Department of Justice in December began filing petitions to deny the renewal applications of newspaper-owned broadcast properties. Deadline for updated comments is Wednesday (May 15); an oral argument on the proposal

dealing with broadcast and newspaper holdings is scheduled for June 18-19.

Metromedia said there is no need for a rule requiring divestiture in cases of radio-television crossownership, and cited the Department of Justice and former FCC Chairman Dean Burch to make its point. Both have focused their concern on newspaper-television combinations.

Furthermore, Metromedia said, there are enough media in the major markets to provide assurance that the marketplace for the dissemination of information and ideas in those areas "is extremely healthy." It cited studies by its research department that show, for instance, that Chicago is "penetrated" by more than 700 different media (602 print and 99 broadcast), and the grade B signal contour of Metromedia's WTCN-TV Minneapolis by 579 media (487 print and 92 broadcast).

But apart from those arguments and the contention that any problems of media concentration should be handled through the courts and in accordance with the antitrust laws, Metromedia cited financial considerations. It asked the commission to act expeditiously "to remove what has become a serious cloud over the business affairs of the broadcast industry," adding that the pendency of the rulemaking has "retarded" the industry's ability to attract capital investment, both debt and equity.

ANPA also used financial arguments in urging the commission to abandon the rulemakings aimed at newspapers. It said that "today's substantially deteriorating economic conditions," together with steadily rising interest rates "accentuate and aggravate the adverse and unsettling economic consequences which would inevitably result from any attempted dismantling and restructuring of the broadcast industry at this time." And the newspaper-cable crossownership ban, ANPA said, would "exacerbate" the cable industry's "deteriorated" financial position by shutting off from that industry "financially qualified operators," such as newspaper publishers.

But ANPA continues to make as its lead argument the contention that the commission lacks the authority to ban newspapers from the ownership of broadcast properties and cable systems in their communities. In the three years that have passed since it first advanced that view, ANPA said in its pleadings, several court opinions have been issued that support that view to the extent they indicate limits on the commission's statutory authority. (A Supreme Court opinion cited in both pleadings was the one in which the court narrowly upheld the commission's authority to require a cable system to originate programming; ANPA quoted the comment of Chief Justice Warren E. Burger, whose concurrence tipped the balance, that "the commission's position strains the outer limits of even the open-ended and pervasive jurisdiction that has evolved by decisions of the commission and the courts.")

ANPA, which also argued that no public interest justification had been advanced for either proposal, presented evidence to support its claim that newspaper owner-



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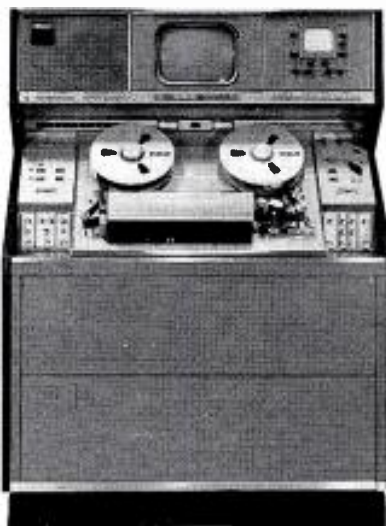
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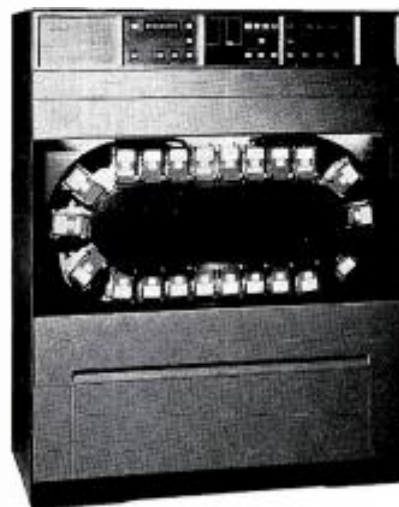
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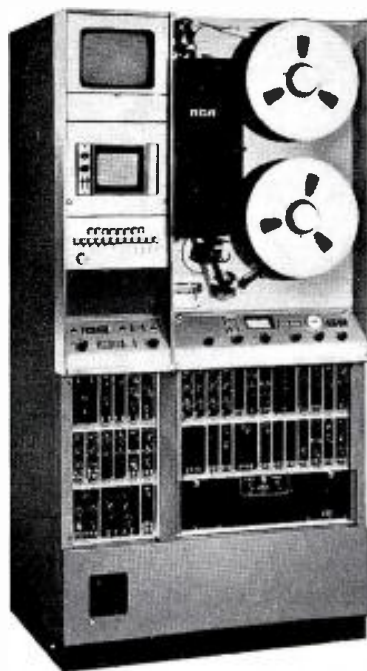
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so much going for it.**



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The new TR-61 unit has a digital servo system controlling the headwheel and capstan motors that is identical to that in the deluxe TR-70C. Result: reliable servo operation with one-second lockup time.

## The portable TPR-10. For the production team on the go.

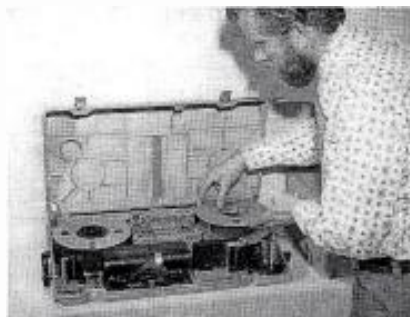
The trend in RCA broadcast equipment is toward easier portability combined with higher quality, and there's no better example than the TPR-10 Portable Video Recorder.

Only two modules—one the tape transport, the other the electronics—fit together into a space only about 11" high by 24" wide by 13" deep. This fits into the smallest of mobile units and makes an ideal package for all your on-location requirements.

Yet it records full studio-quality color on two-inch tape in quad format. And plays back its 20-minute tapes for immediate verification. Retakes are possible when necessary because full erase facilities are included.

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The TPR-10. It's one more useful tool from RCA for the up-to-date broadcaster.

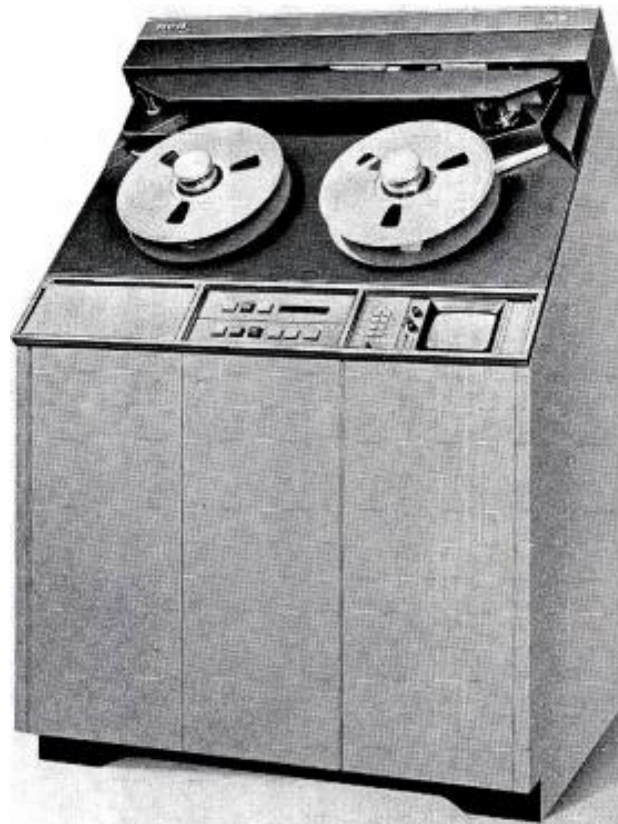


# The TR-600. The next step in video tape technology.



It won't be available until mid-1975, but we're including it here so you can keep it in mind for your future plans. It's a whole new approach to cost-to-performance technology.

It employs built-in automatic features most broadcasters want. It takes full advantage of latest technology. It is lightweight and compact. It promises simplified operation with minimum maintenance. And it will be available at a list price of \$79,500—resulting in a price/performance ratio that will please the most hard-nosed businessman.



“...keep it in  
mind for your  
future plans.”

With RCA...the choice is yours. You select from a complete and comprehensive line of video tape equipment. You make the “money”, “time”, and “use” decisions. And no matter what your choice, we have the recorder for you.

The Quad Recorder	What it has and what it does	Availability	What it costs
The TR-70C	The all-round premium VTR, for wherever utmost quality is demanded. Complete with CAVEC and DOC.	Now	\$103,500
The TCR-100A	The automatic station-break machine that has production uses, too.	Now	\$165,500
The TR-61	The value machine... complete with CAVEC and DOC, fast lockup time.	Now	\$ 75,900
The TPR-10	Portability and performance, mobility and modularity.	Now	\$ 65,000
The TR-600	Quality and compactness, automation and economy.	Mid-1975	\$ 79,500



ship of co-located broadcast properties or cable systems did not pose an economic threat in either industry. One study showed that in the four years since the commission issued the proposals, the percentage of local newspaper-owned television stations has declined by 13% to less than 12%, and the combined percentage of all AM and FM radio stations owned by newspapers is down to 4% of all such stations. On the other hand, ANPA noted, the number of broadcast stations has increased in the same period by some 15% to more than 7,600 stations, including more than 700 television outlets.

Another ANPA study shows that daily newspapers have ownership interests in 64 co-located systems with an estimated 290,000 subscribers. This amounts to about 2% and 3% respectively, of the total estimated cable systems and subscribers in the country, ANPA noted, "and clearly establishes that there is no threat, either present or prospective, of undue concentration in the industry resulting from newspaper ownership of co-located systems."

## Stauffer counters Justice crossownership charges

Thad Sandstrom, vice president for broadcasting of Stauffer Publications Inc., is confident that the FCC will renew Stauffer's WIBW-AM-FM-TV Topeka, Kan., in 1974 as it has every three years since 1959—the Justice Department's petition to deny the renewal notwithstanding.

Mr. Sandstrom was commenting on the department's selection of the Stauffer stations as the latest targets in a campaign to break up newspaper-broadcast cross-ownership through the license-renewal process (BROADCASTING, May 6).

"Nowhere does the Justice Department accuse Stauffer Publications, the *Topeka Capital-Journal* or WIBW-TV and WIBW-AM-FM of any wrongdoing," he said. "There is no charge that the company has used force or conspired in any way against its competitors. It seems as though the Justice Department is finding fault with Stauffer, the *Capital-Journal*, and WIBW for operating successful enterprises in the best American tradition in a free economy."

Mr. Sandstrom said the WIBW stations are recognized as well-operated, public-service-oriented stations, and added: "It appears as though the Justice Department seeks to prove that newspaper-broadcast ownership is bad without examining the history or the facts of the local situation."

He noted that the House of Representatives two weeks ago passed by 279-to-14 vote a bill that would bar the denial of renewals solely on the basis of common ownership of newspapers and broadcast properties. And the commission, he said, is considering a rulemaking to break up such crossownership. The rulemaking provides the proper forum for considering the question, he said, a license-renewal proceeding does not.

## 1970 questions return to haunt WSWG in 1974

### FCC orders renewal hearings on issues of programing, employment

For the second time in a month, the FCC has ordered a renewal hearing on the basis of a petition filed by citizen groups. The latest order involves WSWG-AM-FM Greenwood, Miss., which faces a number of programing issues growing out of the stations' 1970 license-renewal applications, as well as an allegation of discrimination in employment. The petitions were filed by the Greenwood Communications Committee, which two years ago had urged the commission to revoke WSWG's license.

The order follows by several weeks the commission decision to set aside its action renewing the license of WCFL(AM) Chicago and to designate the renewal application for hearing to determine if the station misrepresented its public affairs programing through improper program classifications (BROADCASTING, April 8). That action resulted from pleadings filed by a Chicago group, which has appealed the renewal of WCFL.

In Greenwood, the stations face a persistent citizen group. The commission did not revoke the licenses as requested by the group, in part because the station in 1972 was in the final year of its license period, but did call for an early filing of the AM's renewal application by Nov. 1, 1972, instead of March 1, 1973. After it was filed, the group petitioned the commission to deny it. Five months later, it petitioned the commission to deny the renewal of the FM as well. When the commission disposed of the earlier pleadings, it said several questions remained unresolved—whether the

AM had carried out in good faith its 1970 license-renewal proposals for non-entertainment programing, particularly that related to the needs of the black community; whether the station was guilty of misrepresentations to the commission in its renewal application or written statements, and whether it had violated commission rules barring racial discrimination in employment practices. Those questions remain unresolved, the commission says.

Another issue to be resolved is one the commission had disposed of earlier in the stations' favor. That involves a change in format from rhythm and blues—which had been selected originally on the basis of an audience-preference survey—to country and western. The change was accompanied by the firing of three black announcers. And, together, the actions led to the filing of the petition to revoke the AM's license.

Originally, the commission held that, since financial hardship would warrant an entertainment-format change and the information it had indicated that the station's financial condition was poor, it would not inquire into the matter. But Greenwood, on the basis of the financial records of the AM and FM that are made available by the commission, has raised questions as to misallocation of costs between the two stations that may have distorted the losses of the AM when it was employing the rhythm-and-blues format. The question will be explored in the hearing since, the commission said, the losses were the only basis offered for the change from a format "apparently preferred by a substantial portion of the area's residents."

Other issues involve questions about the effort on the part of the sponsors to keep the promise they made in 1970 regarding public affairs programing, and whether their 1973 program proposals are adequately designed to meet the community needs they have ascertained.



**Homecoming.** California Governor Ronald Reagan, who as "Dutch" Reagan was a WHO(AM) Des Moines, Iowa, sportscaster in his youth, was principal speaker at that station's 50th anniversary celebration. Among notables on hand for the occasion (l to r): back row—Iowa Senator and Mrs. Dick Clark, Representatives H. R. Gross, Neal Smith, John C. Culver, William Scherle, Wiley Mayne (obscured by Governor Reagan) and Ed Mezvinsky; middle row—Ed Reimers, the commercial spokesman; Robert H. Harter, general manager of WHO-AM-TV; Iowa Governor and Mrs. Robert Day, Mrs. Reagan; NBC Chairman Julian Goodman; Rt. Rev. Walter Righter; front row—Leonard J. Patricelli, WTIC(AM) Hartford, Conn.; Harold Grams, KSD(AM) St. Louis; Lawrence B. Talshoff, Broadcasting Publications Inc.; J. Neil Reagan, McCann-Erickson, Inc., Los Angeles (a brother of the governor); Donald J. Mercer, NBC; William G. Walters, Peters Griffin Woodward; Thomas C. Harrison, Blair Radio; Lloyd Griffin, PGW, and Vincent Wasilewski, president, National Association of Broadcasters. Absent from the ceremony, but the subject of numerous tributes during it, was David D. Palmer, president of the parent Palmer Broadcasting Co., who was in Naples, Fla., recuperating from a recent illness. Mr. Harter, as executive vice president, presided in Dr. Palmer's absence.

## Shuttering of third Eaton outlet proposed

Group broadcasters get triple blow to add to earlier problems at FCC

Richard Eaton's beleaguered broadcast interests, already dealt sharp setbacks in the last three weeks, found that life got no easier last week when the FCC announced three more actions: one an initial decision to deny license renewal for WFAB(AM) Miami, another a refusal to remand a separate initial decision to deny license renewal for WOOK(AM) Washington, and the third a petition to include the convictions and indictments of former Eaton employes in license-renewal hearings for WJMO(AM) and WLYT(FM) Cleveland Heights, Ohio.

The commission had previously announced revocation of licenses for United Broadcast Co.'s WFAN-TV Washington and WMET-TV Baltimore because both UBC stations had been dark for some time with no indication that they would resume operation in the near future (BROADCASTING, April 29). That action is now under appeal in the courts.

The WFAB decision, handed down by Administrative Law Judge Byron E. Harrison, cited the station for contributing to fraudulent billing practices. Judge Harrison held the station and the company responsible for inefficient record-keeping and poor billing procedures that permitted Crown Trading Co., a Miami appli-

ance dealer, to double- and triple-bill its suppliers for cooperative advertising reimbursements. Because WFAB had not been keeping records specifying the content of Crown spots, Judge Harrison said in his decision, Crown was able to charge two and even three manufacturers for the same advertisement. Crown was able to substantiate its claims by enclosing with their bills original performance affidavits, supplied by WFAB, then doctored by Crown, and copies of advertising scripts on WFAB letterhead, Judge Harrison said.

While taking into account that Eaton placed WFAB under new and inexperienced management in November 1970 (during the middle of the alleged fraudulent practices), the FCC said the new managers' ignorance of past practices and of possible ongoing Crown duplicity only increased the obligation of the owner to scrutinize the station's operation. At the time of the changeover, "prudence required a complete review of WFAB affairs both in United's private interests and in the public interest," Judge Harrison stated. He held Mr. Eaton personally responsible for conditions that permitted the situation to ferment. "Mr. Eaton . . . appeared more concerned with the financial aspects of his stations and made pro forma delegations to staff personnel on all other matters which were never effectively carried out." And in opting to deny renewal rather than impose a fine for the infractions, posed by the commission in its January 1973 order to investigate the station, Judge Harrison further criticized

Mr. Eaton for his cavalier attitude toward FCC fines. "Mr. Eaton has shown contempt for the commission's forfeiture procedure," he said. "To him it is little more than an acceptable cost of doing business."

The initial decision will be appealed, a UBC spokesman said last week.

Meanwhile, on May 8 the commission voted not to send back for further hearing an initial decision by Administrative Law Judge Forest L. McClenning proposing denial of the WOOK renewal application and grant of a competing application by Washington Community Broadcasting Co. The commission said it saw no new facts to warrant reopening the record at that level and noting that the proceeding was initiated in 1969, said the public interest required final disposition without further delay. In that same initial decision, Judge McClenning proposed approval of Eaton's renewal application for WFAN-TV, but that recommendation is apparently outweighed by the commission's revocation of the license.

And in one other initiative against an Eaton interest, Friendly Broadcasting Co., the FCC Broadcast Bureau asked the commission to enlarge issues in the renewal hearings of WJMO and WLYT to include possible criminal behavior by one-time Eaton employes. The bureau cited indictments of two employes and conviction of two others, all in relation to the alleged bugging of WJMO's general manager (BROADCASTING, Oct. 1, 1973), in asking the commission to enlarge issues and delay hearings pending the outcome of criminal trials in the case.

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74-25

## Local pressure stops WCAS Cambridge sale

Kaiser drops deal with Family Media; also finds troubles on another front

In the face of stiff local opposition, Kaiser Broadcasting Corp. has announced that it is giving up efforts to complete the sale of WCAS(AM) Cambridge, Mass., to Family Stations Inc. (BROADCASTING, Sept. 3, 1973).

The FCC approved the sale in February but was asked to reconsider its action by two Boston-area citizens groups, the Committee for Community Access and Citizens for Community Radio, which complained that the sale was approved without opposition. Presenting petitions with 7,500 signatures, the groups charged that Family's proposed format change from folk-rock to religious would deprive the area of a "unique" format and would therefore be counter to the public interest. A Kaiser spokesman acknowledged last week that persistent opposition killed the deal. He said the time and expense required in FCC hearings and the kinks in program continuity caused by the delay were eroding the anticipated benefits of the sale. The WCAS setback is just one of two major obstacles Kaiser has met in its efforts to divest itself of radio

holdings in order to concentrate on building a string of major-market TV independents. After more than a year's delay caused by opposition from local citizens groups, the company finally received approval last month to sell KFOG(FM) San Francisco to General Electric Broadcasting Co., conditioned upon resolution of antitrust proceedings now pending against General Electric (BROADCASTING, April 8).

Last week at about the same time Kaiser was announcing collapse of the WCAS deal, the FCC received a petition from one of the San Francisco groups, Community Coalition for Media Change, asking the commission to reconsider its approval of the KFOG sale. The group cited an "illegal" \$3,000 contribution made by General Electric to the 1972 Nixon re-election campaign and a 1973 General Electric antitrust conviction in saying the transfer would "contravene the public interest, convenience and necessity." A Kaiser spokesman said last week he hoped the sale to General Electric could be closed within a month.

## Changing Hands

### Announced

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

▪ WETO(AM) DeLand, Fla.: Sold by Jon C. Peterson to Keith E. Walker for \$230,000. Buyer also has interest in WKWL-FM Belvedere, Ill., and KLEU(AM) Waterloo, Iowa. Seller has interest in Yogi Bear Campgrounds and Peterson Outdoor Advertising Co. WETO operates on 1490 khz with 1 kw daytime and 250 w night. Broker is Chapman Associates.

### Approved

The following transfers of station ownership were approved by the FCC (for other FCC activities see page 54):

▪ WNIC-AM-FM Dearborn, Mich.: Sold by Johns Communications Inc. to State Mutual Life Assurance Co. of America for \$3,083,750, with \$52,775 grant fee. Commission also approved WNIC-AM-FM renewal applications, held up since last October because of Johns' equal employment problems. State Mutual owns State Mutual Broadcasting Corp., licensee of WSMW-TV Worcester, Mass., and holds warrants and notes to buy stock in Forty-Six Beacon Corp., Waterman Broadcasting Corp. and General Cinema, all with multiple broadcast interests. State Mutual promised not to exercise warrants in violation of FCC multiple ownership rules. Principals in Johns Communications are John Giannetti and John E. Palmer. WNIC operates full time on 1310 khz with 5 kw full time. WNIC-FM operates on 100.3 mhz with 50 kw and antenna 370 feet above average terrain.

▪ KWTO-AM-FM Springfield, Mo.: Sixty per cent sold by Ozarks Broadcasting Co. to South Central Broadcasters Inc. for \$1.5 million. Principals in Ozarks are Ralph C. Foster, Lester L. Cox, et al., executors of Lester E. Cox estate. Prin-

cipals in South Central are John B. Mahaffey and John Mihalevich (50% each). Mr. Mahaffey also has interest in KICA(AM) Clovis, N.M., and KCJF(AM) Shreveport, La. KWTO is full time on 560 khz with 5 kw directional at night. KWTO-FM is on 98.7 mhz with 100 kw and antenna 290 feet above average terrain.

▪ KHOB(AM) and KLDG-FM Hobbs, N.M.: Sold by Griffith Broadcasting Inc. to Smith Corp. for \$346,605. Griffith is owned by L. Dickson Griffith. Principal owner of Smith is Dan O'Shea Smith. KHOB is daytimer on 1390 khz with 5 kw. KLDG-FM operates on 95.7 mhz with 36 kw and antenna 115 feet above average terrain.

▪ KVOX(AM) and KIDA(FM) Moorhead, Minn.: Sold by Central Minnesota Television Co. to Valley Communications Corp. for \$325,000. Thomas K. Barnstable is chairman of Central Minnesota, which also owns KCMT-AM-FM Alexandria and KMNT(AM) Walker, both Minnesota. Principals in Valley are Richard K., Robert B. and Michael B. Herbst (each 33.33%). KVOX operates on 1280 khz with 1 kw day and 250 w night. KIDA is on 99.9 mhz with 26.5 khz and antenna 170 feet above average terrain.

▪ KBNM(FM) Albuquerque, N.M.: Sold by Star Broadcasting Co. to Fontana Media Corp. for \$150,000. E. H. Craven, president of Star, also has interest in WPMP(AM) Pascagoula, Miss. Prin-

cipals in Fontana are Janet D. and Walter D. Weir (each 26%), David L. Arnold (24%), C. Ben Goddard (19%) and Charles H. Weir (5%). KBNM operates on 99.5 mhz with 3.7 kw with antenna 150 feet below average terrain.

▪ WPXY(AM) Greenville, N.C.: Sold by Curtis and Associates Inc. to Greenville Broadcasting Co. Inc. for \$131,375. President of Curtis, Donald W. Curtis, also has interest in WEWO(AM)-WSTS(FM) Laurinburg, N.C., and CP for new AM at Mebane, N.C. Principals in Greenville are Ralph A. Gardner (20.3%), Joseph B. Loflin (18.64%) and others. WPXY is daytimer on 1550 khz with 1 kw.

## WKJG-TV purchase: Gross out, Wabash in

### New buyer found when FCC problems hamper completion of sale on time

Federated Media Inc. announced last week that its agreement to sell WKJG-TV Fort Wayne, Ind., to Gross Telecasting Inc. has been canceled and that, instead, the station will be sold to Wabash Valley Broadcasting "on substantially the same terms." The sale to Gross had been set at \$4 million.

The sale to Gross had been contingent upon a grant of FCC approval by June 30. That possibility was virtually eliminated by the commission's decision last

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month to put off such approval until completion of renewal hearings for other Gross hearings, deemed to be in considerable trouble (BROADCASTING, April 15).

FMI was formed in 1971 in a spin-off from the merger of Television Communications Corp. into Warner Communications Inc. The company began liquidating its assets last year (BROADCASTING, Aug. 27, 1973) to relieve precarious financial circumstances, and last year it sold KNWA-FM Fayetteville, Ark., to a firm headed by FMI president Paul E. Van Hook. FMI agreed last fall to sell WBNB-TV Charlotte Amalie, Virgin Islands, to District Communications Inc. (BROADCASTING, Nov. 29, 1973).

Principals in Wabash Valley are Anton

Hulman Jr. (80%), J. R. Cloutier (14%) and Henry Smith (5.2%). They also own WTHI-TV Terre Haute. An NBC affiliate, WKJG-TV operates with 263 kw visual, 49 kw aural and antenna 770 feet above average terrain.

### More want their money back

Licenses of five broadcast stations have asked for a return of fees they have paid the FCC since 1970, when the present fee schedule was adopted. They also want the government to pay interest at the rate of 6% annually.

The licensees, and the amount of fees they are seeking to have refunded, are Clay Broadcasting Corp. (WWAY[TV])

Wilmington, N.C.) \$2,328; Clay Broadcasting Corp. of Texas (KFDX[TV] Wichita Falls, Tex.), \$105,320; Southeast Texas Television Corp. (KJAC-TV Port Arthur, Tex.), \$62,100; Clay Broadcasting Corp. of Virginia (WCCV[AM] and WCHV[FM] Charlottesville, Va.), \$12,120.

These licensees are the latest in a growing list of broadcasters and cable television systems seeking fee refunds since the Supreme Court overturned the annual fees the commission imposed on cable systems and raised question about the legality of annual fees imposed on broadcasters. The five licensees, in their petition, said their request results from "invalid attempt of the commission to recoup from commission licensees and operators of cable television systems the entire cost of admission and operation of the agency."

# Peter, Jack and Dennis are going for a ride.

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IN "EASY RIDER." NEVER BEFORE SHOWN ON TELEVISION.

### Religious stations cannot discriminate in all hiring, appeals court rules

As it stands, Title VII of the Civil Rights Act as amended in 1972 would permit a religious organization that operates a broadcast station to discriminate on religious grounds in all of its employment practices. But the antidiscrimination rules of the FCC allow such an organization to discriminate only in limited areas. And last week, the U.S. Court of Appeals in Washington, in a unanimous opinion, held that the commission could continue to enforce those rules, regardless of the federal statute.

Judge J. Skelly Wright, writing the court's opinion, said that the 1972 exemption excluding the "activities" of religious groups from the ban on religious

**Heavy artillery.** Everything anyone might want to know about how to keep free TV free—or is ever likely to ask—is contained in the "Anti-siphoning Information Kit" distributed by the National Association of Broadcasters to members last week. Included in the inch-thick packet: a booklet covering questions and answers on pay TV; a statement of NAB policy on siphoning; fact sheets on free TV benefits and pay TV dangers, program diversity, sports, economics and past pay TV experience; a glossary of terms; the National Cable Television Association's latest fact sheets on pay cable; a guide to forming a local free TV coalition; a copy of the antipay TV booklet by CBS President Arthur Taylor (*Broadcasting*, April 8); a model speech; a model letter to station or network employees; a model letter to shareholders; a mass distribution flyer; a bumper sticker, and a lapel button. And, if all that is not enough, there's also an order form to get more copies of the kit or its components. All is free, of course, except the extra buttons (\$53 per 100), bumper stickers (\$45 per 250) and flyers and Q&A booklets (\$20 per 500), for which free TV must pay.

discrimination in employment "is of very doubtful constitutionality, and Congress has given absolutely no indication that it wished to impose the exemption upon the FCC." Accordingly, he added, the commission is justified in finding that the exemption does not override its "'public-interest' mandate under the Communications Act."

The commission's rules do not require application of the ban on discrimination to employment "connected with the espousal of the licensee's religious views." And Judge Wright said that limited exemption "adequately protects a sectarian licensee's rights under the Communications Act and the First Amendment."

The court acted in a case involving KGDN(AM) and KBIQ-FM, both Edmonds, Wash., which are licensed to King's Garden Inc., a religious organization with a number of ministries whose basic goal is to "share Christ worldwide." It was seeking review of a commission order that it was guilty of discrimination in employment on religious grounds and that directed it to submit a statement of its future hiring practices and policies. The commission had acted on a complaint from a job applicant at one of the stations who said he was asked such questions as "Are you a Christian?" "Is your spouse a Christian?" King's Garden said it had the constitutional and statutory right to discriminate in employment.

Judge Wright was troubled by the 1972 amendment because of the "gross distinction" he said it drew between the rules facing religious and nonreligious entrepreneurs. In creating the distinction, he said, Congress put itself "on a collision course" with the First Amendment ban on establishment of religion. He also saw the amendment raising a Fifth Amendment problem, in that, he said, the "invidious discrimination" against nonreligious groups violates the equal protection of the law that amendment guarantees.

### Role of community service directors to be assessed at D.C. meeting with eye to forming own organization

Three days of meetings begin today (May 13) in Washington to explore the possibilities of establishing a professional association for station community service directors.

The meetings are an outgrowth of a project initiated early in the year by the Washington Star Station Group, which included a mailing to TV stations in the top 100 markets and radio stations in the top-20 markets. Workshops to be held were drawn from suggestions in the 130 returned questionnaires and will cover such topics as the establishment of a national organization of community service directors, FCC ascertainment procedures and the establishment and definition of station community service departments.

Speakers will include Richard Shiben, chief of the commission's renewal branch; George Litwin, chairman of the Broadcast Industry Workshop, Boston; Dean

Fritchen, vice president of the Advertising Council, and Richard Stakes, executive vice president of the Washington Star Stations.

The meetings will be held at the National Association of Broadcasters headquarters.

### Media Briefs

**Hooked up.** WDEE(AM) Detroit joins Mutual as its 641st affiliate.

**In CBS fold.** KWOS(AM) Jefferson City, Mo., has joined CBS Radio. Station is owned by Kwos Inc.

**Resistance to renewal.** In petition filed

at FCC, 48 residents of McPherson, Kan. have asked that local KNEX-AM-FM not be renewed. Observing that stations and town's only newspaper are owned primarily by one man, Kenneth Krehbiel, petitioners asked for denial "on the grounds of monopolization and therefore restriction of the local news market." They said stations have no news-gathering staff, instead rely on newspaper and AP, and only comment of local concern comes from "citizens of 'responsible organizations and individuals.'"

**Back again.** Charging that FCC staff ruling "entirely misses the point" of fairness doctrine requirements, two public interest groups last week asked commission to

# Can Goldie win Walter with Ingrid in the picture?

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A DIVISION OF COLUMBIA PICTURES INDUSTRIES INC.



WALTER MATTHAU, INGRID BERGMAN, GOLDIE HAWN IN "CACTUS FLOWER."



order KTTV(TV) and KNXT(TV) Los Angeles to run spots pointing out environmental hazards of automobiles. Sierra Club and National Council of Jewish Women argued that Complaints and Compliance Division erred in rejecting their complaint on ground it did not document specific instances where auto ads invoked pollution issue. Supreme Court "has consistently held that product commercials can trigger the fairness doctrine without expressly addressing the controversial issue in question," groups said.

**Bankrolled.** Office of Communications of United Church of Christ has received grant of \$26,000 from John and Mary R. Markle Foundation for production of

three publications dealing with rights of citizens in television-radio area. One pamphlet, "A Short Course on Citizen Rights in Broadcasting," replaces earlier guide published by church agency and includes new FCC rules governing broadcasters' responsibilities to public. Another replacement book is "A Citizen's Sourcebook: Protecting Your Rights in Radio and Television," which describes how citizens can participate in negotiations with stations for improved broadcast service. Third book, "A Lawyer's Sourcebook: Representing the Audience in Broadcast Proceedings," was published last January and will be reprinted. Its purpose is to guide attorneys who have limited experience in communications law.

## A look at the how-to's of children's ad regulation

**FTC discussion on implementation covers composition, scope, and preventive vs. corrective role of anticipated NARB advisory body**

It was a sort of cart-before-the-horse meeting at the Federal Trade Commission when consumer and industry representatives met last Monday to talk about how to implement proposals for children's advertising regulation that have yet to be finalized. But the consensus emerging from the meeting was that the National Advertising Review Board and its investigative arm, the National Advertising Division, will be the primary mechanisms for policing children's advertising.

The NARB had previously announced that it was planning to strengthen its regulation of children's advertising (BROADCASTING, March 18). A detailed plan has yet to emerge, but it's expected to take the form of a special unit created within the NAD.

In the meantime, representatives sitting on the FTC's implementation and mechanisms subcommittees took the chance to air their concerns. Prime among them were the make-up of the special children's advisory body, the NARB/NAD function and the role consumer groups will play in the unit's operations.

The discussion on the composition of the unit turned on whether it should be made up solely of experts in the field of children's perception—psychologists, motivational researchers, teachers and the like—or whether representatives of various consumer groups should also have a voice. While the group seemed to agree that the advice given by a body of experts would be "compelling," consumer members argued that their study of issues such as sugar and nutrition advertising qualify them for "expert" status. And, as one consumerist argued, "Where do you find the expert who has the interest of the child at heart? All the motivational researchers I know of work for advertisers."

Major areas of disagreement on the function of the children's unit were over whether it would have a preventive role (acting as a prescreening committee) or a corrective role (monitoring existing advertising and acting in a "trial court" capacity).

Consumers argued strongly for a mechanism with preclearance authority, saying that the possible harmful effects of objectionable advertising could be avoided and that problems could be corrected before the advertiser has invested large sums of money. Industry members feel that sufficient provision has already

# These wives don't always play with each other.

COMING SOON

Columbia Pictures Television  Features for the 70's Volume One  
A DIVISION OF COLUMBIA PICTURES INDUSTRIES, INC.



DYAN CANNON, GENE HACKMAN, RICHARD GRENN, CARROLL O'CONNOR IN "DOCTORS' WIVES."



been made to prevent objectionable ads, through both the National Association of Broadcasters code and network pre-screening mechanisms. What's more, one industry spokesman said, decisions on ad matters made by the children's advisory unit, even though they occur after the fact, would have a preventive effect on future ads of a similar nature.

The scope of the ad regulatory mechanism is another controversial point. The NAD and NARB in their review of ads aimed at adults consider questions of truth and accuracy. But "unfairness" is a concept being mentioned with increasing frequency both by consumerists and FTC officials and consumerists are urging that such standards be used in evaluating children's ads.

Consumer representatives have also sounded the fear that the NARB children's ad unit will lack sufficient funding to police the marketplace adequately. Ad industry members, however, promised at the meeting that it will be well financed.

The NARB is expected to announce specifics of its children's advertising regulation mechanism prior to a May 20 code development subcommittee meeting at the FTC.

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## Now oil companies are hit for deducting costs of image ads

**Media Access Project charges before Senate committee that firms are illegally writing off 'political' spots**

Attacks on oil company advertising increased last week—this time, in charges made before a Senate committee hearing that oil companies are buying time for "political advertising" and, in violation of tax laws, claiming deductions for the expense. The charges were made by a tax attorney and the Media Access Project, which has been fronting a battle over the substantiation of advertising claims by oil producers in so-called image advertising. The testimony was heard by the Environment Subcommittee chaired by Senator Philip Hart (D-Mich.). Although tax laws allow the deduction of advertising costs as legitimate business expenses, oil companies and utilities have been airing spots aimed at swaying the public on such issues as the Alaskan pipeline, off-shore drilling, regulation of natural gas prices, clean air standards and rate increases, the witnesses argued. Such advertising is political, they said, and should not be classified as deductible.

Among the 100 ads there were three Exxon spots advocating the construction of the Alaskan pipeline, a Gulf spot on the desirability of nuclear reactors supplying electrical power and two spots by the Georgia Power Co. pleading its case for a rate increase.

"We are in the midst of a multimillion dollar scandal," Harvey J. Shulman of the Media Access Project said, "involving the failure of the Internal Revenue Service and the Federal Power Commission to enforce laws regarding the proper tax

and accounting treatment of enormous sums of money spent for corporate advertising."

Last January, Senator Hart asked 34 oil concerns, utilities, airlines and auto manufacturers for information on their advertising, including how much they spent on product service promotion and image ads and how much, if any, they spent on political spots. All of the oil companies, with the exception of Mobil, claimed to do no political advertising, and therefore took deductions for the ads in question. All the utilities, with the exception of the Florida Power & Light Co., also took deductions for their so-called political spots. One of those utilities, Georgia Power, was the litigant

in an FCC proceeding that found that two Georgia television stations were required to air spots opposing Georgia Power's ads advocating higher rates. Georgia Power said it took the cost of those controversial spots off its taxable income. It was also the only Hart respondent to take a swipe at the groups criticizing energy-related advertising.

"We are concerned that the efforts of such groups," Georgia Power said in its letter, "may impede the right and obligation of legitimate business to communicate with its public through advertising, while challengers remain free to make irresponsible and damaging charges that draw public attention to their political goals." At one point, the

# Picture Sidney teaching Judy the facts of life.

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SIDNEY POITIER, SÚZY KENDALL, JUDY GEESON IN "TO SIR, WITH LOVE."

utility called the aims of its critics "socialistic."

But the critics had a ready answer in the form of a Supreme Court ruling that upheld the constitutionality of the non-deductibility of political advertising. Advertisers are "not being denied a tax deduction because they engage in constitutionally protected activities, but are simply being required to pay for it," the high court said. It was "unfair," according to the Media Access Project, for the public to subsidize advertising, through the companies failure to pay taxes on certain ads, that is aimed at increasing profits with favorable legislation or regulation.

"Business can virtually overwhelm the will of the American people," said Lester G. Fant III of the Washington tax law firm of Cohen & Uretz.

Both the Media Access Project and Mr. Fant suggested a tightening in the language of the tax laws, which both admitted were fuzzy, and greater IRS scrutiny. The Media Access Project suggested that advertisers be required to label their ads as to whether they are political, product service or image oriented.

The oil and utility companies should have their say before the Hart committee around the end of the month, but no date has been scheduled.

## That seller's market in radio spot is more on Main Street than national, say the sellers; New York's a problem

Several stations and station reps provided grudging support last week for reports by radio buyers that good commercial availabilities are getting harder to find ("Closed Circuit," May 6). But any such difficulties, they emphasized, stem less from a big surge in national spot business—although they agreed that automotive advertisers have been especially active lately—than from continued strength of local radio.

"If [buyers] are talking about local," one rep said, "I can understand. On that basis, we sometimes have trouble with clearances ourselves. But national spot is not all that hot. And its real problem is New York."

The latest business activity compilations, covering reports from 19 radio reps for January and February, show what he means. For the first two months of 1974, spot radio billings placed from New York were reported down 29.4% from the same period a year ago, whereas those placed from Detroit were up 17.8%, from Los Angeles, up 26.7% and from San Francisco, up 34.7%.

Those placed from Atlanta were down 22.2% and those from Dallas were off 5.8%, while those from Chicago were off 0.3%. But New York's decline hurt worst not only because it was the largest in percentage terms but also because New York—which in these compilations in-

cludes business placed out of Boston and Philadelphia—is by far the biggest buying center. Normally, it accounts for around 45%-46% of all spot radio business, according to rep sources, but in January-February accounted for only 39%.

In total, according to these compilations—prepared by Radio Expenditures Reports from confidential summaries submitted by reps—total volume for the first two months of 1974 ran 11.1% behind the comparable months of 1973. But February was definitely better than January, showing a decline of only 6.9% from February 1973 levels.

It probably will be a couple of months or more before reports are available to give a clearer fix on spot business this month. Local figures are even harder to come by but the consensus appeared to be that, as one rep put it, "local is stronger than hell."

## The dollars side of advertising gets going-over in Phoenix

Financial types go to ANA workshop to discuss inflation and how broadcast has an edge over it, and sole liability and pros, cons of 15% commission

Inflation may be hurting broadcasters like everyone else, but it may also be giving them a distinct advantage over other media.

That was one piece of encouragement that emerged for them last week from a three-day advertising financial management workshop conducted by the Association of National Advertisers.

Less encouraging was the word that their advertising contracts often leave a great deal to be desired in attempting to handle the controversial question of who is responsible for payment.

These were among a wide range of topics covered by more than a dozen speakers at the workshop, held May 6-8 in Phoenix.

Edward H. Sonneck, vice president, corporate planning, Goodyear Tire & Rubber Co., Akron, Ohio, suggested that radio and television may constitute the most satisfactory media buys during this period of inflation. He reasoned that the price of paper has zoomed, the wages of printers have escalated and the price of postage is climbing.

He pointed out that radio and television have "considerable latitude" in their rate structure, in contrast to the built-in costs of direct mail and other print media that work against adjustable rates. He concluded that "the economic climate in the months ahead is likely to produce some good TV and radio buys for alert media men."

The ticklish subject of liability for payment to media was explored by Thornton B. Wierum, vice president, media services, J. Walter Thompson Co., New York. Mr. Wierum decried the practice of TV networks insisting that advertising agencies place business "as agents"

for disclosed principals (clients), meaning that advertisers would be responsible for media payments in the event the agencies defaulted.

Mr. Wierum said that networks and station contracts contain many different clauses in this area that are "conflicting and confusing." He said JWT does not sign any media contract unless the media recognize JWT as solely liable.

Mr. Wierum acknowledged the issue was complex, but said steps are being taken to effect a solution. He said J. Walter Thompson and Metromedia have agreed on a concept under which the agency still will be the basic contractor for media space and be solely liable. But if the agency should become insolvent, he continued, the advertiser would be liable, but only as to bills not paid to the agency or as to bills paid to the agency after the advertiser knew that the agency's credit was impaired or after the media had notified the advertiser that the agency was seriously delinquent.

Leslie Lindvig, vice president, television, KOOL Radio-Television Inc., Phoenix, echoed Mr. Wierum's view that liability for payment should rest with the agencies. He said the record of 4-A agencies over a 20-year period was commendable, with defaults totaling only about \$1.5 million. In contrast these same agencies during the same period absorbed about \$8 million caused by advertiser default, he noted.

To minimize payment problems, Mr. Lindvig suggested that stations work on pay-due accounts receivable without delay; be selective about extending credit to agencies or buying services whose payment records are not known or inadequate; institute better credit controls at stations, and insist upon better instructions from agencies.

Mr. Wierum and Mr. Lindvig were among the speakers at a Wednesday-morning session devoted to "Broadcast Media Buying, Tracking and Paying." The session also heard Michael Donovan of Donovan Data Systems Inc. evaluate "Automation in the Spot Broadcast Business—Present and Future."

Much of the workshop's talk dealt with pros and cons of the 15% media commission system of compensating agencies.

Among the 15% commission system's supporters was Robert J. Blake, advertising director of General Mills, who called it "still the most equitable" as well as "still the basic compensation tool among the great majority of large and small advertisers." He could see times when an advertiser might use in-house resources or buy outside services but said "the great bulk" of the \$55 million that General Mills spent in media last year was placed under the standard commission system.

Robert H. Bloom of Bloom Advertising, Dallas, was among the system's critics, calling it "an anachronism."

To John deGarmo of deGarmo Inc., it was not a question of one system versus another. He said he had various arrangements with his clients. What matters, he said, is not the system, but that the agency "make a fair profit."

## AAAA: Going to the Greenbrier

Advertising people head for traditional gathering place and four days of speeches, meetings

The business as well as the output of advertising agencies will come under study this week as the American Association of Advertising Agencies holds its annual meeting at the Greenbrier, White Sulphur Springs, W.Va.

The meeting opens Wednesday afternoon (May 15) and continues through Saturday noon. Some 600 AAAA members and guests are expected to attend.

Agency diversification will be explored by Richard C. Christian, president of Marsteller Inc., Chicago, and Edward M. Ney, president of Young & Rubicam International, New York, in speeches at the Wednesday afternoon session, limited to AAAA members only. Louis J. Brindisi Jr. of Peat Marwick, Mitchell & Co., nationally known accounting firm, will discuss "Increasing Profits Through Executive Incentives" at the same session.

"Inside the Wide, Wide World of Interpublic" by Paul Foley, chairman and president of the Interpublic Group of Companies, New York, and "Inside Henderson Advertising" by James M. Henderson, president of Henderson Advertising Agency, Greenville, S.C., will highlight the first open session. This is scheduled at 11 a.m. Thursday, following an executive session for election of officers and directors and other business, including the report of AAAA President John Crichton.

Senator Sam Ervin Jr. (D-N.C.), chairman of the Senate Watergate committee, will address the Thursday luncheon.

The Friday morning session will open with an address by Victor Bloede of Benton & Bowles, AAAA chairman. It will also include a report on "Consumerism Revisited" by Ames L. Ferguson, president of General Foods; "Originality and Aptness of Thought" by Edwin Etherington, chairman of the National Advertising Review Board, and an address by Duke Ligon, assistant administrator for policy planning and regulation, Federal Energy Office.

Saturday's session will present Charlotte Curtis, *New York Times* on "The Instant Woman and Other Atrocities"; Alex S. Kroll of Y&R on "The Whole Earth Creative Department," and David Ogilvy, Ogilvy & Mather International, "Three Cheers for Madison Avenue."

## Army has questions

The Army, which annually spends some \$35 million for its recruiting ad campaign (none in broadcasting, by direction of Congress), is turning the eyeglass on its own operations to investigate allegations of misconduct in the reassignment of N. W. Ayer and Son, New York, as agency on the account. In response to the allegations—which reportedly deal with political campaign contributions and

Excelsior. Investment by advertisers in network television for March grew by 6.3% over last year to \$193.6 million, a record high for the month, according to Broadcast Advertisers Reports figures that were released by the Television Bureau of Advertising. TVB also reported that for the first quarter of 1974, network TV spending advanced by 6% to \$548.9 million. Weekend daytime posted the largest increase, up 13.1% over the 1973 first quarter, followed by nighttime, up 5.5% and weekday daytime, up 4.3%.

Network television time and program billing estimates by day parts and by network (add 000)

	March			January-March		
	1973	1974	% Chg.	1973	1974	% Chg.
Daytime	\$ 58,903.0	\$ 63,987.6	+ 8.6	\$166,937.3	\$178,686.4	+ 7.0
Mon.-Fri.	39,633.2	39,527.6	- 0.3	114,622.7	119,533.6	+ 4.3
Sat.-Sun.	19,269.8	24,460.0	+26.9	52,314.6	59,152.8	+13.1
Nighttime	123,296.7	129,619.2	+ 5.1	351,066.2	370,205.9	+ 5.5
Total	\$182,199.7	\$193,606.8	+ 6.3	\$518,003.5	\$548,892.3	+ 6.0

	ABC	CBS	NBC	Total
January	\$ 56,380.6	\$ 63,864.7	\$ 63,512.4	\$183,757.7
February	54,457.0	61,603.6	55,467.2	171,527.8
March	61,142.2	69,823.0	62,641.6	193,606.8
Year-to-Date	\$171,979.8	\$195,291.3	\$181,621.2	\$548,892.3

## BAR reports television-network sales as of April 14

ABC \$197,728,000 (30.9%), CBS \$231,012,400 (36.0%), NBC \$212,298,800 (33.1%).

Day parts	Total minutes week ended April 14	Total dollars week ended April 14	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	73	\$ 492,300	933	\$ 6,300,000	\$ 6,847,900
Monday-Friday					
10 a.m.-6 p.m.	1,010	8,847,900	14,806	131,965,600	125,900,300
Saturday-Sunday					
Sign-on-6 p.m.	305	5,168,700	4,254	69,222,600	62,744,400
Monday-Saturday					
6 p.m.-7:30 p.m.	96	2,115,500	1,463	34,023,100	31,260,000
Sunday					
6 p.m.-7:30 p.m.	17	313,000	220	5,756,100	6,301,200
Monday-Sunday					
7:30 p.m.-11 p.m.	413	25,058,000	5,823	355,046,900	337,216,200
Monday-Sunday					
11 p.m.-Sign-off	182	3,364,700	2,384	38,724,900	33,451,800
<b>Total</b>	<b>2,096</b>	<b>\$45,360,100</b>	<b>29,884</b>	<b>\$ 641,039,200</b>	<b>\$ 603,721,800</b>

## BAR reports television-network sales as of April 21

ABC \$210,936,300 (30.8%), CBS \$247,356,700 (36.1%), NBC \$227,100,800 (33.1%)

Day parts	Total minutes week ended April 21	Total dollars week ended April 21	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday					
Sign-on-10 a.m.	71	\$ 464,300	1,005	\$ 6,764,300	\$ 7,358,500
Monday-Friday					
10 a.m.-6 p.m.	1,021	9,029,500	15,828	140,995,100	134,160,700
Saturday-Sunday					
Sign-on-6 p.m.	323	4,421,900	4,578	73,644,500	67,049,600
Monday-Saturday					
6 p.m.-7:30 p.m.	105	2,282,100	1,568	36,305,200	33,204,800
Sunday					
6 p.m.-7:30 p.m.	24	509,200	246	6,265,300	6,649,600
Monday-Sunday					
7:30 p.m.-11 p.m.	401	24,528,300	6,224	379,575,200	358,816,200
Monday-Sunday					
11 p.m.-Sign-off	182	3,129,300	2,567	41,854,200	35,673,100
<b>Total</b>	<b>2,127</b>	<b>\$44,364,600</b>	<b>32,016</b>	<b>\$ 685,403,800</b>	<b>\$ 642,912,500</b>

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



Ayer's cost bid procedure, are the subject of an inquiry conducted by the Army's Criminal Investigation Command. Whether or not the inquiry will develop into a formal investigation depends on the outcome of the initial inquiry, an Army spokesman said. Ayer has pledged "full cooperation" with the inquiry.

## Industry review board drops challenge against Easy Off

A panel of the National Advertising Review Board has dismissed a complaint against a television claim for Easy Off oven cleaner, relying on substantiation filed with the Federal Trade Commission because the manufacturer, American Home Products, refused to file it directly with the NARB.

The National Advertising Division (NAD) of the Council of Better Business Bureaus, part of the NARB self-regulatory structure, asked American Home Products in July 1973 to substantiate its TV claim that Easy Off provided "33% more power cleaner than the other popular foam oven spray." American Home refused on grounds that the FTC was expected to make public a report on Easy Off's claims. It refused again after the FTC staff held that information supplied it by American Home supported the claim.

NAD then asked NARB to set up an adjudicatory panel. That panel's decision last week dismissed the challenge. But it did not let Easy Off off easy, saying that "self-regulation requires full cooperation from all advertisers. When such is not given, the purposes of self-regulation are defeated and productivity is adversely affected because of the unnecessary waste of time and effort."

## Business Briefs

**Rep appointments.** WPEC(TV) West Palm Beach, Fla.: Katz Television, New York. ■ WEHT-TV Evansville, Ind.: The Meeker Co., New York. ■ WDRB-TV Louisville, Ky.: Bolton/Burchill International Ltd., New York. ■ WPIX-FM New York and KEZZ(FM) Seattle: Selcom Inc., New York. ■ KOKY(AM) Little Rock, Ark.; WRBD(AM) Fort Lauderdale, Fla.: GCI Sales, New York.

**Getty counts on radio.** Getty Oil Co. will introduce new gasoline product this summer, promoted exclusively through spot radio effort in major markets in 11 northeastern states. Lester J. Boyle, advertising manager, said decision to go "100% radio" was aided by research provided by Radio Advertising Bureau. Campaign is expected to cost slightly under \$1 million. Agency: DKG Inc.

**Plucks juicy one.** Ketchum, MacLeod & Grove, New York, has been appointed agency for TexaSweat Citrus Advertising Inc., national marketing organization for Texas grapefruits and oranges. Account is being handled by KM&G's Houston office, assisted by commodity and food public relations division in agency's San Francisco office. Glenn Advertising, Dallas, was previous agency of record.

## Programming

# Rule says suits menace networks' scope of action

ABC president warns that losing the antitrust cases would hamper trials of new types of programming

The television networks' freedom to experiment with new program content and program forms is dangerously threatened by antitrust suits filed by motion picture producers and the U.S. government, Elton Rule, ABC president, told ABC-TV affiliates last week. If either suit were to go against the networks, "it would be one of the sorriest days in the history of free broadcasting," Mr. Rule said.

The suits, one against ABC and CBS brought by the Motion Picture Association of America and others filed individually against those networks and NBC by the Justice Department, seek the disengagement of networks from entertainment program production. If successful, they would seriously weaken the networks' ability to experiment and innovate, Mr. Rule said.

ABC, he said, buys by far the majority of its entertainment programming from outside sources—90% of the network's total nonsports, nonnews programming in 1973-74 and 97% of prime time entertainment. But ABC's own production capability "gives us a greater understanding of the entertainment business and its problems," Mr. Rule said. "It keeps us sensitive and receptive to what can and cannot be done."

For some programming ventures there is no source other than the network, ABC's president said. He held that no outside production firm could have put together the new ABC-TV early-morning show that affiliates were told would be introduced next year. That show, "a blend of news and sports and entertainment," is "fraught with economic risk to be played out in a fiercely competitive early-morning arena."

So it was with 90-minute made-for-television movies. "It was ABC that took the first creative step," said Mr. Rule, after outside producers had shied away. Once the form was on the air, it attracted others. In the past five years 150 of 193 90-minute films televised by ABC came from outside suppliers, Mr. Rule reported.

Now ABC "sees the need for full theater-length made-for-television movies," Mr. Rule said. Many contemporary pictures made for theatrical exhibition are unsuitable for television. ABC has made three two-hour films and may "be forced" to make more, he said.

The motivations behind the antitrust actions are "readily discernible," Mr. Rule said. The MPAA case "is the simple matter of its members wanting to produce everything in television entertainment." As to the government's suits, said Mr. Rule, ABC's filing of affidavits



Rule

a week earlier make clear "what we believe to be the political motivation." ABC and CBS filed affidavits by Frank Stanton, retired CBS vice chairman, and Dan Rather, CBS White House correspondent, accusing administration figures of threatening reprisals for alleged bias in network news (BROADCASTING, May 6).

## ABC pumps up its pigskin presentations

Network tells affiliates at convention of added number of games, including one at night

An expanded schedule of college football games will be broadcast by ABC-TV next season, including one Monday night game, on Sept. 9, between Notre Dame and Georgia Tech. All other Monday nights during the season will be occupied by professional games.

The college schedule was announced to the network's affiliates at their annual convention last week by Roone Arledge, president of ABC Sports.

Games to be telecast on Oct. 5, 12 and 26, Nov. 2, 16 and 28 (Thanksgiving) and the second games of doubleheaders on Nov. 9 and 30 will be selected after the season is under way. Here is the rest of the schedule:

Sept. 7: Tennessee at UCLA (national); Sept. 9: Notre Dame at Georgia (night); Sept. 14: Stanford at Penn State (national); Sept. 21: Nebraska at Wisconsin (regional), Miami (Fla.) at Houston, Air Force at Oregon, Ohio University at Kent State; Sept. 28: Texas at Texas Tech (regional), Washington State at Illinois, North Carolina at Maryland, Holy Cross at Harvard.

Oct. 19: Arkansas at Texas (national); Nov. 9: LSU at Alabama (national); Nov. 23: Michigan at Ohio State (national) followed by USC-UCLA (national); Nov. 29: Texas A&M at Texas (national) followed by Auburn at Alabama (national); Nov. 30: Notre Dame at USC (national).

Dec. 7: Division II championship semi-

final game, Grantland Rice Bowl, Baton Rouge (regional); Division II championship semi-final game, Pioneer Bowl, Wichita Falls, Tex.; Division III championship game, Alonzo Stagg Bowl, Phenix City, Ala.; Dec. 14: Division II championship game, Camellia Bowl, Sacramento, Calif.

## NABB defends concessions on children's fare made by KTTV

Filing at FCC rejects Worldvision contention that station abdicated its control over programing

The National Association for Better Broadcasting says there is no basis for the contention that Metromedia Inc.'s KTTV(TV) Los Angeles gave up its programing discretion in adopting what some in broadcasting are referring to as a "blacklist" and a "graylist" of programs that were based largely on NABB evaluations. But even if the station had relied on those evaluations, NABB said, it would have been acting legally: "There would have been no violation of commission policy or precedent and no abrogation of discretion."

NABB made the comment last week in responding to the opposition Worldvision Enterprises Inc. filed on April 9 to the agreement that NABB and three other citizen groups reached with KTTV six months earlier (BROADCASTING, April 15). As part of the agreement, which was said to be designed to protect children from unsuitable programing, KTTV pledged itself not to air 42 programs it said contain "excessive violence and/or harmful program content" and to broadcast a "caution to parents" warning before airing any episodes of 81 specified live-action series if they are shown before 8:30 p.m. For their part, the groups withdrew a petition to deny the station's renewal application.

Worldvision, a syndicator that has licensed a total of eight programs on both lists to a number of stations, said the agreement raises the question of whether KTTV has "unlawfully relinquished" to the local groups "its sole responsibility . . . for program selection, timing and content—in violation of applicable commission rules and policies." Worldvision expressed concern that the agreement would set a precedent that other broadcast licensees in difficulty with citizen groups might follow.

NABB, however, said there is no basis for the assertion that KTTV has surrendered its program judgment. These are the "facts" to consider, it said: The concepts embodied in the agreement were developed by a joint effort of the licensee and the groups in a year of "arduous" negotiation; the programs appearing on the two lists "were ultimately chosen by KTTV"; "at no time did petitioners re-

quire or insist that KTTV ban or caution parents about programs listed in NABB evaluations"; "reliance upon or even reference to the [NABB] evaluations was in no way a condition of negotiations." NABB also noted that many programs it has listed as objectionable are not included in the agreement.

The argument that KTTV would not be violating any commission rule, or even be undertaking anything novel, if it had chosen to rely on "the expertise reflected in NABB's evaluations," is based on the contention that, "so long as judgments are freely made and ultimately serve the public interest . . . the commission should not look behind the decision for the cri-

teria or methodology used."

NABB said that the commission permits broadcasters to "relinquish a portion" of their discretion to third parties provided the licensees retain ultimate programing authority. As examples, NABB cited network affiliation agreements, in which stations agree for a period of years to air programs of one network and not of the other two, and broadcasters' agreements with music-format producers, wire services "and syndicators like Worldvision itself." In the case of syndication, NABB noted, licensees contract to run programs marketed by the syndicator for several years.

NABB also cited broadcaster subscrip-



## Your Starting Point For Insurance Stories

When you're digging into an unfamiliar subject, the problem is knowing where to start. How do you go about getting a thorough backgrounding?

State Farm is offering a new service designed to solve that problem when you write about an insurance-related topic—a publication called *Insurance Backgrounder*.

Each *Backgrounder* fills you in on a newsworthy topic related to the insurance field. The first three cover "Highway Boobytraps," "Federal Flood Insurance," and "Your Car's Deadly Gas Tank." New *Backgrounder* subjects will be offered on a regular basis.

*Backgrounder* will be sent automatically to holders of State Farm's *No-Fault Press Reference Manual*. If you don't have the manual, but would like to see any or all of the first three *Backgrounders*, write to:



Robert Sasser  
Public Relations Department  
State Farm Insurance Companies  
One State Farm Plaza  
Bloomington, Ill. 61701

tion to the National Association of Broadcasters code authority as "another prime example of broadcaster acceptance of outside programing judgment that has been sanctioned by the commission." Citizen groups, too, have been given a role in program selection, NABB said, referring to ongoing local advisory councils that are provided for in licensee-citizen group agreements that the commission has "encouraged and approved."

Accordingly, NABB said, the same commission policies that permit a station to accept the advice of a local advisory council or to adhere to the programing guidelines established by the NAB code authority or agree to accept programs produced by an outsider "would permit KTTV to look to the NABB evaluations as the basis for the programing choices embodied" in the October agreement.

## Networks, independents hit by AFM work action

The American Federation of Musicians directed its members on May 4 not to perform on programs of the three TV networks and some independent producers.

The 21-month contract with the network and producers expired on April 30 with no agreement on a new pact. An AFM spokesman said the networks and certain producers had refused to meet the wage, fringe benefits and conditions stipulated in an agreement accepted by certain nonnetwork producers.

The union spokesman said its action is not a strike. He pointed out that networks no longer employ staff musicians but engage them for individual programs under network ownership or control. Since the old contract has expired, he said, the union has decided to withhold the services of its members. Programs affected by the action included NBC-TV's *Tonight Show* and a number of daytime serials and game programs.

## Fire disrupts TV shooting

Fire attributed to a short circuit in a switch on a stage housing a TV production set gutted three sound stages at the Samuel Goldwyn Studio in Hollywood last week, causing damages estimated at \$2 million for the lot and possibly as much again to tenants in loss of equipment and other damages.

Conflagration erupted late in the afternoon of May 6 on the set of Sid and Marty Krofft's *Sigmund and the Sea Monster*, its first day of taping for a second season on NBC. Full complement of tape equipment, leased from Compact Video and valued at more than \$800,000, was destroyed in the fire. The Kroffts were looking for new quarters at mid-week. Also destroyed was a set for Quinn Martin's *Barnaby Jones*, but it and Q-M's *Cannon* were scheduled to remain at the Goldwyn lot. Only serious injury was to a Compact Video technician, who suffered second- and third-degree burns over 25% of his body.

## CBS-TV juggles its prime time for summer months

**Musical mini-series, revival of 'Hit Parade' are highlights**

The variety series may be pricing itself out of the networks' fall schedules, but CBS-TV and NBC-TV are experimenting with a batch of entertainers as prime-time replacements this summer.

CBS, which announced its summer schedule Tuesday (May 7), is filling the canceled *Sonny and Cher Comedy Hour* (Wednesday, 8-9 p.m., NYT) with a sequence of three musical-comedy mini-series: *Bobbie Gentry's Happiness Hour*, starring the country singer of "Ode to Billy Joe" fame, will run four weeks (June 5 through June 26); *Tony Orlando and Dawn*, with the vocal group whose "Tie a Yellow Ribbon . . ." was the best-selling single of 1973, according to CBS, will take over the time period from July 3 through July 24; and *The Hudson Brothers Show*, featuring a trio of comic musicians who'll be supported each week by the writer-comedian Ronny Graham, will finish out the final five weeks of the summer season (July 31 through Aug. 28).

In addition, CBS is resuscitating *Your Hit Parade* (which went off the air in the late fifties) as a five-week replacement for the canceled *Dirty Sally* (Friday, 8-8:30 p.m.). The show will employ three regular singers (still to be named), plus guest artists who will perform a selection of hits from the past.

Paul Klein, a former programing strategist at NBC and now president of Computer Television, says that of all the summer subs *Hit Parade* in his view has the best chance of making it into next January's second-season schedule. "It's a good concept, it's cheap enough to do, and it should attract a young-adult audience," he says.

Mr. Klein is convinced that variety shows are being phased out because, in general, they "appeal to older audiences" and they're "too expensive" to be syndicated (considering the residual payments that would have to be shelled out to high-priced guest stars and to the myriad of singers, dancers and musicians that these shows traditionally utilize).

CBS will also shift its public-affairs magazine series *60 Minutes* from Sunday at 6 p.m. to Sunday at 9:30 p.m. for nine weeks beginning July 5, a move that will uproot the *Barnaby Jones* reruns to Saturday at 10 (replacing *The Carol Burnett Show*, which, as usual, will go off the air for the summer), beginning July 6.

NBC's summer schedule, previously announced (BROADCASTING, March 11), features two new variety hours: *The Mac Davis Show* (Thursday, 8-9 p.m., replacing *The Flip Wilson Show* for eight weeks beginning July 11) and *Dean Martin's Comedyworld* (Thursday, 10-11 p.m., replacing *Music Country USA* for 10 weeks starting June 6). And,

among other changes, NBC will be televising 14 major-league baseball games during the course of a Monday-night series (8-11 p.m.) that kicks off May 27.

ABC sources say their network will forego any experimenting this summer and instead rely on repeats of its regularly scheduled shows. The only exception to this general rule, the sources add, will be the network's telecasting (time and date to be announced) of the eight unaired episodes of *The New Temperature's Rising*, which was bumped from ABC's schedule last January because of lukewarm ratings.

## CBS-TV pow-wow set for L.A. tomorrow

**Schneider to address affiliates at opening luncheon, Taylor Wednesday**

CBS-TV affiliates will hear glowing reports from network officials this week on the rating performances of prime-time evening shows this season and on the optimistic outlook for the 1974-75 year.

Affiliates convening in Los Angeles Tuesday and Wednesday (May 14-15) for their annual conference will attend screenings of new programs for next fall and will listen to presentations on the 1974-75 prime-time schedules and plans for specials; daytime and children's programing; news and sports coverage and specials.

John A. Schneider, president, CBS/Broadcast Group, will address Tuesday's luncheon and Arthur R. Taylor, president of CBS Inc., will be the speaker on Wednesday. Edwin W. Pfeiffer of WPRI-TV Providence, R.I., chairman of the CBS-TV Network Affiliates' Association, and Robert Wood, president of the CBS Television Network, will give the opening remarks on Tuesday.

A question-and-answer session will be held on Wednesday afternoon, with Mr. Wood as moderator. Panelists will be John P. Cowden, vice president and assistant to the president of CBS-TV; Richard W. Jencks, vice president, Washington, CBS Inc.; William C. MacPhail, CBS-TV vice president, sports; Frank Smith Jr., vice president, sales; Thomas J. Swafford, vice president, program practices; Carl S. Ward, vice president, affiliate relations; Jay Eliasberg, director, CBS Television Network Research, CBS/Broadcast Group, and Eleanor S. Applewhaite, general attorney, CBS Inc.

## Bake sale

The Democratic National Committee, which raised more than \$4 million in national telethons in 1972 and 1973, is going to spend about \$1.1 million on air time for a 19-hour telethon in June that the party hopes will go a long way toward wiping out its \$2.5 million debt. The DNC has an agreement in principle for time on CBS-TV 10 p.m. June 29 through 7 p.m. the next day.

But it was also revealed last week that a joint money-making proposal by Demo-



crats and Republicans—selling the broadcast rights to their presidential nominating conventions—has been scrapped as possibly violating the First Amendment.

## Program Briefs

**For cream of NAFB crop.** Second annual Town Crier Bell Award has been announced by Elanco Products Co., division of Eli Lilly & Co., Indianapolis. Honored will be farm broadcaster (member of National Association of Farm Broadcasters) who produces most outstanding radio or TV agricultural program beamed at urban audience. Deadline is Sept. 1. Winner and wife will be offered choice of all-expense trip to four most interesting agricultural areas in world: Nile Valley, Argentine Pampas, reindeer herds of Lapland, or intensive farming areas of Japan. Winner and his station will also receive engraved Town Crier Bells. Judges' decision to be announced at NAFB's October convention in Kansas City, Mo.

**For fall guys.** Stuntmen Association of Motion Pictures and Television has arranged with Scene Four Productions, San Francisco, to produce SAMPT's first annual TV awards show for broadcast in early September 1974. Association and Scene Four have set up joint committee to work out specifics of awards and details of television special. *Scene Four Productions, 24 California Street, San Francisco 94111*

**More rights signings.** Washington Capitals, expansion club in National Hockey League, and WTOP-AM-TV Washington have announced three-year agreement, starting in fall with full schedule on radio and 15 away games on TV. WDCATV Washington has signed to carry 23 games of new World Football League, as covered by TVS commencing July 18 (19 games on Thursdays, three on Saturdays and World Bowl on Thanksgiving weekend). WTVJ(TV) Miami has agreed to telecast four preseason games of Miami Dolphins of National Football League this summer. KVI(AM) Seattle announced that it will carry all 20 regular season games of Seattle Sounders of North American Soccer League.

**CBS O & O deal.** Paramount Television Sales, New York, has sold its *Portfolio VI* package of 30 feature films to five CBS owned stations—WCBS-TV New York, KNXT Los Angeles, KMOX-TV St. Louis, WBBM-TV Chicago and WCAU-TV Philadelphia. Among films in package are "Love Story," "Barefoot in the Park," "Goodbye, Columbus," "No Way to Treat A Lady" and "Plaza Suite."

**Cram course.** KBSA(TV) Los Angeles is broadcasting between 11 p.m. and midnight, Monday-Wednesday-Friday TV bar-review course for law school students and graduates who are planning to take state bar examinations. Program is conducted by Dr. Wallace C. Frank, law professor at University of West Los Angeles, and is sponsored by A. B. Press, Hollywood, Calif., publisher of law study aide.

## Cablecasting

### NCTA intensifies efforts for copyright relief

**More pressure applied in Washington and grass-roots level; however, there are indications that legislation may find slow going in Congress**

The storm warnings raised repeatedly over pending copyright legislation during the National Cable Television Association's annual convention three weeks ago (BROADCASTING, April 29) have resulted in an all-out effort both in Washington and at the industry's grass roots to substantially alter the bill.

As NCTA commenced a previously reported campaign to solicit help from cable operators in the home states of the 16 senators on the Judiciary Committee (where the bill now pends), most state cable associations were embarking on programs to solicit opposition to the legislation from subscribers and local leaders.

At the same time, however, it appeared that the need for expeditious action has somewhat abated. Sources at both NCTA and in the office of Senator John McClellan (D-Ark.), chairman of the Copyright Subcommittee which authorized the bill (S. 1361) as it now stands, speculated that no action will be taken by the Judiciary Committee until mid-June at the earliest, and that it is highly doubtful whether a floor vote on the legislation will come during the current congressional session.

The reason for the delay, most sources agreed, is two-fold. First, many of the senators on the Judiciary Committee have not had time to study the relatively complex provisions of the copyright bill. As one source put it: "Most of them just don't know what the hell is going on." And since the Copyright Subcommittee did not vote on all the provisions contained in the bill during its mark-up session, responsibility for resolving all the issues rests with the parent committee. Second, the extraordinarily vigorous lobbying being waged against the bill by NCTA and the National Association of Broadcasters has made it a particularly sensitive issue in some Capitol Hill circles.

For NAB's part, the provision contained in the bill that would institute a new royalty payment for the broadcast of recorded music (Section 114) is considered so completely unacceptable that officials of that association have vowed to "kill the bill" if the section is not eliminated. At NCTA, the primary concern is over a provision that would virtually preclude the cable carriage of all sports telecasts carried by imported TV stations. But cable interests, particularly small operators, are opposing with nearly equal energy the provision which would establish a basic fee schedule for cable copyright payments (NCTA feels the

fees are twice as large as they should be) and the absence of a clause that would exempt systems with fewer than 3,500 subscribers from making payments.

Ironically, in the midst of what the cable industry regards as a life-or-death struggle over the copyright issue, cable has found a rallying point around which many of the industry's diverse constituencies are coming together. Even Kyle Moore, president of the dissident Community Antenna Television Association (which has publicly criticized NCTA's conduct on copyright in the past), had some kind words to say about NCTA's efforts during the Chicago convention to construct an industrywide position on the issue. "In my estimation," Mr. Moore said in a formal statement, "these [convention] meetings were among the most productive ever held by the industry . . ."

Mr. Moore, however, did not go so far as to indicate that all was well between his organization and NCTA. Indeed, in response to a directive from the CATA board of directors, Mr. Moore stated that CATA would not support any attempt to amend the legislation, as is the current goal of NCTA. Rather, he said, the association would oppose the payment of any copyright fees "as an unacceptable tax on CATV viewers."

The reason for that stance, Mr. Moore indicated, is the absence in the bill of a small operator exemption. And an amendment to the pending bill, Mr. Moore asserted, "would only invite special interest groups to draw up battle lines around some phony and arbitrary exemption line . . ." The CATA president indicated that he has the support of at least two state cable associations—Kentucky and Oregon.

But for the most part, state and regional associations were adhering to the NCTA line last week, sending out dramatic calls to their constituents in an effort to enlist support against the current bill from all available resources. One example was a document circulated by the California Community Television Association headlined: "Call To Arms . . . Disastrous Copyright Bill Reported Out of Subcommittee." Urging all California operators to publicize the repressive nature of the bill over their local origination facilities and to request subscribers and local officials to wire opposition to their Washington representatives, the CCTA letter exclaimed: "... We must alert the public before it is too late. Since our individual efforts did not rid the copyright bill of its devastating cable provisions, we must enlist public support."

NCTA, which started sending staff members to the Hill to confer with members of the Judiciary Committee immediately after the Chicago convention, last week initiated the grass-roots aspect of its lobbying effort. Delegations of cable operators from two states—North Dakota and Michigan—visited their respective senators, Quentin Burdick (D-N.D.) and Phillip Hart (D-Mich.), both committee members. Meetings have also been firm with Senator Strom Thurmond (R-S.C.) and John Tunney (D-Calif.).

## NCTA makes good on threat to wield fairness doctrine in pay cable war

Association files complaint at FCC charging that WCBS-TV New York covered Arthur Taylor antipay speech in newscast, then refused reply time

In a clear warning to the broadcast industry against using the airwaves for unbalanced presentations on the pay cable issue, the National Cable Television Association last week filed a formal fairness-doctrine complaint with the FCC against CBS's WCBS-TV New York. It is the first time the fairness doctrine has come directly into play in the ongoing pay controversy.

The NCTA complaint followed months of public warnings by that association that broadcasters who use their facilities to promote the antipay stance of the National Association of Broadcasters and other interests without addressing the cable-industry viewpoint as well would be opposed at the commission. It referred specifically to a Dec. 7, 1973, report on WCBS-TV's 11 p.m. newscast of a speech delivered before the Arizona Broadcasters Association in Phoenix that evening by CBS President Arthur Taylor (*BROADCASTING*, Dec. 10, 1973). The Taylor speech, which was highly critical of pay cablecasters' alleged intention to siphon popular programming away from conventional television, provided the basis for a CBS booklet entitled "Does the American Family Need Another Mouth to Feed?" (*BROADCASTING*, April 8).

According to the NCTA complaint, WCBS-TV rejected a request by the association that either reply time be furnished to a cable spokesman or an effort be made to counterbalance the Taylor story with information concerning the cable viewpoint. The rejection, the complaint noted, was based on the station's assessment that, in accord with its licensee privilege of discretion over what constitutes a controversial issue subject to fairness review, the Taylor speech did not invoke a fairness-doctrine obligation. CBS called it a case of "news judgment."

But this was not the first time that NCTA has moved in response to such broadcasts. Several months ago, NCTA President David Foster was permitted airtime on the Kearney-based Nebraska Television Network stations to respond to an antipay editorial delivered by NTN management (*BROADCASTING*, Oct. 29, 1973).

CBS officials had no immediate response to last week's development, but CBS sources said their recollection of the Taylor story is that it amounted to about three lines of copy.

NCTA General Counsel Stuart Feldstein, who prepared the complaint, conceded last week that the underlying nature of the filing was to "go to the FCC

and try to make an example of somebody." Mr. Feldstein made it clear that NCTA would respond in a similar fashion to any subsequent broadcasts dealing only with the broadcast side of the pay issue. "We have long felt," he said, "that these people [referring to the NAB] were gearing up and trying to get stations" to use their facilities to advocate the anticable posture. (NAB officials have denied this.) Indeed, Mr. Feldstein disclosed, "we considered sending every broadcaster in the country a warning but decided against that." However, the NCTA counsel added, the association has declared its intention to invoke the fairness doctrine in the past and shall continue to do so. "We'll act against any of them," he said.

It was apparent from both Mr. Feldstein's comments last week and the NCTA pleading itself that the association has no doubts that the pay issue is a controversial, fairness-invoking topic. "We think it's a pretty clear-cut case," Mr. Feldstein said. And, according to the complaint: "The fact that the broadcast industry has formed a special antipay-cable committee, raised a \$600,000 war chest of which large sums have already been spent for retention of a national publicity and lobbying organization [Hill &



Piped aboard. "This is the man we've been looking for," said Jack Kent Cooke (l), board chairman of Teleprompter Corp., New York, in welcoming Russell Karp, the new president and chief operating officer (*Broadcasting*, May 6). Mr. Karp succeeds William J. Bresnan, who had been interim president since 1972 and continues to head the cable television subsidiaries. Mr. Cooke cited the new president's background in finance, law and communications; Mr. Karp is a graduate of the Yale Law School, practiced in New York from 1954 until 1957, held various posts at Columbia Pictures Industries for 14 years, including vice president and treasurer, and since 1971 had been a financial and management consultant to the communications and entertainment industries. Mr. Cooke, who continues as chief executive officer, said he plans to return to California, where he has made his home for many years.

Knowlton], and has spent thousands of dollars in advertisements in a variety of Washington and national publications all serve to underscore the importance and controversial nature of the issue."

But the controversiality of the subject, the NCTA complaint stated, is even more enhanced by the "vehemence of some broadcasters' beliefs" (making particular mention of Mr. Taylor) "that the development of all but the 'traditional' reception services of cable television should be squelched." The "almost rabid reaction" of Mr. Taylor to the pay issue, NCTA added, is a further indication that the fairness doctrine is applicable in the case.

NCTA also said that WCBS-TV did not supply a transcript of the newscast in question for nearly a month after it was requested. The request was made on NCTA's behalf by John Barrington, vice president of New York-based Home Box Office Inc., a pay cable service, who had alerted the association to the newscast the morning after it occurred.

NCTA did not dispute the facts contained in the WCBS-TV story, nor the station's justification in airing it. However, while it termed the story an "accurate characterization" of Mr. Taylor's speech and emphasized that "NCTA hardly wishes to interfere with the ability of any organization to report the news," the association did make one skeptical observation: "To the best of NCTA's knowledge," the complaint noted, "Mr. Taylor's antipay-cable speech is the only Arthur Taylor speech in recent memory which WCBS-TV has deemed newsworthy."

## Nevada PUC orders Reno cable to bring in San Francisco FM

State Commission grants rate rise to Teleprompter system, but under subscriber pressure, orders CATV to restore dropped radio signal

The Nevada Public Service Commission, in an apparently unprecedented action on the state level, has ordered Teleprompter Corp.'s Reno cable system to reinstate its carriage of the signal of KSAN(FM) San Francisco.

The action, which followed a campaign by local citizens to restore KSAN to the Reno system, was taken within the framework of a proceeding in which Teleprompter had requested permission to raise its subscriber fees there. The Nevada PUC has jurisdiction over cable matters within that state.

The KSAN signal was removed from the Reno system's roster of aural services last fall after the company determined that it would require a substantial expenditure to solve continuing reception problems. The technical difficulties resulted from interference from an adjacent FM frequency assigned to the Sacramento, Calif., area.

Noting in its final order (in which the rate increase request was approved), that "a good many" of the citizens testifying before it had "expressed dissatis-

faction" over the KSNB matter, the PUC ordered Teleprompter to "vigorously pursue a program to improve the quality of CATV service and FM distribution with particular emphasis on improving the reception and distribution of FM station KSNB."

## Oakland feuding over programming erupts anew

Turned down by city, FCC, locals try again at commission

For months, citizen groups in Oakland, Calif., have been quarreling with Teleprompter's Focus Cable television system over the kind of service it should or must be required to provide. The Oakland City Council and the FCC have provided the forums for the quarrel, and thus far Focus has won in both. But last week the Community Coalition for Media Change and the Committee for Open Media returned to the battle at the commission, petitioning it to reverse a decision last month that declared Focus grandfathered under the rules existing before the new regulations became effective on March 31, 1972, and thus not subject to the requirements of those rules.

"The commission's action ignores and undercuts its own rules and regulations and recent precedent directly contrary to its decision in this case," the groups said in their petition. "This subverts the regulatory process by leaving the commission open to the charge that it is indulging in arbitrary application of its policies as to grandfathering and certification of cable systems under its 1972 rules without standards or reason."

At issue is whether Focus was operating a system, recognized as such by the commission, on March 31, 1972. The commission held that Focus met that requirement and thus was entitled to grandfathering. But the groups insist there is no basis in fact or law for the holding, that Focus put together "a hastily constructed contrivance that is separate and distinct from the projected 'actual system' for the Oakland community." In any case, they say, Focus never demonstrated that the system had any paying subscribers; and "a facility is not by definition a cable television system unless it has at least 50 paying subscribers," they maintain.

The petitioners' complaint is that the commission's decision enables Focus to avoid the obligations to the public that cable systems must now assume to obtain a certificate of compliance from the commission—the provision of access channels for educational purposes and for local government, and of a capacity to expand access facilities for persons of low income. They also note that Focus will pay the city a franchise fee of 8%, while the commission now limits such fees to 3-5%.

The petitioners want the commission to require Focus to apply for a certificate of compliance so that the franchise it has

received from Oakland may be reviewed. And to "avoid disruption of service" to the subscribers now being served by Focus—2,789, according to the company—"and simultaneously prevent Focus from illegally expanding its operations," the petitioners suggest that the commission require the system to confine its service to the area it is now serving pending resolution of the certification proceeding.

Meanwhile, in Oakland, the city council is expected by the end of the month to adopt modifications in the Focus franchise that Teleprompter says are essential if it is to complete the system, on which work was begun four years ago. Teleprompter has already spent \$12 million on the project, expects to spend up to \$4 million more.

The modifications, opposed by the citizen groups in hearings before the city council, are not all that Focus had requested. But they will permit Focus to install single rather than dual cable in all subscribers homes, and thus provide for a 30- rather than 64-channel system, as originally proposed; however, the modification provides for eventual increase to a dual-cable system. Another major change is a two-year extension of the deadline for completion of the system from Dec. 28, 1973. In return, Focus will pay the city \$25,000 each year, for two years, over and above what the 8% fee provides. However, the \$750 penalty the original franchise would require Focus to pay each day beyond its original deadline will be reduced to \$250.

## Cable Briefs

**Montgomery report.** Second of three reports on feasibility of cable TV in Montgomery county, Md.—Washington suburb and nation's most affluent county—has been completed by Malarkey, Taylor & Associates, Washington. Report states that county should proceed with development of cable, with public and private ownership both being "viable" possibilities but public ownership "considered more favorable economically." Among other recommendations: \$7 monthly franchise fee; as many as three franchise districts; initial offering of 30-36 channel capacity, 15 of which would be broadcast signals; initial service level to reach 89-92% of total population. Most conspicuous finding was endorsement of Special Service Network with joint public-private ownership to encourage development of two-way cablecasting. Final report is due end of May.

**Relief.** Focus Cable, Teleprompter-controlled cable franchisee in Oakland, Calif., has won partial victory in dispute over tardiness in construction: Oakland city council has extended completion date by two years. It also agreed on \$30,000 payment from Focus to cover \$750-a-day penalty clause in effect since construction deadline expired Dec. 28 (BROADCASTING, Feb. 4). Firm reportedly might have had to pay twice that amount.

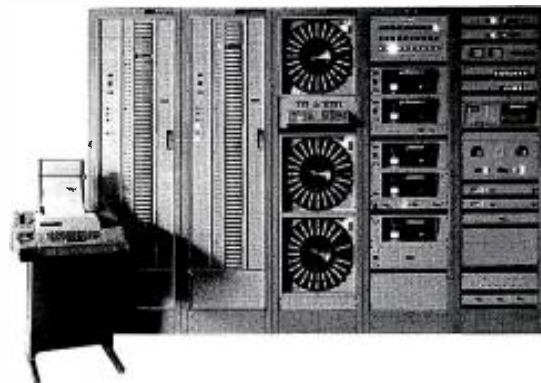
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## They had other game in their sights

**President's Watergate conversations, revealed in tape transcripts, show news media were lesser concerns in the fight to keep the lid on**

As a beleaguered President Nixon and his closest advisers contemplated the spreading revelations of Watergate horrors, the problems posed by the press—print and electronic—constituted a theme running through their conversations. Surprisingly, in view of the White House's known antagonism toward the news media even in more placid times, the complaints, in number and tone, were not what might have been expected. But there were outbursts, particularly as the scandal approached the door of the Oval Office, and a fair amount of talk of how the media might be manipulated to the President's advantage.

The attitude of the President and his men—H. R. Haldeman and John Ehrlichman, among them—toward the media, was revealed, like so much else about them, in the 1,254 pages of edited transcripts of the conversations they had on Watergate, over a seven-month period beginning in September 1972, that were handed over by the White House to the House Judiciary Committee.

The transcripts show the President and his men were concerned about the manner in which the media would play stories, and time was spent preparing the kind of answers White House News Secretary Ronald Ziegler would provide in response to reporters' questions. But curiously, in view of what has seemed to be the White House's preoccupation with the television networks, it was the news magazines and the treatment they would give a story that seemed to intrigue them most.

In a meeting on April 14, 1973, for instance, Mr. Ehrlichman, at the President's prompting, ad libbed an imaginary story as it might appear in a news magazine on the hypothetical indictment and subsequent testimony of former Attorney General John Mitchell and others. In fact, he did two versions—one in which the White House's "cover" is finally blown; the second, in which the President is pictured as breaking the case after receiving a report "indicating for the first time" that John Mitchell and Jeb Magruder (who had been Mr. Mitchell's deputy at the Committee to Re-Elect the President) were the "ringleaders" of the Watergate break-in.

In one conversation with former White House Counsel John Dean, the President's familiar attitude of defensiveness toward the charges that his administration attempts to suppress the media is revealed. But at the same time, there is a note of cynicism.

"Well, one hell of a lot of people

don't give one damn about this issue of the suppression of the press, etc.," he said, in the meeting, on Feb. 28, 1973. "We know that we aren't trying to do it. They all squeal about it. It is amusing to me when they say—I watched the networks and I thought they were restrained. What (expletive omitted) do they want them to do—go through the 1968 syndrome when they were eight to one against us? They are only three to one this time. It is really sickening to see these guys. These guys have always figured we have the press on our side. You know we receive a modest amount of support—no more. Colson sure is making them move it around, saying we don't like this or that and (inaudible)." The reference to former presidential aide Charles Colson may have been explained by Mr. Dean's response, which dealt with an apparent "threat of a law suit which was printed in Evans and Novak." It had "a very sobering effect on several of the national magazines," Mr. Dean said. "They are now checking before printing a lot of this Watergate junk they printed."

But the President and his men were concerned not only with stopping leaks to aggressive reporters. They were concerned also with finding ways of leaking material they did not want to put out formally through the White House. There was, for example, the information Mr. Dean said he had obtained from a former FBI official, William Sullivan, that former President Johnson allegedly had bugged Spiro T. Agnew's campaign plane and Anna Chennault in 1968.

Mr. Dean suggested going to *U.S. News and World Report*. The President then articulated several options, including a congressional hearing: "Rather than going to a hearing, do *Meet the Press*, and that will force the hearing to call him [Mr. Sullivan]. That is quite the way to do it. Have him give an interview to *U.S. News*, 'Wires in the Sky' . . ." Another suggestion was giving the story to Clark Mollenhoff, Washington bureau chief of the *Des Moines Register and Tribune*, who had served as a presidential aide early in the Nixon administration. Apparently none of the suggested ploys was tried.

There were few complaints about network news coverage. But one that had the ring of those often voiced publicly by White House officials was expressed by Mr. Dean about an NBC report. He called it "a travesty . . . shabby journalism. They took the worst edited clips out of context with [Gordon] Strachan [former White House aide] saying he was leaving. And they had a little clip of Ron Ziegler saying, 'I deny that.' And he was denying something other than what they were talking about in their charge. It was incredible."

But the *New York Times* and *The Washington Post* and their investigative reporters—Seymour Hersh and Bob Woodward and Carl Bernstein—were mentioned more often and with greater anger, particularly when word reached the Oval Office that the reporters were preparing stories linking the President to

Watergate. "Again make it clear that Henry's [Assistant Attorney General for the Justice Department's antitrust division] made his check," President Nixon told Mr. Ziegler, in a meeting on April 17 attended by Mr. Petersen.

Ziegler: "Just to put this into perspective. This is not, as I sense it, about to break in the papers. This is just rumor type."

President: "Well, kill it. Kill it hard."

But by that time, the transcripts indicate, even White House officials were doubting Mr. Ziegler's credibility with the press corps. In a meeting on March 27, 1973, Mr. Ehrlichman, commenting on the President's complaint that the White House is not believed when it says it will cooperate in the investigations then going on, said: "They don't believe that at all—it is not getting through. Ziegler is not sufficiently credible on this."

In one of the lighter moments revealed in the transcripts, the President and Bob Haldeman conjured up a kind of purgatory for Mr. Haldeman. Commenting on the possibility of the President appearing before a grand jury, Mr. Nixon said, "that's silly," then added, "I go before a grand jury. That's like putting Bob on national television . . ."

"With," Mr. Ehrlichman broke in, "Dan Rather."

## News Council busies itself with seven complaints against broadcast news

**Report says 14 were considered in all, half of them dropped; remaining are charges against NBC-TV, Mutual, ABC**

The eight-month-old National News Council has released its first public report and in it are described 14 complaints about broadcast news that the council considered "specific enough" to warrant investigation. Seven complaints regarding network news have been dismissed; four other complaints about network news are currently being studied, along with two complaints about nonnetwork news, and a general complaint about network instant analysis (BROADCASTING, May 6) has been referred to the council's Freedom of the Press Committee.

The instant analysis study was inspired by a citizen's written demand that "the power of TV should be broken . . . You might do away with instant analysis as a beginning." A council spokesman admitted, however, that a report on the "pros and cons" of this broadcast news technique would only be assigned "when our financial situation gets better."

The other complaints about broadcast news pending before the council:

- Mobil Oil Corp.'s charge that ABC News's March 20 documentary on the "energy crisis," *Close-Up on Oil*, was "biased and inaccurate."

- A challenge to syndicated columnist

Tom Braden's Oct. 18, 1973, statement that former Vice President Spiro Agnew "frightened the TV networks and newspapers, and people who worked for them lost jobs or were taken off camera or told they weren't objective whenever their reports seemed critical of the administration";

- A charge of one-sidedness in a *Black Journal* program (Public Broadcasting Service) about a housing development supported by blacks in a Newark, N.J., white neighborhood;

- A protest that NBC-TV News said in its coverage of Honor America Day Feb. 18 in Huntsville, Ala., which included a visit by President Nixon, that local U.S. government employees were given the day off to see the President, when in fact Feb. 18 was a national holiday; the same letter complained that the story immediately following that item, on the *NBC Nightly News*, was about AFL-CIO chief George Meany's demand for presidential impeachment, which was "obviously designed to negate the positive aspects" of Mr. Nixon's Alabama visit;

- A letter from a former Mutual Broadcasting System newscaster charging MBS newscasters were "ordered to publicize" a Dec. 19-20, 1973, gala co-sponsored by MBS and Chevrolet, to select and honor the 1973 all-American black college football team; the event "was presented as 'news,' but had no journalistic merit" and was "promotion" for Mutual and free commercial for Chevrolet," the complaint stated;

- A charge of nonsubstantiation in and possible damage to Mideast negotiations by an *NBC Nightly News* story Jan. 22 in which two Israeli cabinet officers were quoted as saying Secretary of State Henry Kissinger told them President Nixon would be out of office within six months; the council discovered the NBC News story also quoted Mr. Kissinger as saying the alleged remark about the President was an "'outrageous lie.'" However, the council deferred its decision on the complaint "pending further study and investigation."

The Mobil Oil complaints against ABC News were to be taken up for the first time by the council's 15 members late last week. ABC News said it would not cooperate with the council, and declined to supply it with a copy of its May 2 response to Mobil's April 9 22-page list of alleged "inaccuracies" in the *Close-Up* documentary (BROADCASTING, April 15). ABC News did, however, provide the council with a tape and transcript of the documentary.

The council also had trouble gaining the cooperation of Mr. Braden, who refused to name his sources for remarks about news personnel being punished for administration criticism.

Regarding the charges concerning Mutual Broadcasting's football luncheon, the council may be beating its head against yet another instance of noncooperation. The council is unable to engage MBS in correspondence but may call a public hearing on the complaint anyway, particularly since MBS's letters to the origi-



Focus on sex crimes. A perspective on rape—the reasons behind the crime, the help available to offenders, and the protective measures women can take—was the intent of a WTVJ(TV) Miami four-week news series *The Sex Offenders*. Highlights of that series, were rebroadcast April 22 in a half-hour documentary. In the segment shown above, correspondent Joan Hall talks with a convicted rapist, one of 17 participants in a South Florida hospital rehabilitation program in which WTVJ cameras were allowed to film group therapy sessions where the offenders discussed their crimes and reasons behind their acts. Among the results of the series—eight self-described sex offenders called the station seeking help, WTVJ said, and a new preventive measure—talk—was highlighted. According to the rapists, talk was a more effective deterrent than self defense because talk can reveal the victim as a person rather than an object. The documentary was narrated by News Director Ralph Renick and produced by Fred Francis.

nal complainant, former MBS newscaster Robert Edwards, are "potentially libelous," according to a council source.

Mr. Edwards acknowledges he was fired from MBS, but claims his reporting the football luncheon incidents is not rancorous. He gave the council memoranda from MBS executives which he says show Mutual and Mutual Black Network newscasters were commanded to cover the event. The national advertising director for Chevrolet wrote the council, in response to the inquiries about the football event, that Chevrolet's sponsorship of the event was in no way contingent upon coverage by MBS.

The council's investigation of *NBC Nightly News* coverage of the presidential visit to Huntsville, Ala., was to receive a decision from council members at the last meeting. In an April 2 letter to NBC News President Richard Wald, council executive director Bill Arthur

said the council had determined the *Nightly News* story erred in its description of why "thousands of workers" greeted the President on Honor America Day.

The Feb. 18 newscast, by NBC News correspondent Tom Brokaw, stated that the workers "were given the day off to greet President Nixon, and schools were closed at noon for the program." The council staff established the people were let off "because it was a federal holiday (George Washington's birthday)," Mr. Arthur wrote. "We are interested in knowing what kind of correction, if any, NBC subsequently aired."

A council spokesman said that *NBC News* privately admitted it was in error in the Feb. 18 piece, and had been looking for a space in the *Nightly News* to correct it.

The 14 broadcast complaints were among 28 that the council investigated.

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## PBS showpiece Moyers packs it in, citing personal reasons

Bill Moyers, editor-in-chief of Public Broadcasting Service's *Bill Moyers Journal*, resigned from PBS last Wednesday (May 8) with a letter, dictated by phone from Texas, in which he expressed his "desire for a more consistent personal life than a weekly series of reporting permits, and for time to take stock after four nomadic years on the road."

Mr. Moyers' weekly public affairs series concluded its third season last Tuesday (May 6). The highly acclaimed series had been recently renewed for another season, and Mr. Moyers apologized for his "vacillation" and "ambiguity" in "prolonging the decision until so late in the season." A source at WNET-TV New York, where the program originates, said "we're all damn sad" and foresaw a "problem in getting someone to replace him" for the public affairs close-up/interview kind of show PBS wants to maintain.

Mr. Moyers, 39, joined PBS after spending a year to write his book of observations, *Listening to America*. He was publisher of the Long Island paper, *Newsday*, from 1967-70, and served as press secretary and special assistant to former President Lyndon Johnson from 1963-67. Prior to that, he helped to



Moyers

develop and organize the Peace Corps, to which President John Kennedy named him deputy director.

In his letter to "my colleagues in public broadcasting," Mr. Moyers said he had been debating his decision "for months." "Quite frankly, I have about said all I have to say for now in current affairs and do not wish to be merely carried along by the relentless momentum of the media when I no longer have anything really compelling to say."

Unconfirmed reports were that Mr. Moyers would join the staff of the Washington *Star-News*. Other reports, also unconfirmed, were that he was seriously considering entering politics in his home state of Texas.

## With Ervin hearings under their belts, networks again opt for rotating coverage

Live television coverage of open sessions of the impeachment hearings of the House Judiciary Committee is scheduled to begin May 21 on a rotational basis by the three TV networks, with ABC-TV covering the first day, CBS-TV the second day, and NBC-TV the third day.

The rotation agreement, confirmed last week (BROADCASTING, May 6), also provides that any network that wishes may carry the proceedings live, regardless of which network is assigned primary coverage. The agreement also may be terminated by any network on a week-to-week basis. In this and other respects, the networks' plan conforms with the one under which they rotated coverage of last year's Watergate hearings.

The Public Broadcasting Service will broadcast tapes of the impeachment proceedings in their entirety beginning at 8 p.m. (EDT). As with its coverage last summer of the Senate Watergate Committee hearings, PBS will hook up to the network pool, at an approximate cost of \$20,000 per day, through the services of its National Public Affairs Center for Television. NPACT also announced it may also offer a plan for "enhancing coverage of the Rodino hearings with background material and historical perspective on the congressional process and the impeachment procedures."

## McCord balks after doing WRC-TV talk program

Waterbugger had said appearance on show would not violate court order, but afterward his attorneys block showing

A taped television interview with convicted Watergate burglar James W. McCord Jr. may be one more tape associated with the Watergate affair that won't be available for public perusal.

The program, scheduled for an April 29 airing on WRC-TV Washington, was withdrawn from broadcast after McCord's attorneys protested that it may violate an order by U.S. District Court Judge John J. Sirica restricting Watergate defendants' discussions of the break-in.

Sheila Weidenfeld, the producer of the program, *Take It From Here*, said she was "bewildered" by McCord's request that the show not be broadcast. "He had told me he'd checked [into possible violation of the Sirica order]," Ms. Weidenfeld said. "The interview had followed exactly the format that had been pre-arranged with McCord," she said, adding that "he left smiling," but five hours later called to ask that the program be canceled, citing objections by his attorneys.

Ms. Weidenfeld said that she "definitely" plans to use the program but will

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wait until the court order is no longer applicable. She described the program as "a different angle on Watergate—a look at what went wrong with the burglary." It featured British intelligence expert Dusko Popov and Mr. McCord in an interview-discussion conducted by Jim Peck that focused on espionage activities. As to whether the content of the program was controversial, Ms. Weidenfeld said "most of what Mr. McCord said is in the public record." She added, however, that Dusko Popov was "not very generous" about McCord's espionage abilities.

## APBA board contestants

Associated Press Broadcasters Association members will be asked to select five board members in a mail ballot to be distributed this Wednesday (May 15).

Nominees for the Eastern district at large seat are Roy Morgan, WILK(AM) Wilkes-Barre, Pa., and Phil Spencer, WCSS(AM) Amsterdam, N.Y.; for Central district, radio stations under 5,000 w: John Howard, KGFW(AM) Kearney, Neb., and Don Michel, WRAJ-AM-FM Anna, Ill.; Southern district, TV stations: Ralph Renick, WTVJ-TV Miami (incumbent) and Charles Whitehurst, WFMV-TV Greensboro, N.C.; Western district, radio stations 5 kw and over: John Salisbury, KXL-AM-FM Portland, Ore. (incumbent), and George Garrett, KOL-AM-FM Seattle. These four seats carry four-year terms.

A two-year unexpired term is also up for election for the Western district, TV stations seat. Contenders are Rick Spratling, KUTV Salt Lake City and Hal Kennedy, KKTV Colorado Springs.

Balloting is by district with radio and TV stations within each district voting for the contested seat. Ballots must be returned by July 15.



**Face to face.** Former astronaut John Glenn last week defeated Senator Howard Metzenbaum in the Democratic primary for incumbent Metzenbaum's Ohio Senate seat, and political observers will probably debate what effect this confrontation had on the outcome. WEWS(TV) Cleveland brought the two contenders together for the first time in a combined debate-press conference held before the election. The station then sent tapes of the program to some 20 Ohio radio and TV stations which aired the program at a later time. Mr. Glenn is in the forefront, Senator Metzenbaum in the back. WEWS commentator Dorothy Fuldheim moderated the debate.

## Music

### Breaking In

**Living in the U.S.A.**—Steve Miller Band (Capitol) ■ Steve Miller and various versions of his band have been around since the late sixties, but it was only when he jumped on and quickly up the charts earlier this year with *The Joker* did he add a pop audience to his substantial cult following. Capitol tried to follow up that hit with another cut, *Your Cash Ain't Nothin' But Trash*, off his recent album, but it stalled in the lower regions of the charts.

Now Capitol has reached back to 1968 for *Living in the U.S.A.*, a Miller-penned tune recorded with, among others, Boz Scaggs, who now enjoys his own cult following. But the song, which has been a staple on FM rockers since then, doesn't sound dated. It's a much faster and fuller production, grounded in R&B, than the sparse and simple *Joker*.

Stations that went for the old new Steve Miller last week included KJR(AM) Seattle, Wash., WKBW(AM) Buffalo, N.Y.; WIXY(AM) Cleveland; WAKY(AM) Louisville, Ky.; WPOP(AM) Hartford, Conn.; WTRY(AM) Troy, N.Y.; KELP(AM) El Paso; KJRB(AM) Spokane, Wash., and KGW(AM) Portland, Ore.

**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).
- CAPTAIN HOWDY, Simon Stokes (Casablanca).
- COME MONDAY, Jimmy Buffett (ABC/Dunhill).
- DANCIN' ON A SATURDAY NIGHT, Flash Cadillac & the Continental Kids (Epic).
- DON'T MESS UP A GOOD THING, Gregg Allman (Capicorn).
- EVERYBODY WANNA GET RICH RITE AWAY, Dr. John (Atco).
- GEORGIA PORCUPINE, George Fishoff (United Artists).
- HONEYMOON FEELING, Roy Clark (Dot).
- I BELIEVE THE SOUTH IS GONNA RISE AGAIN, Bobby Goldsboro (United Artists).
- I HATE HATE, Razy (Aquarian).
- IF I WERE A CARPENTER, Leon Russell (Shelter).
- IF IT FEELS GOOD DO IT, Ian Lloyd and the Stories (Kama Sutra).
- IT ONLY HURTS WHEN I TRY TO SMILE, Dawn (Bell).
- LIVING IN THE U.S.A., Steve Miller Band (Capitol).
- LOVING YOU, Johnny Nash (Epic).
- MIGHTY MIGHTY, Earth Wind & Fire (Columbia).
- NEW YORK CITY GIRL, Bob Hegel (RCA).
- NOTHIN' TO LOSE, Kiss (Casablanca).
- ONE CHAIN DON'T MAKE NO PRISON, Four Tops (ABC/Dunhill).

- RADAR LOVE, Golden Earrings (MCA).
- RHAPSODY IN WHITE, Love Unlimited (20th Century).
- SINGING IN THE RAIN, Sammy Davis (MGM).
- TAKING CARE OF BUSINESS, Bachman-Turner Overdrive (Mercury).


**Tracking the playlist.** There are 16 bolts and new records galore on this week's chart. Among the important first-time entries are *Be Thankful for What You Got* by William De Vaughn (46), *Hollywood Swinging* by Kool and the Gang (44) and *Daybreaker* by the Electric Light Orchestra (46). Three records make their initial appearances in the top 10 this week: Ray Stevens' *The Streak* (seven), Maria Muldaur's *Midnight at the Oasis* (eight) and Paul McCartney's *Band on the Run* (10). Seemingly headed for the top 10 are Gordon Lightfoot's *Sundown* (22), Cat Stevens' *Oh Very Young* (23) and Jim Stafford's *My Girl Bill* (24). All are bolted. Four other singles have gone into the top 40: Olivia Newton John's country cross-over *If You Love Me (Let Me Know)* (37), Anne Murray's *You Won't See Me* (38), Harry Nilsson's *Daybreak* (39),—the only new Nilsson song, by the way, from his film with Ringo Starr called "Son of Dracula"—and Carly Simon's *Haven't Got Time for the Pain*.

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# The Broadcasting Playlist **May 13**

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

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1	▲	Loco-Motion (2:45) Grand Funk—Capitol	2	1	1	1
4	2	▲	The Entertainer (2:57) Marvin Hamlisch—MCA	1	2	2	3
5	3	▲	Dancing Machine (2:29) Jackson Five—Motown	3	3	3	2
10	4	▲	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	5	5	4	6
1	5	▲	TSOP (3:18) MFSB—Phila. Int'l.	6	4	5	5
3	6	▲	Bennie and the Jets (5:00) Elton John—MCA	4	7	7	4
12	7	▲	The Streak (3:15) Ray Stevens—Barnaby	7	8	6	8
16	8	▲	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	10	6	10	7
6	9	▲	Come and Get Your Love (3:30) Redbone—Epic	8	9	8	10
21	10	▲	Band on the Run (5:09) Paul McCartney & Wings—Apple	9	10	9	9
9	11	▲	Hooked on a Feeling (2:54) Blue Swede—EMI	11	15	11	14
11	12	▲	I've Been Searching So Long (4:19) Chicago—Columbia	15	12	12	11
13	13	▲	Tubular Bells (3:18) Mike Oldfield—Virgin	12	11	13	12
7	14	▲	The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	13	13	14	13
8	15	▲	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	14	14	15	16
23	16	▲	Sunshine (3:18) John Denver—RCA	17	17	17	17
20	17	▲	You Make Me Feel Brand New (4:45) Stylistics—Avco	18	19	16	15
14	18	▲	Oh My My (3:39) Ringo Starr—Apple	16	16	19	20
27	19	▲	Don't You Worry 'bout a Thing (3:40) Stevie Nonder—Tamla	19	20	18	18
22	20	▲	I Won't Last a Day Without You (3:47) Carpenters—A&M	20	21	20	21
15	21	▲	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	21	18	21	19
33	22	▲	Sundown (3:37) Gordon Lightfoot—Reprise	22	22	22	22
35	23	▲	Oh Very Young (2:33) Cat Stevens—A&M	23	23	25	24
34	24	▲	My Girl Bill (3:12) Jim Stafford—MGM	24	26	24	23
30	25	▲	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	26	25	23	26
29	26	▲	For the Love of Money (3:45) O'Jays—Phila. Int'l.	27	24	27	27
17	27	▲	The Lord's Prayer (2:59) Sister Janet Mead—A&M	25	27	28	28
24	28	▲	Let It Ride (3:33) Bachman-Turner Overdrive—Mercury	30	28	26	25
18	29	▲	Seasons in the Sun (3:24) Terry Jacks—Bell	28	33	29	31
19	30	▲	Keep on Singing (3:03) Helen Reddy—Capitol	29	31	30	32
53	31	▲	Star Baby (2:37) Guess Who—RCA	31	29	32	29
37	32	▲	Help Me (3:22) Joni Mitchell—Asylum	32	30	31	30
31	33	▲	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	33	32	34	33
25	34	▲	Lookin' for a Love (2:37) Bobby Womack—United Artists	37	34	33	35
36	35	▲	I'm a Train (3:16) Albert Hammond—Mums	34	35	35	36
38	36	▲	A Very Special Love Song (2:44) Charlie Rich—Epic	35	39	38	44
49	37	▲	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	39	36	42	41
43	38	▲	You Won't See Me (3:07) Anne Murray—Capitol	38	37	39	43
52	39	▲	Daybreak (3:03) Nilsson—RCA	48	48	40	34
62	40	▲	Haven't Got Time for the Pain (3:25) Carly Simon—Elektra	43	41	41	38
32	41	▲	Piano Man (4:30) Billy Joel—Columbia	41	42	37	45
39	42	▲	Jet (2:48) Paul McCartney & Wings—Apple	36	57	36	59

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
47	43	▲	Tell Me a Lie (2:59) Sami Jo—MGM South	40	43	46	47
—	44	▲	Hollywood Swinging (4:35) Kool and the Gang—Delite	51	38	43	37
44	45	▲	Standing at the End of the Line (2:45) Lobo—Big Tree	44	45	47	40
—	46	▲	Daybreaker (3:31) Electric Light Orchestra—United Artists	42	47	45	49
—	47	▲	Be Thankful for What You Got (3:25) William DeVaughn—Roxbury	54	40	48	39
60	48	▲	One Hell of a Woman (2:52) Mac Davis—Columbia	47	46	49	52
50	49	▲	Another Park, Another Sunday (3:39) Doobie Brothers—Warner Brothers	46	49	50	51
42	50	▲	Spiders & Snakes (3:03) Jim Stafford—MGM	45	44	61	42
63	51	▲	Save the Last Dance for Me (2:58) De Franco Family—20th Century	53	55	44	50
73	52	▲	If You Wanna Get to Heaven (3:04) Ozark Mtn. Daredevils—A&M	49	53	51	53
55	53	▲	The Air That I Breathe (3:33) Hollies—Epic	50	52	54	55
46	54	▲	Dance with the Devil (3:32) Cozy Powell—Chrysalis	59	56	52	46
28	55	▲	Eres Tu (Touch the Wind) (3:12) Mocedades—Tara	52	59	57	61
41	56	▲	Payback (3:30) James Brown—Polydor	66	51	56	48
45	57	▲	Keep It in the Family (2:47) Leon Haywood—20th Century	60	50	62	54
57	58	▲	(I'm a) YoYo Man (2:46) Rick Cunha—GRC	55	62	55	60
—	59	▲	Rikki Don't Lose That Number (3:58) Steely Dan—ABC/Dunhill	58	58	59	57
—	60	▲	LaGrange (3:15) Z. Z. Top—London	61	65	53	58
61	61	▲	Let's Get Married (3:16) Al Green—Hi	56	60	60	64
70	62	▲	Teenage Love Affair (2:38) Rick Derringer—Blue Sky	57	63	63	62
48	63	▲	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	61	54	64	65
26	64	▲	Dark Lady (3:26) Cher—MCA	63	61	58	70
59	65	▲	A Dream Goes on Forever (3:21) Todd Rundgren—Bearsville	65	67	68	68
40	66	▲	Thanks for Saving My Life (2:57) Billy Paul—Phila. Int'l.	64	69	65	71
56	67	▲	Rock Around the Clock (2:08) Billy Haley—MCA	67	66	66	74
66	68	▲	Already Gone (3:39) Eagles—Asylum	68	68	6	67
58	69	▲	I'm in Love (2:48) Aretha Franklin—Atlantic	70	64	75	73
—	70	▲	Chameleon (2:50) Herbie Hancock—Columbia	75	74	*	63
65	71	▲	Werewolf (3:30) Five Man Electrical Band—Polydor	72	71	74	72
—	72	▲	Teen Angel (2:23) Wednesday—Sussex	74	*	73	69
—	73	▲	King of Nothing (2:56) Seals & Crofts—Warner Brothers	71	73	71	*
72	74	▲	Happiness Is Me and You (3:06) Gilbert O'Sullivan—MAM	69	72	70	*
67	75	▲	Billy Don't Be a Hero (3:25) Paper Lace—Mercury	73	75	*	75

Alphabetical list (with this week's over-all rank): The Air That I Breathe (53), Already Gone (68), Another Park, Another Sunday (49), Band on the Run (10), Be Thankful for What You Got (47), Bennie and the Jets (6), The Best Thing That Ever Happened to Me (14), Billy Don't Be a Hero (25), Billy Don't Be a Hero (75), Chameleon (70), Come and Get Your Love (9), Dance with the Devil (54), Dancing Machine (3), Dark Lady (64), Daybreaker (46), Don't You Worry 'bout a Thing (19), A Dream Goes on Forever (65), The Entertainer (2), Eres Tu (Touch the Wind) (55), For the Love of Money (26), Happiness Is Me and You (74), Haven't Got Time for the Pain (40), Help Me (32), Hollywood Swinging (44), Hooked on a Feeling (11), I Won't Last a Day Without You (20), I'll Have to Say I Love You in a Song (15), I'm a Train (35), I'm In Love (69), I've Been Searching So Long (12), If You Love Me (Let Me Know) (37), If You Wanna Get to Heaven (52), Jet (42), Just Don't Want to Be Lonely (21), Keep It in the Family (57), Keep on Singing (30), King of Nothing (73), LaGrange (60), Let It Ride (28), Let's Get Married (61), Loco-Motion (1), Lookin' for a Love (34), The Lord's Prayer (27), Midnight at the Oasis (1), Mockingbird (33), My Girl Bill (24), My Mistake Was to Love You (63), Oh My My (18), Oh Very Young (23), One Hell of a Woman (48), Payback (56), Piano Man (41), Rikki Don't Lose That Number (59), Rock Around the Clock (67), Save the Last Dance for Me (51), Seasons in the Sun (29), The Show Must Go On (4), Spiders & Snakes (50), Standing at the End of the Line (45), Star Baby (31), The Streak (7), Sundown (22), Sunshine (16), Teen Angel (72), Teenage Love Affair (62), Tell Me a Lie (43), Thanks for Saving My Life (66), TSOP (5), Tubular Bells (13), A Very Special Love Song (36), Werewolf (71), You Make Me Feel Brand New (17), You Won't See Me (38), (I'm a) YoYo Man (58).

## A little guy gets big attention with his home large-screen sets

The advent of Henry Kloss's Advent stimulates interest of the public as well as competitors Sony, GE

For those who aren't satisfied with Archie Bunker venting his spleen on a 21-inch color-TV set, two hardware manufacturers are now marketing giant-size screens for the home that wants to turn *All in the Family's* lovable bigot into an even larger-than-life loudmouth.

The manufacturer getting all the publicity these days (spreads in *Newsweek*, *Esquire*, *The Washington Post*) is the Advent Corp., Cambridge, Mass., which is run by an amiable, rumped, 45-year-old electronics expert named Henry Kloss, who is sometimes pictured as a sort of biblical David facing off against his Goliath-like competitor, the Sony Corp. of America.

Called the Advent VideoBeam, Mr. Kloss's system consists of a four-by-six-foot screen (about 10 times the size of the largest home TV set on the market now) that receives its images from three color-projection tubes housed in a console with built-in speaker. The console rests on the floor exactly eight feet away from the screen, and the picture it projects "is painted in continuous tones," according to one report, "and is sharper than the dotted image produced by conventional color sets."

Mr. Kloss says he's working on a console that can be suspended from the ceiling so that the VideoBeam doesn't take up so much space. And he makes no bones about the fact that if you're getting lousy reception on one particular channel it's going to look even worse on a magnified screen.

Mr. Kloss is just about ready to go into mass production of the VideoBeam (about 20 a day), and he says he expects eventually to make and sell 10,000 of them a year, at the current retail price of \$2,495 apiece. He's built 60 units in the past year or so and sold nine of them for home use. Some of the other owners: a dozen or so bars in Massachusetts and Rhode Island, a Veterans of Foreign Wars post in Boston, a Boston ad agency, and noncommercial WGBH-TV Boston. The bars have found it a good customer lure, particularly for sports events like the NFL Monday-night football games on ABC. The ad agency's sponsors fly in station managers from around the country to look at potential barter shows on the VideoBeam. And WGBH-TV has turned its board room into a VideoBeam screening room, previewing its shows for community leaders in Boston as part of its strategy to get more local financial support.

Sony's unit, called the "Color Video Projection System," features three basic



Advent's. Henry Kloss and his firm are marketing the VideoBeam. The projection console is set eight feet from a four-by-six-foot screen.

components: a video tuner, a color projector and a 40-inch-by-30-inch screen. The tuner can be used to bring in the standard VHF and UHF channels a normal set receives, or it can transmit video signals from a separate camera or cassette machine. The tuner is linked up with the projector, which uses a special projection lens and the Sony-trademarked Trinitron color tube. The screen can be mounted on the wall or on a special stand supplied by the company. Retail price is \$3,045 per unit.

Sony has sold "a couple of hundred" of the units in the year or so they've been on the market, according to Irwin Ungerleider, advertising and sales manager, mainly to corporations for their sales meetings or for employee training pro-

grams. The Napa Valley, Calif., police department also has one, he says, which it sometimes brings into court because that community has relaxed its standards of admissibility for video tapes used as evidence in trial proceedings.

Potential purchasers who know the field and who have studied both systems—like Hank Schwartz, executive vice president of Video Techniques, and Paul Klein, president of Computer Television—say the VideoBeam is far in advance of Sony in just about every category: brightness, definition, picture size and sound quality. Mr. Klein says VideoBeam's potential may be best realized in the closed circuiting of sports events and new movies to bars and club rooms and hotel function rooms. He and Mr.

April, 1974

\$3,300,000

**Amherst Cablevision, Inc.**

Senior Secured Loan, due 1984

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.



**Becker Communications Associates**

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## RCA shareholders told company will expand international operations

**Although company expects that domestic profits, which dropped in first quarter, will rise again, it is looking to foreign markets for substantial growth potential**

Robert W. Sarnoff, RCA chairman and chief executive officer, told stockholders at the company's annual meeting last week in New York that "this year, our capital spending abroad will be approximately three times greater than in 1973, with expansion in both consumer and commercial areas."

Stressing "geographical diversification," Mr. Sarnoff projected "an increase in RCA's foreign business at a substantially greater rate than our domestic growth over the next five years."

In a separate report, Anthony L. Conrad, RCA's president and chief operating officer, reiterated that "total earnings have been off in the first three months by 17% compared with last year's first quarter, despite a gain of 7% in sales." He



Sarnoff and a stockholder

attributed part of that fall-off to the earnings decline in electronic consumer products, mainly color television sets. He said the record division was another "problem" because of "a softening of the domestic market" and "heavy start-up costs of a new direct-distribution system."

"NBC sales and earnings dipped slightly," Mr. Conrad added, "chiefly because of a moderate drop in spot sales to advertisers operating on tighter budgets."

RCA's first-quarter plusses, he continued, were its solid-state operations, its global-communications division (including International Telex and the RCA Satcom satellite system) and the Hertz Corp., among others.

Mr. Conrad concluded by saying that "the winter of 1974 is behind us, and we expect to improve our performance as the year unfolds." And Mr. Sarnoff, looking at the over-all economic picture, said, "The second half of 1974 will be substantially better than the first half."

At the meeting, which ran almost three hours, the stockholders re-elected RCA's slate of 14 directors, approved the appointment of Arthur Young & Co. "as independent public accountants to certify . . . the financial statements of RCA for the fiscal year ending Dec. 31, 1974."

Schwartz both think the price tag will keep it from being anything more than a luxury item in most homes. And although Jerry Gunderson, manager of marketing at General Electric, also thinks Sony's model is "inferior" to Advent's, he says he would probably buy the Sony for his own home because "Sony has complete service capability throughout the country—I'd be worried about the replacement of parts on the Advent unit."

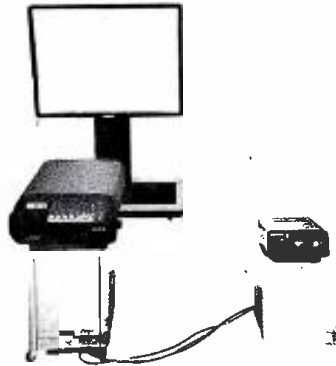
If large-screen TV for the home and for smaller public outlets like bars has a promising future, insiders are less certain about the closed circuiting to movie houses and other auditoriums of sports events like the George Foreman-Ken Norton championship fight last month. Companies like Video Techniques, TNT Communications Inc. and Management Television Systems Inc.—all based in New York—share a not particularly healthy \$400,000-\$500,000 a year sports market, according to Pat Gambuti, a marketing consultant with long experience in this field.

"Prizefights seem to be the only sports event these companies can make money with," says Jay Mergle, the president of Bedford Productions, who used to be involved in sports closed-circuiting. "Car racing hasn't been successful, and Italian soccer matches have only a limited audience. And, of course, all of the other sports events are amply covered by commercial television."

Another reason closed-circuit theater telecasts haven't taken off, according to Mr. Merkle, is that "the state of the art never approached the quality of motion-picture projection." He says the quality tends to vary almost theater-by-theater because "there are a whole slew of independent audio-visual companies that lease equipment for these events." For a championship fight that saturates the U.S., he continues, "as many as 60 per cent of the theaters may have black-and-white projection equipment, which could be 10 years old or more. That's why the attempts to close-circuit Broadway plays have failed—the image was just too inferior in too many theaters. And I don't think a rock concert would work on closed-circuit because the sound wouldn't be good enough. Young audiences today are sophisticated—they know bad sound when they hear it." Other people involved in this area also cited the steadily increasing rise in telephone line charges as a further squeeze on profits.

So these companies supplement their incomes by doing more specialized closed-circuit events, like annual large-corporation stockholders' meetings in a number of key cities, or industrial shows (put on by a company such as Ford, which may be eager to introduce a new product line to dealers around the country).

General Electric's Jerry Gunderson claims that GE has sold "several hundred" medium-sized TV-projection units to corporations, universities and the government, a figure that exceeds the total of "all of the other companies in this field combined." The GE units have screens that can be brought down to just



**Sony's.** The Japanese firm's Color Video Projection System is in three components: a tuner adapter (r) and the projection unit and screen, which measures 40 inches by 30 inches.

a few feet and expanded to as many as 20 feet, and cost \$43,000 apiece for color (\$32,000 for black-and-white). But even with GE's relative success, potential buyers take a good deal of convincing before they'll plunk down that kind of money, according to Mr. Gunderson. "It's a tough row to hoe," he says.

Finally, everyone in the field agrees that the costliest projector around is the Eidophor system, which can fill a screen 40-feet wide and can cost as much as \$225,000 per unit.

A spokesman for RCA said: "We've got nothing pinned down in the way of concrete experiments on large-screen television for the home because right now, it just doesn't seem very practical. It's at least five years away, as far as we're concerned."

A source at CBS Laboratories said: "We've got nothing in development right now but we're watching what's going on in the field and trying to stay abreast of new developments."

### Technical Briefs

**Buys from Gates.** Group station owner Combined Communications Corp. has placed \$1-million dollar order for television transmitting equipment with Gates Division of Harris-Intertype Corp., Quincy, Ill. Included is 50 kw transmitter for KBTW(TV) Denver, to be installed this summer at channel 9 outlet's transmitter site near Golden, Colo. Order also calls for new 110 kw transmitter for ch. 32 WLKY-TV Louisville, Ky.

**Czerniak's back.** RC Sales, new rep organization to handle electronic lines in Upper Midwest area has been established by Roger J. Czerniak, with Nortronics Co. since 1968 and who left that firm earlier this year as sales manager. 10052 County Road 130, Box 160, Maple Grove, Minn. 55369, telephone (612) 425-5543.

**TRI formed.** Formation of Television Research International, Mountain View, Calif., has been announced by Robert M. Cezar, president. Mr. Cezar, formerly engineering vice president of CITY(TV) Toronto, reports that TRI is manufacturing new helical scan video-tape editing systems, EA-5.

## Warner off to good start

Shareholders attending the annual meeting of Warner Communications Inc. in New York May 2 received heartening news: first quarter results showed record revenues and income for the period ended March 31, with revenues rising 26% to \$175,417,000 and net income climbing to \$16,092,000 (79 cents per share) from \$14,576,000 (61 cents per share) in the 1973 quarter.

The breakdown of revenue figures reveals a decline in television rentals to \$10,440,000 from \$20,884,000 in the 1973 period, attributed to lower network sales of feature films in this year's first quarter. Revenues from cable communications rose in the 1974 first quarter

to \$7,297,000 from \$6,548,000, and those from records, tape and music publishing jumped to \$71,206,000 from \$58,303,000 in last year's first quarter.

## Financial Briefs

**Holding its own.** Stockholders at BBDO International Inc.'s annual meeting held in New York were told that 1974 results would be about the same as in 1973, when agency's revenues reached \$62.7 million and net income, \$5,526,000, equal to \$2.17 per share. Tom Dillon, BBDO president, reported that first quarter earnings per share were 53 cents, up from 52 cents in the comparable 1973 period. He added that profits of international subsidiaries were down slightly.

**Blair's first quarter.** John Blair & Co., New York, reported revenues for first quarter of 1974 rose to \$20,335,000 from \$16,709,000 in corresponding period of 1973, but net income fell to \$332,000 (14 cents per share) from \$631,000 (25 cents per share) in 1973 period. Jack W. Fritz, Blair president, attributed decline in earnings principally to loss due to acquisition of WHDH Corp., Boston, last May, and drop in broadcast billings.

**It's official.** Stockholders of Harris-Intertype Corp., Cleveland, have approved name change to Harris Corp. proposed earlier this year. Company said reason for switch, effective May 15, is because its activities have broadened beyond original printing equipment area into fields of communications and information handling equipment.

## 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
Ameco Inc.	9 mo. 3/31	1,593,722	- 31.1%	(274,284)	*	(.12)	2,313,977	(1,178,911)	(.98)
Bartell Media Corp.	3 mo. 3/31	8,586,000	+ 7.1%	(119,000)	-192.2%	—	8,114,000	129,000	.06
John Blair & Co.	3 mo. 3/31	20,335,000	+ 21.7%	332,000	- 47.4%	.14	16,709,000	631,000	.25
Capital Cities Communications Inc.	3 mo. 3/31	29,738,000	+ .9%	4,222,000	+ 3.9%	.55	29,478,000	4,062,000	.53
Kingtip Inc.	6 mo. 3/31	12,828,590	+ 21.4%	226,846	- 62.3%	.20	10,567,025	601,493	.53
LVO Cable	9 mo. 2/28	6,754,000	+ 18.0%	16,000	- 95.5%	.01	5,722,000	353,000	.23
Marvin Josephson Associates Inc.	9 mo. 3/31	10,608,000	+ 19.2%	1,402,600	+ 10 %	1.35	8,887,400	1,274,400	1.21
	3 mo. 3/31	4,027,400	+ 27.4%	461,700	- 6.1%	.45	3,162,000	491,500	.47
MGM Inc.	6 mo. 3/16	116,109,000	+ 35.8%	12,518,000	+ 9.4%	2.11	85,488,000	11,438,000	1.92
Needham, Harper & Steers Inc.	3 mo. 3/31	7,443,000	- .7%	183,000	- 52.2%	.20	7,498,000	383,000	.42
Oak Industries Inc.	3 mo. 3/31	33,058,369	+ 17 %	1,460,466	+ 38.8%	.84	28,263,274	1,052,945	.59
Ogilvy & Mather	3 mo. 3/31	17,388,370	+ 10.2%	641,112	+ 15.4%	.35	15,771,974	555,767	.31
Post Corp.	3 mo. 3/31	4,196,455	+ 1.5%	(189,907)	-177.2%	(.21)	4,134,274	246,103	.27
RCA	3 mo. 3/31	1,081,600,000	+ 6.7%	34,800,000	- 16.5%	.45	1,013,600,000	41,700,000	.54
Schering-Plough Corp.	3 mo.	171,652,000	+ 14.6%	31,913,000	+ 16 %	.59	149,859,000	27,513,000	.51
Storer Broadcasting	3 mo. 3/31	23,991,000	- 1.3%	2,043,000	- 5.9%	.43	24,302,000	2,171,000	.46
Tektronix Inc.	year 3/2	257,008,000	+ 35.3%	21,088,000	+ 32.2%	2.44	189,986,000	15,946,000	1.85
Times Mirror Co.	12 wks 3/24	157,651,031	+ 5.6%	9,237,735	- 10.5%	.27	149,220,811	10,323,135	.31
Turner Communications	year 12/31	12,815,000	+ 34.3%	2,285,000	+199 %	1.07	9,535,000	784,000	1.11
Twentieth Century-Fox	3 mo.	54,188,000	- 12.6%	1,080,000	- 55.9%	.13	62,001,000	2,453,000	.29
Warner Communications Inc.	3 mo. 3/31	175,417,000	+ 25.6%	16,092,000	+ 10.4%	.79	139,624,000	14,576,000	.61

\* Change too great to be meaningful.

## Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. May 8	Closing Wed. May 1	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	ABC	N 24 3/4	25 1/8	- 3/8	- 1.49	28 3/8	21 5/8	9	16,584	410,454
CAPITAL CITIES COMM.	CCB	N 37 1/8	36 3/4	+ 3/8	+ 1.02	39 1/4	22 3/4	14	7,198	267,225
CBS	CBS	N 36 3/4	35 3/4	+ 1	+ 2.79	36 3/4	25	11	28,092	1,032,381
CONCERT NETWORK***	O	1/4	1/4		.00	7/8	1/4	5	2,200	550
COX	COX	N 14 5/8	14 1/2	+ 1/8	+ .86	19 3/8	14 1/2	8	5,831	85,278
FEDERATED MEDIA***	O	5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING	GGG	A 10 1/4	10 1/4		.00	13 5/8	10 1/4	7	800	8,200
LIN	LINB	O 4 3/8	4 5/8	- 1/4	- 5.40	6 3/4	4	4	2,296	10,045
MOONEY*	MOON	O 2 3/4	2 3/4		.00	3 5/8	2 1/4	7	385	1,058
PACIFIC & SOUTHERN	RSOU	O 4 5/8	4 3/4	- 1/8	- 2.63	6 1/4	4 1/4	66	1,751	8,098
RAHALL	RAHL	O 4 3/4	4 1/2	+ 1/4	+ 5.55	6	3 3/4	9	1,297	6,160
SCRIPPS-HOWARD	SCRP	O 14 3/4	15 3/4	- 1	- 6.34	17 1/2	14 3/4	7	2,589	38,187
STARR	SBG	M 6	6 1/8	- 1/8	- 2.04	9	6	5	1,069	6,414
STORER	SBK	N 14 1/2	13 1/2	+ 1	+ 7.40	17 3/8	13	7	4,751	68,889
TAFI	TFB	N 18 1/8	18	+ 1/8	+ .69	23 3/8	16 1/2	7	4,219	76,469
WOODS COMM.*	O	3/4	3/4		.00	3/4	1/4	6	292	219
<b>TOTAL</b>									80,174	2,024,342
<b>Broadcasting with other major interests</b>										
ADAMS-RUSSELL	AAR	A 2 3/8	2 3/8		.00	2 1/2	2	7	1,259	2,990
AVCO	AV	N 6	6 3/8	- 3/8	- 5.88	8 7/8	6	5	11,481	68,886
BARTELL MEDIA	BMC	A 1 3/8	1 1/4	+ 1/8	+ 10.00	2 3/8	1 1/8	4	2,257	3,103
JOHN BLAIR	BJ	N 6	6		.00	7 1/2	5 5/8	5	2,403	14,418
CAMPDOWN INDUSTRIES*	O	3/8	3/8		.00	7/8	3/8	5	1,138	426

Stock symbol	Exch.	Closing Wed. May 8	Closing Wed. May 1	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
CHRIS-CRAFT	CCN	N	2 3/4	3 3/8	-	5/8	-	18.51	4 1/4	2 1/8	34	4,162	11,445
COMBINED COMM.	CCA	A	10 1/8	10 1/2	-	3/8	-	3.57	13	9 5/8	7	3,274	33,149
COWLES	CWL	N	6	5 3/4	+	1/4	+	4.34	7	5 5/8	12	3,969	23,814
DUN & BRADSTREET	DNB	N	24 1/2	27 1/4	-	2 3/4	-	10.09	36	24 1/2	17	26,198	641,851
FAIRCHILD IND.**	FEN	N	5 1/8	5 1/4	-	1/8	-	2.38	6 1/4	4 1/8	7	4,558	23,318
FUQUA	FOA	N	8 1/4	9	-	3/4	-	8.33	10 3/4	6 3/4	3	8,560	70,620
GENERAL TIRE	GY	N	15 3/8	15 1/8	+	1/4	+	1.65	18 1/4	13	4	21,515	330,793
GLOBETROTTER	GLBTA	O	3 5/8	3 7/8	-	1/4	-	6.45	4 3/4	3 3/8	5	2,759	10,001
GRAY COMMUN.	O	8 1/2	8 1/2	-	-	.00	-	.00	8 1/2	6 1/2	6	4,775	4,037
HARTE-HANKS	HHN	N	9 1/4	9 1/4	-	-	-	.00	14 1/4	9	7	4,337	40,117
JEFFERSON-PILDT	JP	N	24	24 1/2	-	1/2	-	2.04	38 1/4	24	11	24,121	578,904
KAISER INDUSTRIES	KI	A	7	7 1/2	-	1/2	-	6.66	8 1/2	6 3/4	4	27,487	192,409
KANSAS STATE NET.*	KSN	O	3 7/8	3 7/8	-	-	-	.00	3 7/8	3 1/4	7	1,741	6,746
KINGSTIP	KTP	A	4	3 7/8	+	1/8	+	3.22	6 3/4	3 7/8	4	1,154	4,616
LAMB COMMUN.***	P	1 1/4	1 1/4	-	-	.00	-	.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12 1/4	12 3/4	-	1/2	-	3.92	13 1/4	10 3/4	8	3,352	41,062
LIBERTY	LC	N	13	13 1/8	-	1/8	-	.95	15 5/8	13	6	6,632	86,216
MCGRAW-HILL	MHP	N	8 1/2	8 5/8	-	1/8	-	1.44	9	6	8	23,486	199,631
MEDIA GENERAL	MEG	A	22 1/2	21 1/2	+	1	+	4.65	26 1/2	20 1/4	9	3,546	79,785
MEREDITH	MDP	N	9 7/8	10	-	1/8	-	1.25	11 3/8	8 1/4	5	2,897	28,607
METROMEDIA	MET	N	7 1/8	7 1/2	-	3/8	-	5.00	10 5/8	7 1/8	5	6,447	45,934
MULTIMEDIA	MMED	D	11 3/4	12 1/4	-	1/2	-	4.08	14 1/4	10 1/2	9	4,388	51,559
OUTLET CO.	OTU	N	9 3/4	9 1/2	+	1/4	+	2.63	9 3/4	8	5	1,379	13,445
POST CORP.	POST	D	7 1/2	7 3/4	-	1/4	-	3.22	10 3/4	7 1/2	3	882	6,615
PSA	PSA	N	7 1/8	7 3/8	-	1/4	-	3.38	10	6 3/8	40	3,181	22,664
REEVES TELECOM	R8T	A	1 1/8	1 1/4	-	1/8	-	10.00	1 3/4	1 1/8	7	2,376	2,673
RIDDER PUBLICATIONS	RPI	N	12 5/8	12 3/4	-	1/8	-	.98	15 5/8	11	8	8,312	104,939
ROLLINS	ROL	N	14	15 1/8	-	1 1/8	-	7.43	19 3/4	14	12	13,305	186,270
RUST CRAFT	RUS	A	7 7/8	8 1/2	-	5/8	-	7.35	10 1/4	7 3/4	5	2,366	18,632
SAN JUAN RACING	SJR	N	9 5/8	9 1/2	+	1/8	+	1.31	13 3/8	9 3/8	9	2,367	22,782
SCHERING-PLOUGH	SGP	N	70 1/2	69 3/4	+	3/4	+	1.07	74 3/8	61 3/4	36	52,574	3,706,667
SONDERLING	SDB	A	7	7	-	-	-	.00	10	7	4	816	5,712
TECHNICAL OPERATIONS	TO	A	5 1/4	5 5/8	-	3/8	-	6.66	6 3/4	4 1/2	5	1,359	7,134
TIMES MIRROR CO.	TMC	N	14 3/4	14	+	3/4	+	5.35	17 5/8	13 3/8	9	31,145	459,388
TURNER COMM.*	O	3	3 1/4	-	1/4	-	-	7.69	3 1/4	1	7	1,486	4,458
WASHINGTON POST CO.	WPD	A	21 7/8	22 1/2	-	5/8	-	2.77	24 3/8	14 3/4	8	4,749	103,884
WOMETCO	WDM	N	9 1/4	9 1/2	-	1/4	-	2.63	10 1/4	8 1/4	7	6,094	56,369

TOTAL 336,454 7,316,462

**Cablecasting**

AMECO**	ACD	D	7/8	1 7/8	-	1	-	53.33	1 7/8	1/4		1,200	1,050
AMER. ELECT. LABS**	AEL8A	O	1 1/2	1 1/2	-	-	-	.00	2 1/8	3/4		1,673	2,509
AMERICAN TV & COMM.	AMTV	O	10 1/4	10 3/4	-	1/2	-	4.65	19 1/4	9 3/4	29	3,174	32,533
ATHENA COMM.**	O	1/2	1/2	-	-	.00	-	.00	3/4	3/8		2,126	1,063
BURNUP & SIMS	8SJM	O	16 1/2	16 7/8	-	3/8	-	2.22	24 1/8	15 1/8	19	7,907	130,465
CABLECOM-GENERAL	CCG	A	2 1/4	2 3/4	-	1/2	-	18.18	4 1/2	1 3/4	28	2,560	5,760
CABLE FUNDING CORP.	CFUN	O	6 1/4	6 1/4	-	-	-	.00	7 3/8	5 1/2	52	1,121	7,006
CABLE INFO.**	D	1/2	1/2	-	-	.00	-	.00	3/4	1/2		663	331
CITIZENS FINANCIAL**	CPN	A	2 7/8	3	-	1/8	-	4.16	4 1/4	2 3/4		2,390	6,871
CDMCAST*	O	2	2	-	-	.00	-	.00	2	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	CDMU	O	2 3/8	2 1/2	-	1/8	-	5.00	3 3/8	2	26	4,761	11,307
CDX CABLE	CXC	A	8 1/8	8 1/2	-	3/8	-	4.41	15 1/4	7 1/2	15	3,560	28,925
ENTRON*	ENT	O	5/8	3/4	-	1/8	-	16.66	3/4	1/2	4	1,358	848
GENERAL INSTRUMENT	GRL	N	12 1/4	12 7/8	-	5/8	-	4.85	17 1/8	12 1/4	7	6,792	83,202
GENERAL TELEVISION*	D	1 1/4	1 1/4	-	-	.00	-	.00	1 1/2	1 1/4	63	1,000	1,250
LVD CABLE	LVOC	O	3 3/8	3 3/8	-	-	-	.00	4 5/8	2 3/4	18	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	7 3/4	8 1/8	-	3/8	-	4.61	9 1/2	6 3/4	9	917	7,106
TELE-COMMUNICATIONS	TCOM	O	3 1/4	3 1/4	-	-	-	.00	5 3/4	3	13	4,619	15,011
TELEPROMPTER	TP	N	4 5/8	4 7/8	-	1/4	-	5.12	8 1/4	4	27	16,482	76,229
TIME INC.	TL	N	38 1/2	39	-	1/2	-	1.28	40 1/4	30 3/4	8	10,380	399,630
TOCOM*	TOCM	O	4 1/4	4 1/8	+	1/8	+	3.03	4 7/8	4	10	634	2,694
UA-COLUMBIA CABLE	UACC	O	6	5 3/4	+	1/4	+	4.34	6	3 3/4	13	1,790	10,740
VIACOM	VIA	N	4 7/8	5 1/2	-	5/8	-	11.36	7 1/2	4 5/8	8	3,850	18,768
VIKOA**	VIK	A	2 1/8	2 1/2	-	3/8	-	15.00	4	2		2,591	5,505

TOTAL 85,132 858,554

**Programing**

COLUMBIA PICTURES**	CPS	N	2 5/8	2 1/2	+	1/8	+	5.00	4 3/4	2 1/2		6,748	17,713
DISNEY	DIS	N	44 1/8	45 1/2	-	1 3/8	-	3.02	54 1/2	35 1/8	26	29,155	1,286,464
FILMWAYS	FWY	A	3 1/8	3 1/2	-	3/8	-	10.71	6	3 1/8	5	1,790	5,593
FOUR STAR			7/8	7/8	-	-	-	.00	1 3/8	3/4	1	665,950	582,706
GULF + WESTERN	GW	N	25 1/2	25 5/8	-	1/8	-	.48	29 1/8	22 5/8	5	14,088	359,244
MCA	MCA	N	26 1/2	25	+	1 1/2	+	6.00	26 1/2	19 1/4	9	8,379	222,043
MGM	MGM	N	14	13 1/8	+	7/8	+	6.66	15 5/8	9 1/4	9	5,918	82,852
TELE-TAPE****	O	3/8	3/8	-	-	.00	-	.00	3/8	1/8		2,190	821
TELETRONICS INTL.*	O	3 1/2	3 1/2	-	-	.00	-	.00	4 1/8	3 1/2	7	943	3,300
TRANSAMERICA	TA	N	8 1/8	8 1/8	-	-	-	.00	10 3/8	8 1/8	7	65,420	531,537
20TH CENTURY-FOX	TF	N	6 5/8	7 1/8	-	1/2	-	7.01	9 1/8	5 1/4	7	8,557	56,690
WALTER READE**	WALT	O	3/8	1/2	-	1/8	-	25.00	1/2	1/8		2,203	826
WARNER	WCI	N	12 3/4	12 7/8	-	1/8	-	.97	18 1/2	9 5/8	6	15,064	192,066
WRATHER	WCO	A	7 1/2	7 3/4	-	1/4	-	3.22	8 1/8	4 3/8	150	2,229	16,717

TOTAL 828,634 3,358,572

**Service**

8800 INC.	O	13 1/4	12 5/8	+	5/8	+	4.95	14 1/4	10	6		2,513	33,297
COMSAT	CQ	N	32 3/8	32 3/4	-	3/8	-	1.14	40 3/8	30 7/8	9	10,000	323,750
CREATIVE MANAGEMENT	CMA	A	4 3/8	4 7/8	-	1/2	-	10.25	6 5/8	3 3/8	5	1,016	4,445
DOYLE DANE BERNBACH	DDYL	D	9 1/2	8 3/4	+	3/4	+	8.57	11 1/2	8 3/4	5	1,799	17,090
ELKINS INSTITUTE****	ELKN	O	1/2	1/2	-	-	-	.00	5/8	1/4		1,897	948
FOOTE CONE & BELDING	FCB	N	10 3/8	10 3/8	-	-	-	.00	11 1/4	8 5/8	7	2,122	22,015



Stock symbol	Exch.	Closing Wed. May 8	Closing Wed. May 1	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
GREY ADVERTISING	GREY	O 7 3/4	7 3/8	+ 3/8	+ 5.08	8 3/8	7 3/8	4	1,264	9,796
INTERPUBLIC GROUP	IPG	N 10 1/8	10 1/2	- 3/8	- 3.57	13	10	4	2,319	23,479
MARVIN JOSEPHSON	MRVN	O 7 3/4	7 3/4		.00	8 1/2	6 3/4	5	957	7,416
MCI COMMUNICATIONS+	MCIC	O 3 1/2	3 1/2		.00	6 1/2	3 3/8		12,825	44,887
MOVIELAB**	MOV	A 1 1/8	1 1/8		.00	1 5/8	5/8		1,407	1,582
MPD VIDEOTRONICS**	MPD	A 2 1/4	2 1/4		.00	2 5/8	2 1/8		539	1,212
NEEDHAM, HARPER	NDHMA	O 5 3/4	7	- 1 1/4	- 17.85	7 1/2	4 3/4	3	917	5,272
A. C. NIELSEN	NIELB	O 14 1/2	14 1/8	+ 3/8	+ 2.65	28	14 1/8	13	10,598	153,671
DGILVY & MATHER	OGIL	O 15 3/4	15 1/2	+ 1/4	+ 1.61	17 1/4	12 3/4	6	1,777	27,987
PKL CO.***	PKL	O 1 3/4	1 3/4		.00	1 3/4	1/4	3	818	1,431
J. WALTER THOMPSON	JWT	N 8 3/8	8	+ 3/8	+ 4.68	12	8	5	2,600	21,775
UNIVERSAL COMM.***		O 5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	N 7 7/8	7 5/8	+ 1/4	+ 3.27	9 5/8	7 1/2	4	1,632	12,852
TOTAL									57,715	713,351
<b>Electronics</b>										
ADMIRAL++	ADL	N 13	13		.00	13 3/4	9 3/4	8	5,863	76,219
AMPEX	APX	N 3 1/2	3 1/2		.00	4 7/8	3 3/8	7	10,796	37,786
CCA ELECTRONICS*	CCAE	O 5/8	3/4	- 1/8	- 16.66	7/8	5/8	1	881	550
COHU, INC.	COH	A 2 7/8	2 3/4	+ 1/8	+ 4.54	3 7/8	2 3/4	6	1,542	4,433
COMPUTER EQUIPMENT	CEC	A 1 5/8	1 5/8		.00	2 1/8	1 1/2	10	2,372	3,854
CONRAC	CAX	N 19 1/4	19 7/8	- 5/8	- 3.14	21	13 1/4	9	1,261	24,274
GENERAL ELECTRIC	GE	N 51 3/4	52 3/4	- 1	- 1.89	65	50 3/4	16	182,348	9,436,509
HARRIS CORP.	HI	N 23	25 1/4	- 2 1/4	- 8.91	33 1/2	23	8	6,227	143,221
INTERNATIONAL VIDEO	IVCP	O 4 1/4	4 1/2	- 1/4	- 5.55	7 1/2	3 1/4	14	2,741	11,649
MAGNAVOX	MAG	N 5 1/4	6 3/8	- 1 1/8	- 17.64	9 7/8	5 1/4	18	17,806	93,481
3M	MMM	N 71 1/2	72	- 1/2	- .69	80 1/2	68 1/2	27	113,100	8,086,650
MOTOROLA	MOT	N 58	54	+ 4	+ 7.40	61 7/8	40 1/2	20	27,740	1,608,920
OAK INDUSTRIES	DEN	N 11 3/8	10 1/2	+ 7/8	+ 8.33	12 7/8	9 1/2	5	1,639	18,643
RCA	RCA	N 17	17 1/4	- 1/4	- 1.44	21 1/2	16 7/8	7	74,407	1,264,919
ROCKWELL INTL.	ROK	N 26 1/8	25 3/4	+ 3/8	+ 1.45	28 3/8	25 1/8	6	27,245	711,775
RSC INDUSTRIES	RSC	A 1 3/8	1 3/8		.00	2 1/8	1 1/8	8	3,458	4,754
SONY CORP	SNE	N 27	28	- 1	- 3.57	29 7/8	20 7/8	19	66,250	1,788,750
TEKTRONIX	TEK	N 42 3/8	41 3/4	+ 5/8	+ 1.49	47 3/4	34 3/8	17	8,646	366,374
TELEMATION**	TIMT	O 2	2 1/8	- 1/8	- 5.88	2 3/4	1 3/4		1,050	2,100
TELEPRO IND.***		O 7	7		.00	8	2 1/2	44	475	3,325
VARIAN ASSOCIATES	VAR	N 10 1/8	10 5/8	- 1/2	- 4.70	13 1/4	9 3/4	10	6,617	66,997
WESTINGHOUSE	WX	N 16 5/8	18 3/4	- 2 1/8	- 11.33	26	16 5/8	9	87,876	1,460,938
ZENITH	ZE	N 25 1/8	24 7/8	+ 1/4	+ 1.00	31 5/8	24 3/8	9	18,797	472,274
TOTAL									669,137	25,688,395
GRAND TOTAL									2,057,246	39,959,676

Standard & Poor's Industrial Average 103.30 103.97 - .67

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. Earnings figures are exclusive of extraordinary gains or losses.

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

## Fates & Fortunes®

### Media



Erlicht

**Lewis H. Erlicht**, general sales manager of ABC-owned WABC-TV New York, named general manager of company-owned WLS-TV Chicago and will be proposed to ABC board of directors for election as VP of station. He succeeds **John C. Severino**,

named VP and general manager, KABC-TV Los Angeles (*BROADCASTING*, April 15).

**Ray Butterfield**, general manager, WLOX-

TV Biloxi, Miss.; **Samuel S. Carey**, VP-general manager, WBOC-TV Salisbury, Md., and **Sheldon Storrier**, VP-general manager, WKTU-TV Utica, N.Y., named to National Association of Broadcasters secondary market television committee.



Yager

**K. James Yager**, senior VP, television operations, Cosmos Broadcasting Corp., and general manager of Cosmos's WIS-TV Columbia, S.C., named executive VP and general manager of Cosmos-owned WDSU-TV New Orleans. **A. Louis Read** remains as

president of Cosmos Broadcasting of Louisiana and will continue to participate in policy matters at WDSU-TV, according to **Charles A. Batson**, president of parent company. **John A. Grimes**, assistant general manager, WIS(AM) Columbia, S.C., named general manager.

**Daniel W. Kops**, president of WAVZ(AM)-WCKI(FM) New Haven, Conn., presented distinguished service award of Connecticut Broadcasters Association—third recipient in group's 18-year history.

**Donald F. Snyder**, on closed circuit assignment with Gateway Communications Inc., in Lancaster, Pa., joins Gateway's WBNG-TV Binghamton, N.Y., as operations manager.



**Ro Grignon**, general manager, WKRC-TV Cincinnati, elected VP, Taft Broadcasting Co.

**William H. Weldon**, publisher, *News-Tribune Co.*, and president of Cardinal Airlines Inc.; **Jacqueline Cochran**, business executive, owner and operator of Cochran-Odlum Ranch, and **Weston W. Adams Jr.**, president, New Boston Garden Corp. (Boston Bruins), and Garden Service Corp., elected to Storer Broadcasting Co.'s board of directors at meeting held April 30.

**Lee Morris**, assistant general manager and general sales manager, WSB(AM) Atlanta, named general manager, WSOC-AM-FM Charlotte, N.C. (corrects May 6 item). He is succeeded as general sales manager at WSB by **Jack Lens**.

**Jennings Blakely**, manager, WYGO-AM-FM Corbin, Ky., named general manager, WNCT(AM) Ithaca, N.Y.

**Bert Brummet**, national sales manager, KIRO-TV Seattle, named assistant station manager.

**Robert H. Larson**, general sales manager, KUTI(AM) Yakima, Wash., joins KOTI(AM) Kennewick, Wash., as general manager.

**Darrell Cunningham**, assistant professor, radio-television, Arkansas State University, joins KAIT-TV Jonesboro, Ark., as assistant station manager.

**Chester Maxwell**, VP-general manager, KBOX(AM)-KTLC(FM) Dallas, elected president of Association of Broadcasting Executives of Texas during annual meeting. Others elected: **Susan Kendall**, The Stanford Agency, Dallas, VP; **Ray Ward**, Dallas Power & Light, secretary; **Buddy Brown**, KRLD(AM) Dallas, treasurer.

**Margaret Johnston**, director, computer communications, KCOP(TV) Los Angeles, named business manager, KPVT(TV) Portland, Ore. Both are Chris Craft Industries stations.

## Broadcast Advertising

**Charles Duncan**, president, Coca-Cola Co., Atlanta, resigns, citing personal reasons. Board of directors elected **Lucian Smith**, senior VP-head of domestic soft drink operations, to succeed Mr. Duncan.

**Allan Royster**, local sales manager, KHJ-TV Los Angeles, named general sales manager.

**Joseph Ostrow**, senior VP and director of communications services, Young & Rubicam International, New York, continues in that post but moves his base of operations to Los Angeles for personal reasons. **Theresa Pellegrino**, VP and manager of communications services, will function as Mr. Ostrow's aide in New York. **Polly Lanbort**, who has been VP and group supervisor, named VP and director of communications planning, New York.

**Lew Hunter**, VP-sales, assistant manager, WCLR(FM) Skokie, Ill., named national and general sales manager, KXTZ(FM) Los Angeles, KBIG(AM) Avalon-Santa Catalina, Calif.



Bodkin

**Walter J. Bodkin**, account executive, WKBS-TV Philadelphia, appointed sales manager, WFLD-TV Chicago. Both are Kaiser Broadcasting stations.

**Patrick J. Devlin**, New York sales manager, ABC division of Blair Television, New York, named New York sales manager for CBS division. **Robert C. Carney Jr.**, assistant sales manager for Blair's ABC division, appointed manager.

**Reynard Corley**, general sales manager, WRDW-TV Augusta, Ga., joins WMAR-TV Baltimore in same capacity.

**Lamont R. Greene**, VP, J. Walter Thompson, New York, named senior VP.



Greene

**Ronald W. Mitchell**, senior VP-management supervisor, Clinton E. Frank, Los Angeles, elected to agency's board of directors.

**Joseph P. Henry**, media director, Leo Burnett Co., Southfield, Mich., appointed VP.



**First.** Distinguished Service Medal, nation's second highest peacetime decoration, has been awarded by President Nixon to Colonel Robert Cranston (l), retired commander of American Forces Radio and Television Service. Presentation was made at Pentagon last Tuesday (May 7) by Major General Winant Sidle (r), who said it was first ever awarded to broadcast officer. Citation noted Colonel Cranston's direction of AFRTS from 1968 to 1973, read in part: ". . . his achievements, dynamic leadership and initiative greatly improved the value of electronic communication media for military personnel overseas."

**Joe Parish**, account executive, Radio Advertising Representatives, New York, Group W radio representative firm, named sales manager, WIND(AM) Chicago, Group W station.



Carpenter

**John F. Carpenter**, national sales manager, WSB-TV Atlanta, Ga., named general sales manager.

**Wolcott A. Ranck**, general sales manager, WNUS-AM-FM, WCIU-TV Chicago, named general sales manager, KCMO(AM) and KFMU(FM) Kansas City, Mo.

**Ivan Kafoury**, formerly with KPAM-AM-FM Portland, Ore., named sales manager, KVAN(AM) Vancouver, Wash.

**Frederick J. Staffolino**, with sales staff, WLIT(AM) Steubenville, Ohio, named sales manager.

**Dan Bingham**, formerly with Doyle Dane Bernbach, New York, named creative consultant, Clyne Dusenberry Inc., New York, and **June Spirer**, associate media director, Ted Bates, New York, named VP-media services, Clyne Dusenberry.

**Howard Sirinsky**, manager, network relations, Foote, Cone & Belding, Chicago, named director of network relations.

**Alan Fraser**, copy supervisor, and **Peter Grounds**, executive producer with Needham, Harper & Steers, New York, named senior creative associates.

**Jack W. Ragel**, president, Target Media, Chicago-based independent media buying firm, resigns to join Draper Daniels, Chicago, as VP-media, marketing services.

**Frances G. Smith**, retail services director, ABC-owned AM stations, New York, joins WLS(AM) Chicago as retail sales manager.

**David Alcorta**, with sales staff, KDEO(AM) San Diego, named local sales manager.

**Dehryll Galloway**, with sales staff, KAYC(AM)-KAYD(FM) Beaumont, Tex., appointed local sales manager.

**Thomas C. Bradseth Jr.**, with creative department, J.F.P. & Associates Adv., Duluth, Minn., appointed executive creative director.

**Les Askelson**, with sales staff, WCCI(FM) Savannah, Ill., named sales manager.

**Alan R. Snedeker**, creative department copywriter, Dancer-Fitzgerald-Sample, New York, named creative group head.

**Lucia Blinn** and **David Francis**, copy supervisors, Needham, Harper & Steers, New York, named creative supervisors. **Darryl Bridson** and **Roger Levinsohn**, creative supervisors, NH&S, New York, appointed creative directors.

**William G. Clotworthy**, producer, BBDO, New York, named casting director.

**Ronnie Jenkins**, media director, Metz-dorf Advertising, Houston, joins Tracy-

Locke, Dallas, as account executive.

**Rose Sexton**, assistant to director of public relations, Benton & Bowles, New York, appointed public relations director, E. A. Korchnoy Ltd., New York.

## Programing

**Dave Donnelly**, VP-program development, Hughes Television Network, New York, named VP-programing and network sales. He succeeds **Jack Tobin**, who assumes new position of VP-acquisitions and marketing.

**Zvi Shoubin**, program manager, WVUE-TV New Orleans, named program manager for WMAQ-TV Chicago.

**Ron Dennington**, from WGCL(FM) Cleveland, joins WDH(FM) Chicago as program director.

**Don Merl**, executive producer, KMOX-TV St. Louis, named program director.

**Tac Hammer**, staff announcer, KQRS-AM-FM Minneapolis, named program director.

**Alan H. Frank**, operations supervisor, WSIU(FM) Carbondale, Ill., named program director.

**Matt Connolly Jr.**, production, operations and promotion director, WPRI-TV Providence, R.I., joins WBZ-TV Boston as production manager.

**Dave Sweet**, formerly with WJAR-TV Providence, R.I., joins WTEV-TV New Bedford, Mass., as sportscaster.

**Al Medoro**, graphics manager, KGO-TV San Francisco, joins KABC-TV Los Angeles in same position. Both are ABC-owned outlets.

**Nancy Shannon**, creative service director, KIRO(AM) Seattle, appointed coordinating producer, KTW(AM) Seattle.

**Diane Sokolow**, independent literary agent in New York for past 10 years, named Eastern story editor of RSO Films, television and motion picture arm of Robert Stigwood Organization, Los Angeles.

## Broadcast Journalism

**Jan Tucker**, news editor, WTIC-TV Hartford, Conn., named editorial director, WFSB-TV Hartford.



Gilmartin

**Robert Gilmartin**, assistant news director, WGR-TV Buffalo, N.Y., named news director, WKRC-TV Cincinnati.

**Rod Gragg**, news director, anchorman, WWAY-TV Wilmington, N.C., appointed news reporter, WBT-TV Charlotte, N.C.

**John D. Lofton Jr.**, syndicated newspaper columnist, United Features, named political commentator, WMAL-TV Washington. He was editor of Republican National Committee's *Monday* house organ.

**Jeffrey Hart**, *National Review* senior editor, syndicated columnist and pro-



**Triple Crown.** A broadcast journalist, an actress and a state government official were selected for top honors as "Women of the 70's" at Washington's Capital Press Club annual banquet. Cicely Tyson (l) was recognized for her title-role performance in CBS-TV's *The Autobiography of Miss Jane Pittman*: WTOP-TV Washington news correspondent J. C. Hayward (c) for her work as anchorwoman for that station's evening news, and Pennsylvania Secretary of State C. Delores Tucker (r) as the highest ranking black woman in state government.

fessor of English at Dartmouth College, joins CBS Radio Network's *Spectrum*, daily CBS News opinion series.

**Tom Silberman**, news director, WCJO-TV Cincinnati, joins WXIX-TV Cincinnati in same position.

**Bruce Smallwood**, news announcer, WAMS(AM) Wilmington, Del., named news director.

**Les Kretman**, executive producer, public affairs programing, WCVB-TV Boston, named assistant news director, WBZ-TV Boston.

**Claudia Polley**, formerly with WTLC(AM) Indianapolis, joins news staff of National Black Network, New York, as correspondent.

**Judith Sigler**, news writer, WTOP-TV Washington, named news correspondent. **Wendy White**, production assistant-weekend radio reporter named television news writer.

**Carol Ann Hutchinson**, field reporter, producer, news announcer, KVOA-TV Tucson, Ariz., joins KCST-TV San Diego as co-anchor for evening news.

**Thomas F. Hannon Jr.**, news announcer and reporter, WBNF(AM) Binghamton, N.Y., joins WBNG-TV Binghamton as weekend news anchorman and general assignment reporter.

## Equipment & Engineering



St. Genis

**John S. St. Genis**, formerly with Campbell-Ewald, Detroit, appointed VP, Wilding Division, film and video-tape manufacturing division of Bell & Howell Co., Southfield, Mich.

**John F. Watter**, VP-general manager, Multronics Inc., Rockville, Md.,

manufacturer of AM radio broadcast phasing equipment, elected to board of directors.

**William R. Powers**, video tape editor, WAAY-TV Huntsville, Ala., named chief technical director.

**William W. Weismann**, market supervisor, retail market, 3M Co.'s magnetic audio/video products division, St. Paul, named sales supervisor.

**Robert E. Leach**, engineering director, KPUA-AM-TV Hilo, Hawaii, appointed director of engineering/operations for Blonder-Tongue Broadcasting Co., Old Bridge, N.J., Mr. Leach will supervise construction of WBTV-TV Newark, N.J., which plans to start in September as subscription-television outlet.

**L. Randell Brophy**, sales engineer, GTE Sylvania Inc., Waltham, Mass., subsidiary of General Telephone & Electronics Corp., appointed market analyst for electronic components group, GTE.

**David M. Hallow**, technical writer, Dukane Corp., St. Charles, Ill. named assistant chief engineer, WEAW(AM) Evanston, Ill., and WOJO(FM) Evanston-Chicago.

## Cablecasting

**Donald M. Andersson**, director, planning and statistical services, National Cable Television Association, Washington, named VP of that department. **Beverly Murphy**, NCTA's director of personnel and facilities and Independent Operator's Board liaison, named VP-operator relations, and **Robert Stengel**, director of public affairs, named VP of that department.

**Larry P. Hutchings**, formerly with Paramount Television, Chicago, named central division district manager, Viacom Enterprises, New York.

**W. Otis Higgs**, Shelby county, Tenn., judge, elected to board of directors, Athena Communications Corp., New York. Judge Higgs is also secretary-treasurer of Mid-South Cable Productions Inc., Memphis.

## Allied Fields

**John T. Lazarus**, account executive, ABC Sports, New York, named director of radio and television, Office of Baseball Commissioner, New York, effective June 1, replacing **Thomas Dawson**. Mr. Dawson, former CBS-TV president, is relocating to La Jolla, Calif., to pursue business interests.

**Warren K. Agee**, dean, University of Georgia School of Journalism, elected chairman of accrediting committee of the American Council of Education for Journalism. **Edward Bassett**, dean, University of Kansas School of Journalism, named VP, and **Basket Mosse**, Medill School of Journalism, Northwestern University, re-elected executive secretary.

**Don K. Porter**, assistant chief of public information, Office of U.S. Forest Service, San Francisco, named director, national media office, Forest Service, Pasadena,



Calif., which serves as liaison to network TV, radio and motion picture industry on location assistance.

**Ray Pradines**, former associate editor of *Overdrive* magazine, Los Angeles, named public relations director, Country Music Association, Nashville.

## Deaths



Cheverton

had won Peabody, du Pont and Sigma Delta Chi awards, recently received

**Richard E. Cheverton**, 58, news and editorial director for WOTV(TV) Grand Rapids, Mich., died there May 8. Death was attributed to lymphoma. He had been active in number of broadcast journalism associations, was past president of Radio Television News Directors Association. He had won Peabody, du Pont and Sigma Delta Chi awards, recently received

Michigan Associated Press First Amendment award. He is survived by his wife, Virginia, daughter and son.

**Sir Frank Packer**, 67, board chairman of Television Corp. Ltd., Sydney, Australia, which owns and operates Channel Nine Network, telecasting to six stations in major cities in Australia, died May 1 of pneumonia in Sydney. Sir Frank also was chairman of Australian Consolidated Press, which owns and operates newspapers and magazines in Sydney. He is survived by his wife, Lady Florence Packer, and two sons.

**Helen H. Benton**, 73, publisher and VP of Encyclopaedia Britannica Inc., died May 3 in Phoenix, after short illness. She was member of firm's board of directors since 1959. She was wife of late William B. Benton, co-founder of Benton & Bowles, U.S. senator from Connecticut and ultimately publisher of Encyclopaedia Britannica, who died in 1973 (BROADCASTING, March 26, 1973).

**Bela T. Kardos**, 72, editor, writer and

economist, died April 30 at his home in Brookmont, Md., Dr. Kardos was an economic writer in the Hungarian service of the Voice of America from 1955 to 1972, and was also consultant to Library of Congress. He is survived by his wife, Edith, and two daughters.

**Arthur Roberts**, 53, master control engineer, Voice of America, died May 1 of heart attack near his home in Springfield, Va. Mr. Roberts had been with the VOA since 1943. Survivors include his wife, Wilhelmina, two daughters and one son.

**Robert Crean**, 50, television playwright, whose drama *The Defenders* won Emmy in 1964, died May 6 of heart attack in New York. Survivors include his wife, Catherine, five daughters and three sons.

**Julius W. Dittman**, 83, controller of WABB Radio Inc., Mobile, Ala., died April 20 in local hospital after long illness. Mr. Dittman was formerly 50% stockholder of WABB(AM) Mobile. He is survived by his son Bernard, present owner of station, and daughter.

## For the Record®

As compiled by BROADCASTING, April 29 through May 3, 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

#### Application

■ **St. Louis**—Double Helix Corp. seeks UHF ch. 40 (626-632 mhz); ERP 62.1 kw vis., 10.3 kw aur. HAAT 372 ft.; ant. height above ground 328 ft. P.O. address: Box 8187, Pierre Ladede Station, St. Louis, Mo. 63156. Estimated construction cost \$29,388; first-year operating cost \$25,000. Geographic coordinates 38°38'20" north; 94°14'00" west.

Trans. type TTV-12. Ant. type TFU-6D. Legal counsel Haley, Bader & Potts, Washington. Principal: Thomas J. Thomas, general manager. Double Helix is applicant for noncommercial FM at St. Louis. Ann. April 30.

### Existing TV stations

#### Start authorized

■ Following station was authorized program operating authority for changed facilities on date shown: WTAF-TV Philadelphia (BPCT-4576), April 12.

#### Final actions

■ **Corona Del Mar, Calif.**—Chief, complaints and compliance division of Broadcast Bureau, informed Dr. Patrick Michaels of Corona Del Mar that no further action was warranted on his complaint that KGO(AM) and KGO-TV San Francisco, broadcast personal attack on him and failed to comply with personal attack rule, since Dr. Michaels had provided no evidence supporting his contention that attack had been broadcast. Ann. April 30.

■ **Washington**—Broadcast Bureau informed Accuracy in Media, Washington, that no further action is warranted on its complaint that NBC violated fairness doctrine in its presentation of two documentaries on People's Republic of China. Ann. May 3.

■ **WGBY-TV Springfield, Mass.**—FCC denied appli-

cation by John Pierce Lynch for review of a March 13 ruling of Broadcast Bureau denying his complaint against WGBY-TV for refusing his access as political candidate for U.S. Senator. Lynch had requested public hearing by commission relative to mandating free public broadcasting time to major candidates, with discussion on public funding of campaign activities. Staff ruled it would be difficult to determine whether WGBY-TV violated equal time provisions, since more than 16 months had passed between time he alleged station refused him access and time of filing his complaint. Action May 1.

■ **Kirkwood, Mo.**—Broadcast Bureau informed Gordon Lee Baum of Fairness in Broadcasting Committee of Citizens Council that no commission was warranted on his complaint that CBS program *The Autobiography of Miss Jane Pittman* was racist and antiwhite. Bureau said Baum failed to provide reasonable basis for claim that issues were controversial at time of broadcast and had not shown CBS failed to afford opportunity for presentation of contrasting viewpoints. Ann. May 1.

#### Other actions

■ **WLCY-TV Largo, Fla.**—Review board denied appeal by Channel Nine of Orlando from Administrative Law Judge Byron E. Harrison's order released Feb. 11 denying Channel Nine's petition to intervene in proceeding involving application of WLCY-TV for CP to modify its existing facilities (Doc. 19627). Action April 29.

■ **Review board in Las Vegas, Nev.**, TV proceeding, denied petition by Western Communications, applicant for renewal of license of KORK-TV Las Vegas, to add issues against Las Vegas Valley Broadcasting Co., competing applicant for CP for new TV in Las Vegas (Docs. 19519, 581). Action April 30.

#### Rulemaking action

■ **East Lansing, Mich.**—FCC amended TV table of assignments with designation of ch. 23 at East Lansing as educational assignment (Doc. 19739). Action May 1.

### New AM stations

#### Application

■ **Bayou Vista, La.**—FCC waived provisions of sections 73.37 (showing required for applications for broadcast facilities) and 1.569 (applications for frequencies adjacent to class I-A channels), and application of Teche Broadcasting Corp. for new AM on 1170 khz, 250 w-D, at Bayou Vista, accepted for filing. Action May 1.

#### Start authorized

■ **WKAX Russellville, Ala.**—Authorized program operation on 1500 khz, 1 kw-D. Action April 2.

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- WOZN Jacksonville, Fla.—Authorized program operation on 970 khz, 1 kw-D. Action April 23.
- WEPA Eupora, Miss.—Authorized program operation on 710 khz, 500 w-D. Action April 24.

#### Final actions

- Hackettstown, N.J.—FCC affirmed review board decision, released Dec. 11, 1973, granting application of Radio New Jersey for new AM at Hackettstown on 1000 khz, 1 kw-D. P.O. address: Box 123, Millburn, N.J. 07041. Estimated construction cost \$133,511; first-year operating cost \$42,000; revenue \$48,000. Principals: Lawrence J. Tighe Jr. (33%), Robert H. Boughrum (33%), et al. Mr. Tighe is engineer at WOR-AM-FM-TV New York; Mr. Boughrum is sales engineer in Kansas City. Action April 16.
- Kingston, Tenn.—FCC denied request by Kingston Broadcasting Co. for waiver of section 73.37(e) (2) of rules, and its application for new AM to operate on 1230 khz, unlimited, at Kingston, has been returned as unacceptable for filing. Action May 1.

#### Call letter action

- Robert P. Joseph and Jacqueline A. Joseph, Clarksville, Ga.—granted WIAF.

### Existing AM stations

#### Applications

- WPLO Atlanta (590 khz)—Seeks mod. of CP (BP-17,895) to make changes in MEOV's. Ann. April 29.
- WEXL Royal Oak, Mich. (1340 khz)—Seeks CP to decrease height of #1 tower to 410 ft. to accommodate change of FM ant. (WOMC). Ann. April 29.
- WCJS Moss Point, Miss. (1460 khz)—Seeks CP to reduce power from 1 kw to 500 w and change from DA to non-DA. Ann. April 29.
- KXLW Clayton, Mo. (1320 khz)—Seeks mod. of CP (BP-17,401) to change from DA-daytime to non-DA and to make changes in ant. system. Ann. April 29.
- WFMO Fairmont, N.C. (860 khz)—Seeks CP to increase tower height to accommodate FM ant. Ann. April 29.
- WKBI St. Marys, Pa. (1400 khz)—Seeks CP to replace existing tower with 320 ft. tower. Ann. April 29.
- WWBD Bamberg-Denmark, S.C. (790 khz)—Seeks CP to replace tower with 280 ft. tower. Ann. April 29.

#### Starts authorized

- Following stations were authorized program operating authority for changed facilities on date shown: WPBR Palm Beach, Fla. (BP-19,497), April 19; WGUN Atlanta (BP-18,900), April 23; WWEL Woodside Long Island, N.Y. (BP-16,547), April 24.

#### Final actions

- New York—Broadcast Bureau informed Dr. Gene Inch that no further action was warranted on his complaint that WNBC New York violated equal time provision and personal attack rule during two of its broadcasts. Stating that during *Gordon Hamner Show* on Jan. 18, two members of U.S. Labor Party, Tony Chaitkin and Zeke Boyd, candidates for statewide office in New York, were asked whether they had ever been in mental hospital or on drugs, Inch said this constituted personal attacks on both men. Ann. May 1.
- WUAT Pikesville, Tenn. — Broadcast Bureau granted license covering new station (BL-13383). Action April 25.
- Bremerton, Wash.—Broadcast Bureau informed Gilbert C. Holmberg, of Bremerton, that no further action is warranted on his complaint that KBRO (AM) Bremerton had attempted to coerce him into broadcast debate with his opponent for office of public works commissioner; that station was biased in favor of his opponent; and that he had not been informed that telephone conversation with KBRO newsmen was being taped for broadcast until end of conversation. Ruling said Holmberg had neither shown nor claimed that editorial endorsing his opponent had been broadcast; nor had he demonstrated how KBRO was biased in its programming. Ann. April 30.
- WEIF Moundsville, W. Va.—Initial decision released March 5 proposing grant of application of Miracle Valley Broadcasting Co. to increase power of WEIF (D only; 1370 khz) from 1 kw to 5 kw, became effective April 24 (Doc. 19794). Ann. April 29.
- Administrative Law Judge Lenore G. Ehrig in Puyallup, Wash. (KAYE Broadcasters), for renewal of license of KAYE, postponed prehearing conference from May 8 to May 13; ordered that in light of change in station's call letters effective Nov. 11, 1973, caption of all future documents shall refer to application of KAYE Broadcasters for renewal of license of KUPY Puyallup (Doc. 18929). Action April 24.

#### Actions on motions

- Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, Conn. (Quinnipiac Valley Service and Radio Ridgefield), AM proceeding, granted motion by CBS; dismissed with prejudice application of Quinnipiac Valley for failure to prosecute its application, contingent upon filing of affidavits of no-consideration, if appropriate, by other parties; and directed WMMW Inc., Hartford County Broadcasting Corp., and Housatonic Valley Broadcasting Co. to file such affidavits within 10 days of April 25 (Docs. 19686-7). Action April 22.

#### Fines

- KWAC Bakersfield, Calif.—FCC denied petition by KMAP Inc., licensee of KWAC, for reconsideration of FCC action released Jan. 21 reducing \$2,500 to \$2,000 for violations by broadcasting information concerning two lotteries and failing to announce that its announcers were receiving payments for dedication of programs. Action May 1.
- WGTM Wilson, N.C.—FCC ordered Campbell Broadcasting, licensee of WGTM, to forfeit \$1,000 for repeated violations by operating by remote control when remote meter readings were inaccurate and operation should have stopped, and by making entries in operating logs without actual knowledge of facts. Action May 1.
- KVLH Pauls Valley, Okla.—FCC reduced \$1,000 forfeiture liability incurred by Garvin County Broadcasting, licensee of KVLH, to \$500 for inoperative ant. side lights and failure to make entries in maintenance logs of quarterly inspections of tower lights and control equipment. Action May 1.

### New FM stations

#### Applications

- Chillicothe, Ill.—Chilli Communications seeks 94.3 mhz, 3 kw. HAAT 300 ft. P.O. address: 2300 Lincoln Park West, Chicago, Ill. 60614. Estimated construction cost \$44,336; first-year operating cost \$60,900; revenue \$89,445. Principals: William D. (51%) and Helen J. Engelbrecht (29%) and Charlotte D. Snyder (20%). Mr. Engelbrecht is advertising account executive; Ms. Engelbrecht is advertising media director; Ms. Snyder is store manager. Ann. May 2.
- Brattleboro, Vt.—Southern Vermont Broadcasters seeks 96.7 mhz, 3 kw. HAAT 169 ft. P.O. address: Box 819, Brattleboro, 05301. Estimated construction cost \$32,409; first-year operating cost \$2,976; revenue \$10,000. Principal: John K. Healy, president and general manager of WTSA(AM) Brattleboro. Ann. April 26.

#### Starts authorized

- \*WBHO Chicago—Authorized program operation on 88.5 mhz, TPO 10 w. Action April 18.
- \*WLCA Godfrey, Ill.—Authorized program operation on 89.9 mhz, TPO 10 w. Action April 24.
- WQHI Jeffersonville, Ind.—Authorized program operation on 95.7 mhz, ERP 34 kw, HAAT 580 ft. Action April 24.
- \*KTCC Colby, Kan.—Authorized program operation on 91.9 mhz, TPO 10 w. Action April 19.
- \*KCEP Las Vegas—Authorized program operation on 88.1 mhz, TPO 10 w. Action April 23.
- \*WCVH Flemington, N.J.—Authorized program operation on 90.5 mhz, ERP 68 w, HAAT 300 ft. Action April 19.
- \*WCEB Corning, N.Y.—Authorized program operation on 91.9 mhz, TPO 10 w. Action April 19.
- WOKI-FM Oak Ridge, Tenn.—Authorized program operation on 100.3 mhz, ERP 100 kw, HAAT 2,000 ft. Action April 19.
- \*KVLU Beaumont, Tex.—Authorized program operation on 91.3 mhz, ERP kw, HAAT 554 ft. Action April 19.

#### Final actions

- Dinuba, Calif.—Review board granted joint request of Radio Dinuba Co. and Korus Corp., mutually exclusive applicants for new FM in Dinuba, for approval of agreement dismissing Korus's application and granting Radio Dinuba's application and payment of \$15,000 by Radio Dinuba as partial reimbursement of expenses incurred by Korus. Board terminated proceeding. Radio was granted 98.9 mhz, 25 kw. P.O. address: 110 North L Street, Dinuba, 93618. Estimated construction cost \$77,143; first-year operating cost \$21,000; revenue \$48,000. Principal: David L. Hofer Jr. (100%) owns and operates KRDU(AM) Dinuba (Docs. 19566-7). Action April 29.
- Sanford, Me.—Southern Maine Broadcasting Corp. Broadcast Bureau granted 92.1 mhz, 3 kw. HAAT 52 ft. P.O. address: 160 Riverside Drive, N.Y. 10024. Estimated construction cost \$44,800; first-year operating cost \$10,000; revenue \$75,000. Principal: Alvin Yudkoff, president, et al. (100%). Southern Maine is buying WSME(AM) Sanford (BPH-8700). Action April 29.
- \*Duluth, Minn.—Minnesota Educational Radio, Broadcast Bureau granted 92.9 mhz, 46 kw. HAAT 603 ft. P.O. address: 400 Sibley Street, St. Paul, 55101. Estimated construction cost \$65,625; first-year operating cost \$20,000. Principal: William H.

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# Summary of broadcasting

According to the FCC, as of March 31, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,378	3	21	4,402	53	4,455
Commercial FM	2,485	0	54	2,519	162	2,681
Commercial TV-VHF	505	1	7	513	5	520**
Commercial TV-UHF	192	0	3	195	34	241**
Total commercial TV	697	1	10	708	39	761
Educational FM	632	0	23	655	92	747
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	131	0	11	142	3	147
Total educational TV	219	0	14	233	7	243

\* Special temporary authorization

\*\* Includes off-air licensees

Kling is president of Minnesota Educational Radio (BPH-8825). Action April 24.

## Call letter applications

■ James M. Strain, Pismo Beach, Calif.—Seeks KPGA.

## Call letter actions

- Glomor Music Broadcasters, Madera, Calif.—Granted KUUL.
- Quixote Broadcasting Co., Pueblo, Colo.—Granted KPUB-FM.
- \*Lewis and Clark Community College, Godfrey, Ill.—Granted WLCA.
- Lake Providence Broadcasting Service, Lake Providence, La.—Granted KBED.
- \*University of Maine, Fort Kent, Me.—Granted WUFK.
- Southern Electronics Co., Winona, Miss.—Granted WONA-FM.
- Media Corp., Humble City, N.M.—Granted KPOE.
- \*Central School District #1, towns of Rush, Henrietta, Pittsford and Brighton, all New York—Granted WRHR.
- \*Marietta College, Marietta, Ohio — Granted WMRT.

## Designated for hearing

■ Avalon, N.J.—Mutually exclusive applications of WAVV Communications and Avalon Broadcasting Co. for new FM station to operate on 94.3 mhz at Avalon has been designated for hearing by Broadcast Bureau (BPH-8341, 8472). Issues to be determined include which proposal would, on comparative basis, better serve public interest, and which, if either, should be granted (Docs. 20030-1). Action April 25.

## Existing FM stations

### Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KPRI San Diego (BPH-7995), April 18; KCPR San Luis Obispo, Calif. (BPED-1686), April 22; KHAY Ventura, Calif. (BPH-8305), April 19; WWUH West Hartford, Conn. (BPED-1639), April 19; WCEH-FM Hawkinsville, Ga. (BPH-8429), April 19; WLAK Chicago (BPH-8805), April 19; WCSN Louisville, Ky. (BPH-8811), April 18; KSMB Lafayette, La. (BPH-8753), April 19; WERS

Boston (BPED-1628), April 22; WOUR Utica, N.Y. (BPH-8558), April 19; WHPE-FM High Point, N.C. (BPH-8450), April 22; WCNE Batavia, Ohio (BPED-1415), April 24; WFMZ Allentown, Pa. (BPH-8686), April 24; WYIQ Ebsburg, Pa. (BPH-8826), April 19; WLYX Memphis (BPED-1738), April 22; WRVU Nashville (BPED-1688), April 22; KAMC Arlington, Tex. (BPH-8850), April 23.

## Final actions

- WWTR-FM Bethany Beach, Del.—Broadcast Bureau granted request for SCA on 67 khz (BSCA-1338). Action April 29.
- WQSR Sarasota, Fla.—Broadcast Bureau granted request for waiver of rules to identify as Sarasota-St. Petersburg, Fla. Action April 22.
- WYAN-FM Upper Sandusky, Ohio—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. (BLH-6048). Action April 25.
- WYSP Philadelphia—Broadcast Bureau granted request for SCA on 67 khz (BSCA-1337). Action April 25.
- WEZX Scranton, Pa.—Broadcast Bureau granted mod. of SCA to change equipment and programing (BMSCA-367). Action April 29.
- WNEZ Aiken, S.C.—Broadcast Bureau granted CP to operate by remote control from 118 Newberry Street, S.W., Aiken; install new trans. and ant.; add circular polarization; ERP 3 kw; ant. height 300 ft. (BPH-8901). Action April 25.

## Call letter applications

- WLJM Gadsden, Ala.—Seeks WKNG.
- KTAO Los Gatos, Calif.—Seeks KRVE.
- WRNJ Atlantic City—Seeks WAYV.

## Call letter actions

- WAJM-FM Montgomery, Ala.—Granted WMGZ.
- WELL-FM Freeport, Ill.—Granted WFRL-FM.
- WGPL Winston-Salem, N.C.—Granted WSEZ.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's when appropriate: WAFM(FM) Angola, Ind.—subject to conditions that assignment of license be consummated within 45 days of date of grant and that

station resume broadcasting within 60 days after grant of application; KDG(AM) Durango, Colo.; KGHS(AM) International Falls, Minn.; KLOV-FM Loveland, Colo.; KSPN(FM) Aspen, Colo.; WELK(AM) Charlottesville, Va.; WAOK(AM) Atlanta (actions April 29). WPXY(AM) Greenville, N.C.—subject to condition that assignment of license be consummated within 45 days of date of grant (action April 30), and KAOL-AM-FM Carrollton, Mo. (action May 1).

■ KSFO(AM) San Francisco—FCC granted application by Golden West Broadcasters for renewal of license of KSFO. Informal objection filed by Marcus Garvey Wilcher, co-chairman of Community Coalition for Media Change was denied. Action May 1.

## Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

- KBLK(FM) La Junta, Colo.—Change trans.; change ant.; change TPO and ant. height, 300 ft.; ERP 3 kw (BMPH-14077). Action April 24.
- WKIK(AM) Leonardtown, Md.—Make changes in towers (BMP-13765). Action April 25.
- \*WMDP(FM) Milton, Wis.—Change studio location and remote control to Deland Building, Milton College, Davis Street, Milton; change trans. and ant. (BMPED-1105). Action April 25.

## Translator actions

- K6IAE Daggett, Calif.—Broadcast Bureau granted CP for new UHF translator on ch. 61, rebroadcasting KABC (ch. 7) Los Angeles (BPTT-2595). Action April 24.
- K7IBB Daggett, Calif.—Broadcast Bureau granted CP to change frequency of UHF translator ch. 71 to ch. 57; change type trans.; increase power; change ant. system; change call letters to K57AH (BPTT-2596). Action April 24.
- K7JAV Daggett, Calif.—Broadcast Bureau granted CP to change frequency of UHF translator from ch. 73 to ch. 59; change type trans.; increase power; change ant. system; change call letters to K59AI (BPTT-2597). Action April 24.
- K08IA, K10IX and KK12JI Newberry, Calif.—Broadcast Bureau granted CPs for 3 new VHF translators on, respectively, ch. 8, rebroadcasting KABC-TV Los Angeles; ch. 10, rebroadcasting KNXT Los Angeles, and ch. 12, rebroadcasting KNBC Los Angeles (BPTTV-4942-4). Action April 24.
- K56AG, K50AA, K52AA, K54AB Eads and rural area, Colo. (Kiowa county)—Broadcast Bureau granted CPs for four new UHF translators to operate on (1) ch. 56, rebroadcasting KTSC (ch. 8) Pueblo, Colo. (BPTT-2561); (2) ch. 50, rebroadcasting KOAA-TV (ch. 5) Pueblo (BPTT-2581); (3) ch. 52, rebroadcasting KKTU (ch. 11) Colorado Springs (BPTT-2582); and (4) ch. 54, rebroadcasting KRDO-TV (ch. 13) Colorado Springs (BPTT-2583). Action April 1.
- K07KQ Redstone, Colo.—Broadcast Bureau granted mod. of CP for VHF translator to change frequency from ch. 7 to ch. 4; change type trans.; change ant. system; change call letters to K04HP (BMPTTV-787). Action April 19.
- Towaoc, Colo. (Mountain Ute Tribe of Indians)—VHF translator application dismissed for CP for new station on ch. 10, rebroadcasting KIVA-TV Farmington, N.M. (section 1.568(b)). Ann. May 3.
- K60AL Rollins, west and south shore of Flathead Lake and Finley Point, Mont.—Broadcast Bureau granted CP for new UHF translator to operate on ch. 60, rebroadcasting KRTV (ch. 3) Great Falls, Mont. (BPTT-2539). Action April 22.
- K07KY (ch. 7) and K09LG (ch. 9) Gallatin river area, Mont., rebroadcasting KXLF-TV and KTVM Butte, Mont.—CP's forfeited and call letters deleted (request of permittee). Ann. April 29.
- K06IE, K03DX and K07LK Leamington, Utah—Broadcast Bureau granted CPs for 3 new VHF translators on, respectively, ch. 6, rebroadcasting KUTV Salt Lake City; ch. 3, rebroadcasting KSL-TV Salt Lake City and ch. 7, rebroadcasting KCPX-TV Salt Lake City (BPTTV-4958-60). Action April 24.

## Ownership changes

- Applications
  - WPCF(AM)-WPFM(FM) Panama City, Fla. (AM: 1430 khz, 5 kw-U; FM: 107.9 mhz, 89 kw)—Seeks assignment of license from Bay County Broadcasting Co. to Magnasonics for \$517,415. Seller: E. L. Duhaté (100%), retiring president and manager of licensee. Buyers (both 50%): Berkeley L. Fraser, former manager and VP of WYDE(AM) Birmingham, Ala., and Joseph Bruno, Birmingham businessman. Ann. April 30.
  - WHSB(FM) Alpena, Mich. (107.7 mhz, 98 kw)—Seeks assignment of license from Huron Shore Broadcasting Corp. to Alpine Broadcasting Co. for

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\$150,000. Seller: Harvey A. Klann, president, Rogers City Broadcasting Corp., which owns WHAK(AM) Rogers City, Mich. Buyers: John D. DeGroot (45%), Charles Glen Catt (11%), et al. Alpine also owns WWRM-FM Gaylord, Mich. Ann. April 25.

■ KJIV-AM-FM Huron, S.D. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw)—Seeks transfer of control of James Valley Broadcast Co. from Maxwell F. Staley, et al. (100% before, none after) to G.P.C. Inc. (none before, 100% after). Consideration: \$380,463 and adjustments. Principals: Maxwell F. Staley, president, James Valley. G.P.C. Inc. is wholly owned subsidiary of Gazette Printing Co., Marshall W. Johnston, president. Gazette owns WCLO(AM)-WJVL(FM) Janesville and WBKV-AM-FM West Bend, both Wisconsin. G.P.C. has filed pro forma application to assign license to James Valley, contingent on grant of sale. Ann. April 30.

## Actions

■ WENN-AM-FM Birmingham, Ala.—Broadcast Bureau granted involuntary assignment of license to Frank S. Blackford, receiver (BAL-8123, BALH-1985). Action April 30.

■ WARN-AM-FM Fort Pierce, Fla. (AM: 1330 khz, 1 kw-D, 500 w-N; FM: 98.7 mhz, 1.3 kw)—Broadcast Bureau granted assignment of license from Fort Pierce Broadcasting Co. to Gulfstream Broadcasting Co. for \$600,000. Seller: Drew J. T. O'Keefe, president (100%). Mr. O'Keefe owns WBCB(AM) Levittown-Fairless Hills, Pa. and also has interest in WKEN(AM) Dover, Del. Buyers: Ronald E. Crider (50%), Leonard Mercer and Leonard Stevens, each 25%. Mr. Crider has interest in Fort Lauderdale, Fla. electronic equipment distributor. Messrs. Mercer and Stevens both have real estate, restaurant and various other business interests in Florida, Pennsylvania and New Jersey (BAL-7986, BALH-1899). Action April 29.

■ WAFM(FM) Angola, Ind. (100.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from James A. Chase to Great Oaks Broadcasting Inc. for \$60,450. Seller: Mr. Chase (100%). Buyers: Thomas R. Andrews (59.57%), Thomas Wyant (12.77%), et al. Mr. Andrews is announcer with WTRU(AM) Muskegon, Mich. and Mr. Wyant is program director there (BALH-1929). Action April 29.

■ WNIC-AM-FM Dearborn, Mich. (AM: 1310 khz, 5 kw-U; FM: 100.3 mhz, 50 kw)—FCC granted license renewal and transfer of control of Johns Communications Inc., parent corporation of WKNR Inc., licensee, from John Giannetti and John E. Palmer (68% before, none after) to State Mutual Life Assurance Co. of America (none before, 68% after). Consideration: \$3,038,750 (transaction involves transfer of stock to cover debt of Johns Communications to State Mutual). Principals: State Mutual is mutual insurance company which owns State Mutual Broadcasting Corp., licensee of WSMW-TV Worcester, Mass., and holds warrants and notes to purchase stock in Forty-Six Beacon Corp., Waterman Broadcasting Corp., and General Cinema, all of which have multiple broadcast interests (BTC-7178). Action May 1.

■ KWTO-AM-FM Springfield, Mo. (AM: 560 khz, 5 kw-U; FM: 98.7 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Ozarks Broadcasting Co. from Ralph D. Foster, Lester L. Cox, et al. as estate executors of Lester E. Cox (100% before, 40% after) to South Central Broadcasters Inc. (none before, 60% after). Consideration: \$1,500,000. Principals: South Central Broadcasters is owned by John B. Mahaffey and John Mihalevich (each 50%). They have also sold KJPW(AM)-KYSD(FM) Waynesville, Mo. (see below). Mr. Mr. Mahaffey also has interest in KICA(AM) Clovis, N.M. and KCIJ(AM) Shreveport, La. (BTC-7330). Action April 29.

■ KJPW(AM)-KYSD(FM) Waynesville, Mo. (AM: 1390 khz, 1 kw-D; FM: 102.3 mhz, 1 kw)—Broadcast Bureau granted assignment of license from South Central Broadcasters Inc. to Pulaski County Broadcasters Inc. for \$300,000. Sellers: John B. Mahaffey and John Mihalevich (see above). Buyers: James R. Dodds, Harold C. King, Donald E. Coates and Clay S. Howlett (each 25%). Messrs. Coates and Howlett are presently employed with South Central Broadcasters. Messrs. King and Dodds have other business interests in Waynesville (BAL-8057). Action April 26.

■ KHQL-TV (ch. 8) Albion, KHPL-TV (ch. 6) Hayes Center, KHOL-TV (ch. 13) Kearney and KHTL-TV (ch. 4) Superior, all Nebraska—Broadcast Bureau granted transfer of control of Bi-States Co. from F. Wayne Brewster, et al. (100% before, none after) to NTV Enterprises Inc. (none before, 100% after). Consideration: \$1,900,000. Principals: John W. Payne (10% share) and Alan M. Oldfather (16.3% share) are president and treasurer, respectively, of NTV Enterprises (BTC-7354). Licenses assigned to NTV Enterprises (BALCT-542). Action April 29.

■ KOBV(AM) Reno—assignment of license application dismissed on request of applicant, from Thompson Magowan and James M. Cunningham to Radio Reno (BAL-8044). Ann. April 29.

■ WMVB-AM-FM Millville, N.J.—transfer application of Union Lake Broadcasters from Garden State Broadcasting Corp. to Countywide Broadcast-

ing dismissed at request of transferee (BTC-7244). Ann. May 1.

■ WLWL(AM) Rockingham, N.C. (1500 khz, 500 w) Sandhills Broadcasting Co.—Broadcast Bureau granted transfer of control of licensee corporation from Robert E. Perkins and Altha Perkins, joint owners (73% before), to Robert E. Perkins (57% after); consideration \$45,000 (BTC-7283). Action April 29.

■ WLOT(AM) Marinette, Wis. (1300 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Near-North Broadcasting Inc. from William P. Kopish (51% before, none after) to Frank Lauerman (49% before, 100% after). Consideration: \$176,606. Principal: Mr. Lauerman owns real estate and other business interests in Marinette, in addition to interest in WLOT (BTC-7320). Action April 24.

## Cable

### Applications

The following operators of cable TV systems have requested certificates of compliance, FCC announced April 25 (stations listed are TV signals proposed for carriage):

■ Missouri Valley Communications, 4722 Broadway, Kansas City, Mo. 64112, for Richmond, Mo. (CAC-3765): KQTV St. Joseph, Mo.; KCPT, WDAF-TV, KBMA-TV, KCMO-TV, KMBC-TV Kansas City, Mo.; KDNL-TV, KPLR-TV St. Louis; KCBJ-TV, KOMU-TV Columbia, Mo.; KRCG Jefferson City, Mo.

■ Clear Television Cable Corp., 248 Route 9, Box 340, Bayville, N.J. 08721, for Ocean township, N.J. (CAC-3763): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WPIX-TV, WOR-TV New York; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAJ-TV Philadelphia; WHYY-TV Wilmington, Del.; WNET Newark, N.J.; WKBS-TV Burlington, N.J.; WNJT Trenton, N.J.

■ Hurley Cable TV, Box 68, Bayard, N.M. 88043, for Hurley, N.M. (CAC-3764) requests certification of existing CATV operations and add: KVOA-TV Tucson, Ariz.; KRWG-TV Las Cruces, N.M.; XEJ-TV Juarez, Mexico; KELP-TV El Paso.

■ Cablecom-General, Box 458, Ardmore, Okla. 73401, for Ardmore (CAC-3762): Add KERA-TV Dallas.

■ Cablecom-General of Altus, Drawer 499, Altus, Okla. 73521, for Altus (CAC-3766); Sec-More, Box 287, Hollis, Okla. 73550, for Hollis (CAC-3767); Cablecom-General, Box 631, Mangum, Okla. 73554, for Mangum (CAC-3768) and Hobart, Okla. (CAC-3769); Add KTVT Fort Worth and KXTX-TV Dallas.

The following operators of cable TV systems have requested certificates of compliance, FCC announced April 30 (stations listed are TV signals proposed for carriage):

■ Mohave Cable Co., 2011 Industrial Boulevard, Lake Havasu City, Ariz. 86403, for Bullhead City, Ariz. (CAC-1792): Add KVVU, KLAS-TV, KLVX Las Vegas.

■ Redwood Cablevision, Box 882, Fortuna, Calif. 95540, for Humboldt county (unincorporated areas), Calif. (CAC-3806), requests certification of existing CATV operations.

■ Warner-CCC, (address not given), for Palm Springs, Calif. (CAC-3798) requests certification of existing CATV operations.

■ International Cable TV Corp., Box 10727, University Park Station, Denver, Colo. 80210, for Rialto, Calif. (CAC-3795); KVST-TV Los Angeles; KLYA-TV Fontana, Calif.; KPBS-TV San Diego; KHOF-TV San Bernardino, Calif.; KTVU Oakland, Calif.; XEWT-TV Tijuana, Mexico.

■ Community Tele-Communications, Box 10727, University Park Station, Denver, Colo. 80210, for Lakewood, Colo. (CAC-3789); Add KTTV, KTLA Los Angeles and delete KTVT Fort Worth and KXTX-TV Dallas.

■ Ultra Com of Rockmart, Box 507, Lansdale, Pa. 19446, for Aragon (CAC-3800) and Van Wert (CAC-3801), both Georgia: WAGA-TV, WSB-TV, WQXI-TV, WTGG, WHAE-TV, WETV Atlanta; WCLP-TV Chatsworth, Ga.; WGTW Athens, Ga.; WDEF-TV, WTCL Chattanooga; WHNT-TV Huntsville, Ala.; WHMA-TV Anniston, Ala.

■ Freeport Cablevision, 216 West Stephenson, Freeport, Ill. 61032, for Freeport (CAC-3799); Add WSNV-TV Chicago and delete WFLD-TV Chicago.

■ Cablehaven TV, Box 395, Manahawkin, N.J. 08050, for Union township, N.J. (CAC-1838): Add WNET Newark, N.J.

■ Gateway Cablevision Corp., 279 West Main Street, Amsterdam, N.Y. 12010, for Amsterdam (CAC-3790), requests certification of existing CATV operations.

■ Ostrander TV & Cable, 129 Main Street, Groton, N.Y. 13073, for Groton (CAC-3802), requests certification of existing CATV operations.

■ Raeford Cable TV Co., Red Springs Cablevision Co. and St. Pauls Cablevision Co., all at 2120 South Ash Street, Denver, Colo. 80222, for Raeford (CAC-3803), Red Springs (CAC-3804) and St. Pauls (CAC-3805), all North Carolina: Add WRET-TV Charlotte, N.C.

■ Cable Antenna Systems, 728 A Street, San Rafael, Calif. 94901, for Seymour Johnson AFB, N.C. (CAC-3796); WWAY-TV, WECT Wilmington, N.C.; WNCT-TV, WUNK-TV Greenville, N.C.; WCTI-TV New Bern, N.C.; WITN Washington, N.C.; WUNC-TV Chapel Hill, N.C.; WFMY-TV Greensboro, N.C.; WRAL-TV Raleigh, N.C.; WTVD Durham, N.C.; WAVY-TV Portsmouth, Va.

■ Centre Video Corp. of Ohio, 451 Commercial Street, Mingo Junction, Ohio 43938, for Brilliant, Ohio (CAC-3794): WPGH-TV Pittsburgh.

■ Lake Cable TV, 9045 Baldwin Road, Mentor, Ohio 44060, for Mentor (CAC-3791) and Painesville, Ohio (CAC-3792): WKYC-TV, WEWS, WJW-TV, WKBF-TV, WCTF, WVIZ-TV Cleveland; UAB Lorain, Ohio; WNEO-TV Alliance, Ohio; WAKR-TV, WCOT-TV Akron, Ohio; WKBD-TV Detroit; CKLW-TV Windsor, Ont.

■ Continental Cablevision of Springfield and Continental Cablevision of Ohio, 119 North Main Street, Fostoria, Ohio 45840, for Springfield (CAC-3640) and Fairborn (CAC-3641), both Ohio: Add WTTV Bloomington, Ind. and delete WSWO-TV Springfield, Ohio.

■ Northeastern Penna. TV Cable Co., 300 South Blakely Street, Dunmore, Pa. 18512, for Yatesville borough, Pa. (CAC-3793): WNEP-TV, WDAU-TV, WVIA-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WOR-TV, WPIX-TV New York; WPHL-TV Philadelphia; WNJU-TV Linden, N.J.

■ Port Angeles Telecable, 725 East First Street, Port Angeles, Wash. 98362, for Port Angeles (CAC-3797), requests certification of existing CATV operations.

### Final actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance on April 26: Great Lake Community TV, Petoskey, Mich. (CAC-995); Teleprompter Corp., Tacoma, Wash. (CAC-1331); Peninsula Broadcasting Corp., South Boston, Va. (CAC-1408); Missouri Valley Communications, Carrollton, Mo. (CAC-1619); Soror Cable TV, Laguna Beach (CAC-1707), South Laguna (CAC-1708), Laguna Nigel (CAC-1709), San Juan Capistrano (CAC-1710), San Clemente (CAC-1711) and Dana Point (CAC-1712), all California; Brookhaven Cable TV, village of Lake Grove, N.Y. (CAC-1884); Casco Cable TV, Topsfield, Me. (CAC-2255); Windsor Cablevision, Windsor, N.C. (CAC-2362); Teleprompter of Woodlake, Woodlake, Calif. (CAC-2475); Consolidated Cable TV, Clinton, Ark. (CAC-2487); Gateway Cablevision Corp., Fort Johnson (CAC-2679) and Haggaman (CAC-2680), both New York; Arizona Cable TV, unincorporated areas of Pinal county, Ariz. (CAC-2690); Gulf Cablevision Co., Port St. Joe, Fla. (CAC-2757); Helms-Turboch Service Co., Rattlesnake Valley (CAC-2805) and adjacent area of Missoula county (CAC-2806), both Montana; Marshall's TV Cable Co., unincorporated areas of Missoula county, Mont. (CAC-2852); Continental Cablevision of New Hampshire, Newcastle, N.H. (CAC-2888); Ultra Com. Wayne township, Ohio (CAC-3033); Florida Cablevision, Ft. Pierce (CAC-3099), Indian River Shores (CAC-3100), Vero Beach (CAC-3101), Indian River county surrounding Vero Beach (CAC-3102) and St. Lucie county surrounding Ft. Pierce (CAC-3103), all Florida; Shelby County Cable TV, Shelbyville, Ind. (CAC-3112); Cable TV of Minot, Minot, N.D. (CAC-3147); Hoosier Telecable Corp., Peru (CAC-3149), Grissom AFB (CAC-3150), Miami county (CAC-3151) and Wabash (CAC-3151), all Indiana; Central Florida Cablevision, Zephyrhills, Fla. (CAC-3200); Teleprompter of LaCrosse, village of LaCrosse, Minn. (CAC-3204) and LaCrosse, Wis. (CAC-3203); Eastern Connecticut Cable TV, Griswold, Conn. (CAC-3206); Buckeye Cablevision, Sylvania township, Ohio (CAC-3244); North Platte Multi-Vue TV System, North Platte, Neb. (CAC-3247); McCook Multi-Vue TV System, McCook, Neb. (CAC-3249); Southern Oklahoma Cable, Lindsey, Okla. (CAC-3254); Mineral Area Cablevision Co., Potosi, Mo. (CAC-3254); Simmons Communications, Seneca (CAC-3259); Clemson (CAC-3260) and Walhalla (CAC-3261), all South Carolina; Covenant Cable TV, St. Clair (CAC-3264), St. Clair township (CAC-3265) and East China township (CAC-3266), all Michigan; Emco CATV, Pittsford, Vt. (CAC-3327); Cable Video Communications, unincorporated areas of Polk county, Fla. (CAC-3346); Franklinton Cable TV, Franklinton, Pa. (CAC-3351); Televue Cable Alabama, Hoover (CAC-3352), Vestavia Hills (CAC-3353) and Southwest Jefferson county (CAC-3354), all Alabama; Winter Garden Cable TV, Carrizo Springs (CAC-3365) and Crystal City (CAC-3366), both Texas; Storer Cable Communications, Americus, Ga. (CAC-3367); York Cable Corp., Biddeford, Me. (CAC-3405); Booth American Co., Clam Lake township (CAC-3414), Haring township (CAC-3415), Selma township (CAC-3416) and Cherry Grove township (CAC-3417), all Michigan; Teleprompter Island Cable TV Corp., Islip township (CAC-3428) and Babylon village (CAC-3429), both New York; Florida Cablevision, St. Lucie village, Fla. (CAC-3450); Continental Cablevision of New Hampshire, Old Orchard Beach, Me. (CAC-3451); Omega Cable of Ohio Co., Sylvania township (CAC-3474) and Springfield township (CAC-3475), both Ohio; Continental Cablevision of Ohio, Wayne township, Ohio (CAC-3586).

■ Cable TV Bureau granted certificate of compliance to Southern Illinois Cable TV Co., Murphysboro, Ill. (CAC-241). Action April 18.

# Classified Advertising

## RADIO

### Help Wanted Management

Sales manager for award-winning, exciting Eastern station. Must be good salesperson, with strong ability to motivate and direct others in selling. Good package for right individual. Box D-256, BROADCASTING.

We want successful small market manager who desires equity opportunity. Midwest-Southwest group operation. Excellent facilities, growing community. E.O.E. Box E-113, BROADCASTING.

Sales Manager needed at suburban New York radio station. \$24,000 salary plus override. Excellent advancement possibilities. Confidential, Box E-126, BROADCASTING.

General Manager—for established 100,000 Watt FM in Orlando, Florida, Florida's fastest growing market. Expanding Broadcast Concern looking for experienced and knowledgeable applicant in sales/management and community relations. Attractive compensation and unlimited opportunity for qualified person. Previous experience in Orlando Market desired. Send complete resume to William R. Lynett, Vice-President, WDIZ, Suite 840, 200 E. Robinson Street, Orlando, FL 32801.

Management trainees for expanding small market group. Must have sincere interest in learning sales and a future in management. Small market experience preferred. Lee Buck Broadcasting, Box 494, Greencastle, IN 46135.

Sales manager needed to aid in expanding operation. Top 50 market. Looking for experienced individual or willing to train right person. Send resume to: John Demeter, 4379 Elmhurst, Stow, OH 44124 or call AC216-688-7819.

### Help Wanted Sales

Small market, North Carolina, contemporary country AM is seeking an individual with experience in local sales. Prefer person with multiple broadcast talents and a year for challenge. Must be able to produce. Send resume, salary history and introductory letter to Box E-2, BROADCASTING.

Opportunity—established station. Salary, commission. Send resume, sales record. KFRO, Longview, TX 75601.

Fantastic 250,000 growth market, best climate in USA. That's North San Diego County. Need proven sales producer for strong adult contemporary regional AM. Excellent future, money, benefits. Write Gene Alfred, KMLO, Vista, CA 92083.

Southern Calif. top-rated, medium market AM-FM looking for a topnotch salesperson. A great opportunity in a fast growing market. Guarantee, commission, profit sharing, company insurance, etc. Do not apply unless you have a proven track record and at least three years experience. Equal opportunity employer. Send complete resume to Larry Thomas, Sales Manager, KUDE, Box K-1320, Oceanside, CA 92054.

Salesperson (some announcing if desired). Send complete sales record and audition immediately. WCGR P.O. Box 155, Canandaigua, N.Y.

Big money potential on Long Island with only AM station fully covering giant market just designated 4th in retail sales. Near New York City. Salary, Commission, Advancement. If you can bill \$8 to \$10 thousand a month you'll make \$500 a week. Drake-Chenault Hitgrade format. WLIX, Islip, L.I., NY 11751. 516-277-1100.

Greenville, N.C. 10,000 Watt full time. An excellent opportunity for right individual. Must have sales experience. Write or call Jennings Blakeley, WNCT Radio, Greenville, N.C. 27834. Phone 919-758-1070.

Illinois. Seeking addition to sales force. Resume, later interview. WSMI-AM-FM, Litchfield.

Young aggressive individual for sales. Immediate opening. Excellent opportunity. Send resume to WSPK, Box 1703, Poughkeepsie, NY 12601.

Sales Manager. \$15,000 + potential. WSUS Franklin, N.J. 50 miles NYC in heart of Sussex County recreation area. Permanent growth opportunity. Rated dominant #1. Peter Bzdach 212-973-2764.

### Help Wanted Announcers

PD-morning person. Award-winning Eastern regional station wants to combine our proven creative talents with your air, copy and production talents. Plenty of popular music featurettes, public involvement. New, different and exciting concept. Box D-257, BROADCASTING.

### Help Wanted Announcers Continued

Top 40 jock for afternoon shift, leading AM, north-east. Experience, personality, good production essential. Possibility additional work on affiliated TV. Box E-38, BROADCASTING.

No. 1 Rated major market fulltime soul station in South has openings for afternoon drive and nighttime slots. Must have experience, good production. Send resume. Box E-72, BROADCASTING.

First Phone Announcer for small market Maryland station. Send photo and resume. Box E-82, BROADCASTING.

Major Northeast Market: Experienced combo announcer. Commercial classical experience and first phone necessary. Send resume to Box E-92, BROADCASTING.

Wanted: Someone to move from radio announcing position to sales position with radio station in beautiful community of 14-thousand. Car furnished. State salary requirements, marital status and experience. Your letter will be answered. Seeking applicants from New Mexico and adjacent states. Write Box E-103, BROADCASTING.

Christian formatted Florida station seeks fundamental Christian full or part time. 1st helpful. Rush resume and picture. Box E-111, BROADCASTING.

Wanted: Rock announcer to entertain. No beginners. Bob Miller, KLSS & KSMN, Mason City, IA 50401.

Small Market Radio Station Princeton, W. Va. has immediate opening for Chief Announcer who can assume responsibility of PD. Must have complete knowledge of Country Music programming. Send resume, photo, and tape to: WAEY RADIO—Henry Beam—P.O. Box 1011, Princeton, WV 24740.

July 1st opening for MOR DJ, 3 to 7 P.M. show. Rush tape, resume, and salary requirement to Jerry Collins, WASK, Lafayette, IN 47902.

WBBO, top rated adult contemporary station needs all night personality announcer. Good opportunity for reliable person in small market wishing to gain experience. Send non-returnable tape, photograph and resume to Harley Drew, Box 2066, Augusta, GA 30903. Equal Opportunity Employer.

Morning person for WBOC, Salisbury, Md. 21801. Traditional MOR 5 KW in The Land of Pleasant Living, near the ocean and Chesapeake Bay. 301-749-1111, Mr. Ward.

Humorous Morning Personality for adult (billboard) easy listening small market station. Lake resort area. More \$\$\$ if combo engineer. Directional AM. WCSM AM/FM, Celina, OH 45822.

WDAK needs a worker who is excited about radio and can get involved with his audience, on and off the air! Heavy on production abilities. WDAK is adult contemporary, ARB and Pulse rated No. 1 in Georgia's second market. Send telescoped, unedited aircheck, resume, references, and photo if available to Alan Boyd, WDAK, Post Office Box 1640, Columbus, GA 31902.

Personality and/or format jocks for number 1 station in market. Tapes and resumes to J. C. Smith, WJPS, Box 3636, Evansville, IN 47735.

Wanted Country pro at a 10,000 watt full time located in Greenville, N.C. we are a member of the largest individually owned broadcasting group in the country. We offer excellent working conditions and good pay for the right person. Write to Jennings Blakeley, WNCT Radio, Greenville, NC 27834. Phone 919-758-1070.

Adult MOR Station seeks experienced, dependable, versatile announcer. Good salary for good work. resume and aircheck to: WNDH, Box 87, Napoleon, OH 43545.

Fast growing modern country am/fm in Wash., D.C. area wants enthusiastic air personality with production abilities. Send tape and resume to WSMO, Box 1021, LaPlata, MD 20646.

Leading adult music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, new facilities. Equal opportunity employer. Tape and resume to: WRSR, P.O. Box 961, West Side Sta., Worcester, MA 01602.

Experienced afternoon jock for Q-type format at Mid Atlantic AM. Six day week, paid vacation, hospitalization and insurance. Opening about June 1st. Send tape, resume and picture to Suite 311, 3101 Washington Avenue, Newport News, VA 23607. EOE.

### Help Wanted Announcers Continued

Wanted, alive, bright, tight board, morning "Cooker". Light production and commercial work. Excellent equipment and working conditions. Rush tape and resume, Box 1307, Americus, GA 31709.

Finally, a way to help announcers find work. And the best part about it is it really works! Call 305-772-2300 between 1 and 5 p.m. EDT Mon-Fri.

### Help Wanted Technical

Chief Engineer for metropolitan university stereo FM, with automated SCA. \$8,900+benefits. Write: Manager, KMWV-FM, 1751 N. Fairmount, Wichita, KS 67208.

Immediate Opening for a Transmitter Engineer. Some board work. Station WAMD, Aberdeen, MD 21001.

If you are a smart technician who lives and breathes electronics and would like to do sophisticated maintenance, construction, and repair on a 5000-watt full-time AM broadcast station and a growing 70-mile CATV system 35 miles west of Philadelphia, working in a pleasant, well-equipped laboratory under capable, sympathetic supervision contact Louis N. Seltzer, Radio Station WCOJ, at 215-384-2100.

Chief Engineer, maintenance experience required for 5 kw directional AM, 50 kw FM Stereo. Must know transmitter and studio and microwave equipment. Call P. Gilmore at 203-333-5551 or write c/o WNAW, Broadcast Center, Bridgeport, CT 06608

### Help Wanted News

News Director wanted by major market southern soul station. Large radio and TV chain. Send resume Box E-73, BROADCASTING.

Professional, creative newswoman needed immediately for gathering and editing news plus production work. Must have good voice and good appearance. Excellent opportunity, good pay and benefits, pleasant surroundings. Send resume, audition and other information to KEBE/KOOI Radio, P.O. Box 1648, Jacksonville, TX 75766 or phone 214-586-2211.

KFRC San Francisco. Now searching nationwide for a superb contemporary news communicator. Tapes, resumes to Dave Cooke, News Director, 415 Bush Street, San Francisco, CA 94108. An Equal Opportunity Employer. M/F.

Massachusetts award winning news-MOR station needs experienced local newswoman who can dig, write, air, news. Aggressive, creative ability, musts. Full local news department, AP, UPI UPI Audio. Fringe benefits. Send resume, salary requirements, aircheck, WCAP, Lowell, MA. 01852.

Seeking field reporter with hard news, investigative reporting background and film use know-how for South Fla. TV news dept. Experienced only. Send resume/tape to WCKT-TV News, Miami, FL.

Newscenter. Authoritative voice, brisk delivery, aggressive news gatherer for top-rated contemporary station with solid news operation. Short news tape, resume, sample news copy to Durham Caldwell, WHYN, Springfield, MA 01101.

### Help Wanted Programing Production, Others

Full time Major Market Black Contemporary Station seeking resident P.D. w/Major Market Experience. Mail resume to Box D-71, BROADCASTING.

Program Director, medium/small market. Announcer, know MOR programming; supervise 4-man staff; ramrod production; handle board shift; handle interview show; fully responsible for programming; prefer 1st phone; must know logging rules; decent salary; lovely upper midwest town. Do not reply without heavy experienced Box D-192, BROADCASTING.

Program director-salesperson for small market Maryland station. Must have first ticket. Send resume and wage demands. Box D-240, BROADCASTING.

Operations Manager for major Carolina station. Describe experience in production, promotions, programming, and news. \$12,400.00 plus profit sharing to start. Box E-39, BROADCASTING.

Needed immediately, a full-time production director for 50,000 watt WKBW radio in Buffalo. Strong commercial work a must. Send tape and resume to: Bob Harper, program director, WKBW Radio, Buffalo, NY 14209. An Equal Opportunity Employer.



## Situations Wanted Management

Medium market general manager came up through programing, switched to sales 8 years ago. Effective motivator able to make it happen at your large market station. 34, degree from major university, ready for the right move, now. Box D-265, BROADCASTING.

Small market sales and programing pro ready for the move to larger market general management. GM now in small market, improved profit picture 89% in the past two years. 27, BS, family, with a burning desire to succeed in a larger market. Box D-268, BROADCASTING.

Sales is my forte, and I've been the number 1 salesman in a top 25 market station for the past three years. Now I'm ready for the move to sales management, preferably in a medium or major market. 30, 7 years in radio, married, degree. Box D-270, BROADCASTING.

Small market sales manager desires move up as your medium or large market sales manager. 6 years in radio, 2 with a rep, 2 with an agency. 33, BA, proven track record. I'm the man who can add to your bottom line. Box D-271, BROADCASTING.

Make more money with me as your General Manager. I'll boost sales, control costs, increase your profits. Now General Manager and stockholder multiple-station operation. Profitable 12 year record. Mature, healthy, no vices. In no hurry to move—looking for greater challenge, better income. Let me send you my resume. Box E-8, BROADCASTING.

General manager or sales manager with management possibilities for small-to-medium market or group. 15 years in Radio. M.A. Degree Plus. Box E-9, BROADCASTING.

Young dynamic take charge general manager. Excellent business-broadcast background. A real sales pro. Present position vice president of major broadcast group. Will invest. Prefer East-Southeast. Box E-26, BROADCASTING.

Ambitious recent graduate of University of Oregon. (Broadcast Management). Some selling. Train for mgmt/sales. Box E-46, BROADCASTING.

GM/SM—Successful take-charge guy, experienced in all phases of station operation. Family man, honest, loyal. Box E-48, BROADCASTING.

Progressive Radio Owners: Take-charge college grad, Master's degree, First Phone, desires sales or management position. Interested in investing for part ownership. Former sales service and traffic manager for medium market progressive rocker. Five years commercial experience, including engineering, production. Box E-74, BROADCASTING.

GM. AM and/or FM. Administrator, sales conscious, innovative programing with profit through product excellence philosophy major market proven. Box E-81, BROADCASTING.

General Manager—Proven performance, great references, a real detail man. Box E-95, BROADCASTING.

I want to manage your small market station. South, southwest, west. Strong sales background. Creative thinker. Dependable soft sell approach that creates trust and wears well with clients. Looking for a future. Reply to Box E-114, BROADCASTING.

## Situations Wanted Sales

Salesman with exceptional Disc Jockey, Programing and Production abilities. 1st Phone, 3 years experience in all phases. Box E-84, BROADCASTING.

Sales/Sports. Midwest, take this opportunity to improve your sports dept. while getting a top notch salesman/annr. at the same time. All play by play. 3 yrs. exp. Gordon Pirie, 1810 1/2 Juniper, Silver City, N.M. 88061. 505-538-2951 or 388-4564.

## Situations Wanted Announcers

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

Seeking professional uptempo small to medium market station with college nearby. Any shift. Can make operations very efficient. Broadcasting B.A. First. References. Enthusiastic, experienced, working, and can relocate now. Box E-7, BROADCASTING.

First phone, MOR announcer. Like to stay in Chicago-large market. Looking for growing responsibilities. 3 1/2 years experience, willing to learn more. Box E-20, BROADCASTING.

Creative air personality, college grad, 4 years on the air, 2 years PD, 3rd endorsed. Specialties include production, public relation promotional. Would prefer top 40 or up tempo MOR. Tape and resume on request. Box E-28, BROADCASTING.

6-7-8-9 hour daily board shift playing country records wanted. First phone, 5000 watt experience. Box E-41, BROADCASTING.

## Situations Wanted Announcers Continued

Believe in Professionalism? Believe sales and programing must continuously feed each other? Experienced, good, intelligent with a great family. Want settlement and station that gives a damn. Check me out and I'll check you out. Box E-53, BROADCASTING.

1st Class D-J announcer, excellent voice for sports, also authoritative newscast, commercial production and transmitter operator. Age 19. Box E-55, BROADCASTING.

Disc jockey (3rd endorsed)—progressive rock and top 40 formats. If you're looking for someone who's dependable, experienced, creative, versatile and ready to aggressively tackle additional responsibilities—let's talk. Box E-67, BROADCASTING.

Number one FM rock top ten market past 2 1/2 years. I am married, 28, college grad and can make you a winner. Can do MOR and beautiful music. Prefer West Coast, but will consider all reasonable offers. Box E-69, BROADCASTING.

Rocker or Heavy MOR, good references, production, dependable, hard working, medium market, a lot of radio background, midwest preferred, tape, resume. Box E-79, BROADCASTING.

Disc Jockey with exceptional Programing, Sales and Production abilities. 1st Phone, 3 years experience in all phases. Box E-84, BROADCASTING.

Experienced Adult-Rock communicator. First phone. Mediums/Majors. Box E-87, BROADCASTING.

Attention Mid-Atlantic Region. Super Top 40 Jock and play by play man in one. Six years experience, first phone. Available now. Tape and resume on request. Box E-93, BROADCASTING.

Adult, Beautiful Music. Major market background. 13rd endorsed. Salary open. Family man, good voice. Impeccable references. All eastern-southern markets considered. Tape. Box E-97, BROADCASTING.

Brigh', funny major market morning man ready to make a good station #1. Currently working 50 kw top 10 market where I have doubled the morning drive listeners, according to ARB and Pulse. I will settle down at a major market powerhouse doing solid gold, talk, MOR or country. An aircheck of a typical show that projects warmth, but loaded with belly laughs, and a resume with a good track record and sterling references will be sent if you write Box E-103 BROADCASTING.

Am N.D. at upper-middle market conservative operation. BA, R-TV & JRNL. Young, seven years experience and making good money. I would like to work at an on-the-ball top-flight operation with possible management potential. If you want to talk or for more information, write: Box E-112, BROADCASTING.

Announcer, programer, 13 years experience, will relocate now, 3rd endorsed. Box E-115, BROADCASTING.

Available Immediately. 2 yrs experience. 3rd endorsed. BA in Speech. Larry Clark, 312 Coburn Ave., Morgantown, WV 26505. 304-292-3265 after 5.

DJ/Announcer, Chgo. Bcst. School grad. 3rd endorsed. 29 married. Knowledgeable in all phases of Radio-TV broadcasting and electronics. Bob Cooper, 1727 Atchison, Whiting, IN 46394. 219-659-1582.

8 year Pro with first, hard worker, loyal, any med-or mstro market. 501-227-0260. Some TV.

All sports play by play. Tapes available. Marty Burns, 710 9th Street, S.E., Washington, D.C. 20003. 202-543-0735.

Sportscaster, good play by play, any sport, also news and sales. Chicago, Midwestern Bcst. School grad. Christopher Andersen, 1182 Wisconsin Avenue, Oak Park, IL 60304. 312-848-0144.

Young opinionated objectivist, major market experience, credentials seeks further talk/news, B.A., articulate. Firm but fair. Tape, resume. 814-237-3486.

14 years experience. First class FCC ticket, college, married one daughter. Willing to relocate anywhere let me repeat anywhere. Security is what I want from you in return. I'll give what I've given everyone else. "Proven Ratings." Steve Oretto, 249 East 2nd Street NY, NY 10009.

C&W D.J., tight board, good news, commercials, know C&W music, relocate now. Tape and resume upon request. Call or write Archie Grimshaw, 5517 Kingston, Lisle, IL 60532. 312-968-0898.

DJ and Engineer. First phone. Tight and imaginative production and engineering. Maintenance experience. Hard worker. Rock, MOR. Mike, 714-527-3555.

Professionally trained, 3rd endorsed young dj with some experience, looking for a chance at contemporary station. Call Alan at 616-344-4940.

## Situations Wanted Announcers Continued

1st phone, single, need 1st job, need good teacher. Will send tape and resume. 402-729-5914.

Radio/TV announcers. Beginners but with some "live" experience and much enthusiasm. DJ, news, sports, sales, copy, camera. Available now. Contact John O'Rourke, Austin Vo-Tech, Austin, MN 55912. 507-437-6681.

DJ Combo, 2 yrs. exp., 3rd endorsed, college grad, excellent production. Can write and deliver news, comedy. Will relocate. Call 212-367-6696 or write Robert Henry, 2440 Sedgwick Avenue, Bronx, NY 10468.

Top rated contemporary personality available now following format change. Proven winner in Top 50 market with 18/34's, 25/49's. Super production. 305-851-3719.

7 months of weekends. Now looking for first full-time shift. New England. Call Steve collect 814-643-2755.

## Situations Wanted Technical

Chief engineer with heavy experience in automation, directional AM, stereo FM looking for challenge in top 50 market. 33, BSEE, 1st phone, strong maintenance. Box D-267, BROADCASTING.

Degreed Multilicensed Chief. Hi power, AM-FM-DA design, remotes, unions, proofs, outstanding construction. 23 years electronics (original hair & family). Top drawer with both head and hands, seeks quality operation where capability is an asset. Box E-34, BROADCASTING.

Young aggressive Chief Engineer looking for a home as chief of a large station or chief of a chain. Good track record includes major market chief experience with 50 kw AM directional, audio and RF proof FM stereo, SCA, automation, remote control, amplifier and construction. Perfect audio is my specialty, and my current station is by far the best sounding AM in a market with over 30 surveyed stations. Resume and excellent references sent on request. I'm looking for a nice area to settle down. Box E-88, BROADCASTING.

## Situations Wanted News

Young news director at 1 kw Midwest station seeks similar position in New York, New England. BA Communications, Columbia School of Broadcasting grad. 3rd endorsed. Dedicated, can take direction. Box E-27, BROADCASTING.

Does anyone need an experienced news director to build or rebuild a regional news operation? Box E-66, BROADCASTING.

Looking for brains plus beauty? Dynamite young woman looking for position as reporter or production in radio or TV. Aggressive, hard worker plus two degrees from the University of Missouri School of Journalism. Will relocate. Can package a story from start to finish—forte is interviewing. Let's talk. Box E-70, BROADCASTING.

News hawk for hire. Need change of venue. Good sound and credentials. Great investment for large market operation. Box E-110, BROADCASTING.

College Grad, 24, completed news writing course with CBS editor, seeks beginning news writing position, 212-424-6570, Peter Fogel, 39-75 56th St., Woodside NY 11377.

Recent graduate with AA in Radio Broadcasting and BA in Radio/TV Journalism. 1st Phone, some experience. Seeking news position. Will relocate. Lucius Paul Dawkins, 1736 S. Hobart Blvd., Los Angeles, CA 90006. 213-731-4807.

Sportscaster—Director—Sales with the magnetic ability for capturing every exciting play, will manage, direct and sell college or professional PBP. Professionalism degree and resume package. Doug Logan, Crown Point, IN. 219-663-0745.

If you have a stagnant, do nothing, say nothing news dept—but want local news that becomes a viable force in your community—we should get together. If money's right—we start saying things and people will listen. Mark Wayne, 316-262-1458.

## Situations Wanted Programing, Production, Others

Big-voiced, 28, with the personality to make it happen on your major market station. Experienced in medium market adult contemporary and country. Station went from 4th to 1st in my time period in two books. Now I'm ready for the advancement I deserve. Box D-266, BROADCASTING.

## Situations Wanted Programing, Production, Others Continued

Bottom-line oriented program director with proven medium market track record is ready for a fresh challenge. 30, degree, 11 years experience, require minimum 18K. Box D-269, BROADCASTING.

Major mid-west market announcer seeks production directorship with MOR facility. 4 years experience, 1st phone and highly reliable. Looking for long term, secure employment. Must be five figure salary. Box E-65, BROADCASTING.

First phone jock. Seven years experience. Dependable. Stable. Former PD. Single. On-Camera TV experience. Excellent references. Half college graduate. Box E-75, BROADCASTING.

Experienced production director in medium size market, hard worker, good stuff, just listen. TV-R college grad., former jock, 1st phone, married, salary open. Box E-78, BROADCASTING.

Programer with exceptional Sales, Disc Jockey and Production abilities 1st Phone, 3 years experience in all phases. Box E-84, BROADCASTING.

I'm looking for a boss, who will use his intuitions and let a winner with a first, play his best game. In my case that's doing a radio show or programing a format. I have a rap that will put us in touch with the people 30 and under. In addition, I have production capabilities, plus a library better than most stations. If that's the market you want maybe it's time you gave me a try. Developing a show, I've made friends and left tracks all over the west. Let's talk business in the morning, I've got a million ideas, and a head full of music, with \$40 shoes just to walk around selling them for you. Having a little trouble, I'll be glad to accept charges, you might be my man. Jim Hayes 303-493-5031. Box E-91, BROADCASTING.

In Trouble, Small Market Station? Can't Afford Consultation? I'm Affordable, Ambitious Young, Creative, Audience Oriented, etc. I will do all necessary tasks, production, announcing, copy, etc., for a spot where I can earn my way up. Interested? Box E-99, BROADCASTING.

Copy or Traffic. Don't want to be star just hard work and responsibility. Write for resume and samples. Box E-102, BROADCASTING.

Outstanding broadcast team consisting of a razor sharp program director, and a chief engineer who can make any station the best sounding in any market is ready to make your station the only one on the dial. Will consider "a piece of the action" or stock as part of our pay, and we can build a station from the ground up or make a winner of any existing station. Let's talk. Box E-104, BROADCASTING.

News Director-Operations Manager. Twenty years experience in broadcasting can't be bought at any price. But, I'll exchange for stable, non-musical chair. Major-Medium Market Operation. First Phone, will relocate. Charles Beach, 4020 Holland #212, Dallas, TX. 214-521-7877.

Young, Energetic. Seeking Program Director's position in small-medium market. Five years experience; 1 1/2 years in nation's 33rd market. Now at small market deadend. Prefer Rock or Contemporary MOR. Mike Forrester, 136 Corliss Lane, Eugene, OR 97404.

## TELEVISION

### Help Wanted Management

Station Manager for Gulf Coast TV station in single station market. Ownership possibilities. Send total information first letter. Box E-52, BROADCASTING.

Top-notch Business Manager: Group-owned mid-west AM/FM/TV combo needs strong financial person. Want an aggressive manager, not a pencil pusher. Exceptional opportunity in one of top 25 markets. Box E-68, BROADCASTING.

Business Manager: Take charge financial manager with strong broadcasting background for large mid-west network affiliate. Group owner. An equal opportunity employer. Box E-116, BROADCASTING.

### Help Wanted Sales

Account Executive, network station in New England—self starter salesperson for local-regional sales, fringe benefits, salary/commission, send resume to Box D-258, BROADCASTING.

Sales Manager for a growing V in medium size market. Group owner with excellent benefits. Must be thoroughly experienced with proven track record of aggressive sales management. An equal opportunity employer. Send resume to Box E-119, BROADCASTING.

## Help Wanted Technical

Need young energetic TV engineer to grow with company. Should be experienced in studio operations, strong on maintenance. Excellent opportunity for right individual. Southeast. Send reply to Box E-32, BROADCASTING.

Well established UHF station is currently looking for a television engineer capable of working into the chief engineer position when present chief is promoted to director of engineering. The applicant must be strong in all phases of maintenance and capable of supervising and working closely with engineer personnel. Send resume, references and expected salary range with first correspondence. Box E-71, BROADCASTING.

Expanding Los Angeles Production/Post-Production Center has positions open for Experienced Camera or VTR Maintenance Technicians. Video Control Background Preferred. Must have good Solid State Background. Box E-80, BROADCASTING.

New York-Binghamton, dependable person with first class license, to handle UHF transmitter and studio operations. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, NY. 607-798-7111.

TV Maintenance Engineer: Kaiser Broadcasting in Boston requires Engineer experienced in latest RCA Color Equipment. Salary \$16-\$20,000. FCC 1st Class License required. Kaiser is an equal opportunity employer M/F. Call or write R. W. Leeth, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125. 617-288-3200.

Chief Engineer for NBC-UHF Affiliated with 5 kw AM and 50 kw stereo FM. Transmitter-Studio maintenance experience required. Good opportunity in Central Connecticut. Contact: P. Gilmore at 203-333-5551 or write in c/o WNAB, Broadcast Center, Bridgeport, CT 06608.

Video and Maintenance Engineers needed immediately—Rapidly growing Southwestern Production Company. Call Bill Schock Collect 214-630-1262.

## Help Wanted News

News Reporter and News Photographer. Major market, group owned, southwest station needs television field reporter experienced in covering general assignments, writing and editing. Station also needs news photographer with experience in all phases of 16 mm sound and silent film. Must have journalism interests. Send resumes to Box E-94, BROADCASTING.

News Director, who can: Handle administration, put together a first-rate visual product, and anchor the evening newscasts. Send resume and VTR to Lyn Stoyer, General Manager, KTVI, Sioux City, IA.

Television, News/Anchor Producer. Experience required. Specific responsibility for Major Newscast. Primary selection emphasis will be based on airwork abilities and potential but experience in TV-news-writing, production and reporting also necessary. Salary commensurate with experience and market levels. Contract commitment necessary if selected. An Equal Opportunity Employer. Send resume and screening VTR to Cal Bollwinkel, Program Manager, KXTV, P.O. Box 10, Sacramento, CA 95801. Phone: 916-441-4041.

Seeking field reporter with hard news, investigative reporting background and film use know-how for South Fla. TV news dept. Experienced only. Send resume/tape to WCKT-TV News, Miami, FL.

### Help Wanted Programing, Production, Others

Executive producer: Top 10—Network Affiliate wants experienced professional in all phases of film and tape production with emphasis on management and program content. Equal opportunity employer M/F. Send resume to Box E-1, BROADCASTING.

Producer-director. Career opportunity at top-60 CBS affiliate. To oversee local production, help build regional clientele. Leading station 20 years, beautiful new facility. First-rate equipment, able staff needing strong day-by-day leadership, follow-through. Resumes: VP/Production, KSLA-TV, Box 4812, Shreveport, LA 71104.

Location producer. WCVB-TV is looking for a talented and mature video pro to be part of the most dynamic morning show staff in Boston. This job entails a thorough background in remote production on live video cameras. You'll be in charge of booking, scouting, producing for daily live remotes on a PCP-90 hand held camera, five days per week. Video mobile unit and location tape production of considerable extent is a must in this job. Experience commensurate to Associate Producer experience on a variety and or talk show of substance is a must. You should be mature, creative, not afraid of hard work. Excellent salary, benefits, etc. WCVB-TV is an equal opportunity employer. Rush your credentials to: Program Manager, WCVB-TV, 5 TV Place, Needham, MA 02192.

## Situations Wanted Management

General Manager, 4 years experience, desires change. 39, sales management background and strong programming knowledge. Prefer medium to large market. Box D-262, BROADCASTING.

Aggressive sales manager in medium market, ready for new challenge. 3 years sales management, 31 with marketing degree. Current income 35K. Box D-264, BROADCASTING.

Television Program Manager with 18 years experience in Programing, Production, Film Buying, Promotion, and Daily Operations. Box E-62, BROADCASTING.

Television Instructor with Assistant Professor rank desires Radio-TV faculty position with College, University, or Community College. Box E-63, BROADCASTING.

General Manager-Sales Manager-Program Director, etc., for large-to-medium market station or group. Thoroughly experienced and successful all phases; all levels, including station-ownership. Expertise in aggressive programing, sales (national and local), promotion, community-involvement; production, lowering overhead costs. Fiercely competitive. Accustomed to formidable challenges and much responsibility. Can increase your profits and prestige. Box E-76, BROADCASTING.

General Sales Manager. Top 20. Knows how to motivate. Solid industry references. 40—married with family. Can stand rigid investigation. Box E-89, BROADCASTING.

Program Operations Manager TV experienced VHF, UHF, CATV. Administration FCC Regs, Logs programming costs, syndicated product, production. Box E-90, BROADCASTING.

Ass't to TV PD in Metro of 400,000 seeks advancement to larger market. 9 yrs. experience, 5 in TV. Degree, Married, Dedicated. Box E-100, BROADCASTING.

## Situations Wanted Sales

Television Salesman available soon. Diversified commercial TV sales experience and ad agency account executive experience. Box E-61, BROADCASTING.

Successful, Young Account Executive with medium market group owned VHF. Desires right offer from major market group owned station. Box E-101, BROADCASTING.

## Situations Wanted Announcers

Can't afford to be modest! Have outstanding position, but looking for a really lucrative opportunity. Primarily a commercial announcer, good-looking, excellent voice and delivery. Now doing number one weather at number one station in top 30 markets. Also heavy news anchor, emcee, writer. Authoritative, personable. Degree, 11 years experience, VTR available. Must be completely confidential! Box E-106, BROADCASTING.

## Situations Wanted Technical

Director of engineering for group owned stations seeks challenging position. Experienced in all phases of management, construction, and operation of 50 kw directional, FM stereo, and television facilities. Box E-12, BROADCASTING.

Engineer: First phone, technical school graduate. Experienced AM, FM, TV. Available in northern California in early July. Box E-14, BROADCASTING.

Fifteen years experience in television, seven as supervisor or Chief Engineer. Have built or rebuilt, operated and maintained TV stations. Make a good move and give me consideration as your chief engineer. Box E-85, BROADCASTING.

## Situations Wanted News

Energetic young man with talent to burn. Experience television, radio sportscaster, newscaster and staff announcer. Will relocate. Call 1-209-862-3454 or write Box D-222, BROADCASTING.

Give me a chance and I write, report, research and produce news. Communications graduate with strong radio and TV experience. Will relocate anywhere. Box E-15, BROADCASTING.

Investigative reporter, specializing in innovative documentary and filmwork, seeking move to larger operation. Consistent award winner in top 10 market. Box E-49, BROADCASTING.

Anchorman with authority, impact, wit. Experienced writer-performer. Box E-86, BROADCASTING.

Weather-caster, announcer. Major market since 1955. Desire medium, small market. Salary open. Family man, impeccable references VTR. Box E-98, BROADCASTING.

## Situations Wanted News Continued

Weathercaster, 27, seeks opportunity to upgrade your weather department, aggressive, versatile, excellent appearance, 3 years air experience, BA Broadcasting, VTR. Box E-105, BROADCASTING.

Currently backup sports director in top 40 market. Desires directorship in top 60 market or backup in major. Young, extremely knowledgeable, Degree, major college experience. Tape, resume on request. Box E-118, BROADCASTING.

## Situations Wanted Programing, Production, Others

Program Manager with ability to make things happen. Young, degree, six years experience in top 40 market. Box D-263, BROADCASTING.

Producer/Director—B.S., married, top 25 market, public affairs—music—sports, network credits, seek larger station or production house. Box E-30, BROADCASTING.

Young ambitious man with B.S. television-radio wishes producer/director or production position. Four years experience, willing to re-locate. Box E-54, BROADCASTING.

Producer/Director—commercial and educational background—Nine years experience in TV production—5 years Producer/Director—BA in TV—28, honest, aggressive professional—available immediately. Box E-58, BROADCASTING.

Television Film Director with 15 years experience in Editing, Commercial Insertion, Film Buying, and Feature Film Scheduling. Box E-60, BROADCASTING.

Production Supervisor—Producer/Director seeks position in top 25 market. Experienced in all phases of live and tape studio and remote production. Masters degree in communications. Box E-64, BROADCASTING.

Magna Cum Laude grad, 29, broadcast journalism, University of Minnesota, seeking creative position in news or educational production. Versatile, talented, excellent portfolio and references. Phil Dean, 438 Fourth St., N.E., Minneapolis, MN 55413. 612-336-8790.

Director with solid remote/studio experience. Vacationing midwest May 20-31. Available for interview. 9001 North 75th South, Milwaukee, WI.

BS Degree-TV & Film Production, Experience Wide Background, will relocate. Joseph C. Burkland, 1963 Fairmount, St. Paul, MN 55105. 612-699-6121.

Indiana University grad with on-air directing experience wants full-time production job. Also commercial, engineering background including TK45's, VTR's, switching, audio, lighting. Opportunity more important than salary. Jay Meisenheider, 703 West Gourley Pike, Bloomington, IN 47401. 812-339-0929.

Degreed and flexible. Indiana U. MS in R-TV. Broadcast TV directing and FM news experience at public TV-FM. Also crewed at public TV. Want to rise quickly to producer/director. Available now. Jack Ginay, 8417 Greenwood, Munster, IN. 219-838-3867.

## CABLE

### Help Wanted Management

We have several CATV clients nationwide seeking highly qualified engineering management talent in the \$20-\$30K salary range. Confidentially call Fred Harms, Management Consultant at 312-693-6171 for discussion regarding these positions.

### Help Wanted Sales

Aggressive, young sales representative needed to service five state Midwestern region for well-known supplier to the CATV industry. Good working knowledge of CATV required. Limited overnight travel. \$18,000 base plus commission with opportunity to earn \$30,000 second year. Send resume to Box E-121, BROADCASTING.

### Help Wanted Technical

Immediate opening for experienced, hard working, organized Chief Video Engineer to maintain full color studio facilities of the largest cable television system in the Country. Must have good color background, thorough knowledge of 1" VTR's; also some digital theory. Starting salary \$13,000. Plenty of opportunity for advancement. Send resume to: Mission Cable TV, c/o John Long, Director-Programming Services, Box 20847, San Diego, CA 92120.

## Situations Wanted Management

College graduate, B.S. cable communications, interested in moving into system management with MSO. Reply to P.O. Box 204, West Chester, OH 45069.

## Situations Wanted Management Continued

CATV generalist, strong in management. Presently assistant to president and director of marketing with multisystem owner. Active sales in CATV, MATV, CCTV. Master's with excellent references. Box 100 or call 412-824-0949.

## WANTED TO BUY EQUIPMENT

Wanted: G.E. Color Camera, Model PE-250 or PE-350 KXON-TV, Mitchell, SD 57301.

Need OB-24 Fast Lap sprocket and output modules for visual electronics LS-VI/8 video switcher. Contact Chief Engineer WPHL-TV, Philadelphia. 215-242-2800.

RCA TK43 Color Camera chain complete. Phone Mr. Dumas at 603-898-2316 ext. 285.

Wanted Ampex Mark III 10 ml ball bearing head wheels. Rebuilt or used with good hours left. Write to: E. Panos, 2334 W. Lawrence Ave., Chicago, IL 60625.

Wanted RCA TR-4MB's TR-50's TR-60's—We buy for cash before you trade. E. J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008. Phone: 215-543-3548.

## FOR SALE EQUIPMENT

Telescript 7000 3/4" x 4" slide projector, complete with 8' x 10' rear screen and remote control unit. \$150.00 C.O.D. KXON-TV, Mitchell, SD 57301.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

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.

For Sale: 250 watt RCA AM transmitter, type BTA-250M, excellent condition. Available May 15. Price \$2,500. 314-546-7473. Also for sale: 4 Gates Cartridge II cartridge play back machines and 1 Gates Cartridge Tape II recorder/play back machine and approximately 250 cartridge tapes loaded at various lengths. Price \$200 each for the play backs and \$250 for the recorder play back and \$1 each for the cartridges. Phone 314-546-7473.

Take up payments. Complete IGM Automation System and spare parts. 205-574-2341.

PC-70 Color Camera excellent condition, new XQ-1020 tubes, Angenieux Servo lens, Houston Fearless Pedestal Included \$35,000. Chief Engineer 813-334-1131.

Several Magnacorder Recorders. Rack mount and portable. Spare parts. Gates FMA 3A three bay antenna 98.3 \$300.00. ASPA 320 antenna 450.35 \$50.00. Many more items priced for sale. Send for list. C. Chamberlain, P.O. Box 69, Bellefontaine, OH 43311.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

## COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Jock Shorts! Twice-monthly Contemporary Comedy. Sample \$1.25. Broadcast Library, 5804B Twineing, Dallas, TX 75227.

Topical One-Liners! UFO's! Streaks! Exorcist! Tapes! Ooga Chukkal Sample free!—Tiger Lyons, P.O. Box 644, Franklin Park, IL 60131.

One-liners! Jokes! Tropical humor exclusively for jocks. Free sample—"Funnies" Box 11-511, Newington, CT.

## MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. 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.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

## Miscellaneous Continued

Most up-to-date mailing list of over 5,600 AM and FM Stations in the U.S. and Puerto Rico, including college stations and names of PDs. Contact Mr. Haywood. 202-785-0275.

Logomotion is your next contemporary ID Jingle package. Dynamite sound, low cost! Write Mother Cleo, Box 521, Newberry, SC 29108.

## INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No tuition, rent! Memorize, study—Command's "Test-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 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.)

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# Profile

## WGN's and AWRT's Pat Nealin: working from the inside

She got on and off the stage all right in her first big role as the court chamberlain in *Snow White*. The problem, however, seemed to be getting her out of the make-up room. "That's a very bad sign," said the noted make-up artist who thought that 11-year-old Patricia Nealin's fascination with the behind-the-scenes art of playmaking portended a lifelong addiction to the "smell of greasepaint."

She still smells the greasepaint "subliminally" at WGN-TV, she says. And well she might, for as manager of films for that Chicago station, she is responsible for all the administrative and production functions associated with the station's film and video-tape entertainment programming. That keeps her in the make-up room pretty much full time these days, handling behind-the-scenes activity for an independent station that programs 144 hours a week (including some 20 feature films). But last week she was in the limelight once again as she took over the gavel at the 23d annual convention of American Women in Radio and Television.

How Miss Nealin got her start at WGN-TV has something to do with luck, and not a little to do with AWRT. After a stint working for an educational association selling audiovisual products, she worked for two years as editor of the *Illinois Dental Journal*—just long enough to decide that glamour and fame were to be found elsewhere. She literally had her bags packed for a move to California when WGN-TV offered her a post in its film department. So much for luck. Where AWRT comes in is that the person behind the offer was Elizabeth Bain—former WGN-TV employe and AWRT member who eventually became AWRT president.

Miss Nealin's relatively easy rise to the post of director of films may be something of an anomaly for women in the industry. Upward movement presented "no problem," she says and being a woman was neither a help nor a hindrance, she asserts. Because the TV medium was growing by leaps and bounds, skilled personnel were in short supply.

And skill is something she has in good supply. According to all accounts, Miss Nealin runs a tight ship (complete with an ex-marine as second in command). She is intelligent, highly professional and efficient, say her colleagues. Station Manager Sheldon Cooper calls her a "charming dynamo who knows her business" and "a tiger at keeping that department moving."

Keeping the department moving involves, on the administrative side, handling legal contracts, license fees, cataloging and scheduling; on the production



Patricia Loretto Nealin—manager of films, WGN-TV Chicago; b. Oct. 19, 1927, Chicago; BA, Mundelein College, 1949; Northwestern University 1948-49; editor and advertising director, *Illinois Dental Journal*, 1950-52; WGN-TV film department, 1952; assistant to film director, 1957; director of films, 1959; manager of films, April 1974; WGN-AM-TV editorial board, 1971; one of first women admitted to Sigma Delta Chi, 1970; president, Chicago chapter, AWRT, 1963-65; national secretary-treasurer, AWRT, 1968-70; secretary, AWRT Educational Foundation, 1972-73; president, AWRT, 1974.

side it means acceptance screening, editing and commercial placement. A recent survey showed that one-third of AWRT's members have at least one male employe reporting to them. Miss Nealin has eight, as well as three women.

Many who know Miss Nealin feel that her personal qualities are as responsible for her climb up the ladder at WGN-TV as is her professional style. Born and raised in the Midwest, she's picked up a directness and honesty that may verge on the blunt, but never on the tactless—a quality that has made her a valuable addition to the WGN-AM-TV editorial board (the first woman to hold that post). Elaine Pitts, past president of AWRT, describes her as a "people's person" with a special ability to establish a rapport and work closely with people under any sort of circumstances.

She'll get a chance to put those qualities to work, when, as AWRT's president, she'll become one of broadcasting's more visible spokeswomen. But not only

will she be involved in "external relations" for an organization that is changing its image and priorities; it will be her job, as well, to develop programs and strategies that will draw together a membership that is anything but homogeneous in its attitudes toward feminism—and the changing role of AWRT.

In the area of women's rights, Miss Nealin is herself a kind of MOR feminist, harboring a conservatism that rubbed off, at least in part, from four years at a small Midwestern Catholic woman's college, Mundelein. While one of the qualities she admires in other women is the ability to "stand up and be counted," she puts high on her list such things as "moral judgment" and "being a lady." But she is also committed to aiding women to advance in their professional careers and is optimistic about increasing opportunities for women in broadcasting.

"We've done a lot of innovative things in the last year or two," she says of AWRT's increasing responsiveness to the "woman question," and the 1974-75 term should be the one in which the organization begins to see tangible results from its affirmative-action programs and national professional registry.

Among her pet projects will be "aggressive recruitment" of younger women, who, she believes, will find AWRT's new thrusts particularly attractive. "Too many of us are over 40 and too many of us are over 60," she says of AWRT's current membership rolls.

Affirmative action will be a high priority program under Miss Nealin's leadership. "There's no point in griping to male management, government agencies or the EEOC if you don't do something constructive yourself," she says. AWRT will emphasize management development workshops as well as programs designed to educate its membership in the legal responsibilities of employers and the legal rights of women employes in the area of equal employment opportunity. She also hopes to get the professional registry out of the talking and into the working stage this year in order to provide a resource bank of professional women. "We want to say to management, 'Don't say to us you don't have any qualified women,' because we have them."

Her AWRT sword cuts both ways. She also feels the organization must put an even stronger emphasis on informing its members of the issues and problems facing the industry in such areas as license renewal and equal opportunity. "This can't help but influence their daily job activity," she says. Broadcasting, she says, "is a very serious business," and AWRT should "impress on its members that they have rights but they also have responsibilities and we have to actively pursue both of them. That should make women, I think, a very effective force in the entire industry."



# Editorials

## Double trouble: 315 plus 312

For all broadcasters there are signs of trouble — big trouble — when the political campaigns of 1974 heat up. The root cause of all such trouble, of course, is Section 315 of the Communications Act and the equal-time and fairness laws that it contains. But another, if little noticed, section of the act, which was amended in a campaign reform bill adopted in early 1972, is destined to claim its share of victims. It is Section 312, which now requires broadcasters to provide “reasonable access” for all political candidates.

To our knowledge Section 312 has been invoked by the FCC only twice: last October when KLAS-TV Las Vegas was told that its policy of limiting political commercials to one-minute length was illegal (*Broadcasting*, Oct. 15, 1973) and two weeks ago when Philadelphia stations were given similar advice (*Broadcasting*, May 6). Both rulings interpret “reasonable access” to mean political speeches exceeding a minute’s duration and scheduled during various times of the day, including peak audience periods.

So far the FCC has not ruled on how long a political commercial must be before it qualifies as reasonable access — except to declare that a minute isn’t enough — but a guide may be at hand in proposals issued two weeks ago by Senator Thomas F. Eagleton (D-Mo.) and the likely Republican opponent for his Senate seat, former Representative Thomas B. Curtis. Those two have agreed to spend no money at all on broadcast advertising and instead to appear in a series of hour-long television debates. They have also agreed that each may spend as much as \$300,000 on non-broadcast campaigning.

The Eagleton-Curtis agreement is disturbing enough for its gross discrimination against radio and television as advertising media — indeed, the most persuasive media for political use. But it is even more disturbing for its airy assumption that all those television hours are there for the asking. Does this imply a general impression among politicians? Is access to the air now considered an unlimited political right?

If television broadcasters in Missouri fall for this, they will set a precedent that will open studios coast to coast for candidates for every office. They have reasonable explanations to reject the Eagleton-Curtis demands, including the equal-time hazards that would be created.

But on a larger front there must be political action to head off this trend before it gets out of hand. Not much attention has been paid to the new legislation for campaign reform that has passed the Senate and is now before the House. One of two bills that emerged from the Senate would repeal Section 315 for presidential and vice presidential candidates. Fair enough as far as that goes. But another would eliminate the equal-time provision only if every candidate for every office were afforded a minimum of five minutes of time. That opportunity, if used to the utmost, would turn the broadcast system into a political stump.

The five-minute windfall for everybody is the invention of Senator Walter D. Huddleston (D-Ky.), a broadcaster, who has tried to convince people that this is the only practical way to repeal the equal-time burden. We persist in believing that enforced allocation of political time is a poor accommodation to political pressure and a further corruption of broadcasting’s journalistic role.

Whether it is Huddleston on allocated time or Section 312 on reasonable access, the broadcaster is losing control.

## Henry had a better idea

Under our laws, foundations may be established to endow or underwrite various projects as well as to donate to charity with all such contributions exempt from taxation. Often these foundations are named to perpetuate the memory of the principal or original donor.

There are hundreds of examples, but the outstanding one is the multibillion-dollar Ford Foundation established many years ago. But before we are accused of not knowing the difference between a will and a waybill, be assured that we are aware of the oft-restated fact that the Ford Foundation has nothing whatsoever to do with the Ford Motor Co. Yet it cannot be denied that they owe their identities to the same individual — Henry Ford.

Last week we reported that the Ford Foundation had announced new grants totalling \$1,326,000 to two Washington-based “public interest” law firms that had represented litigants against broadcast operations — sometimes called strike applicants. McGeorge Bundy, president of the Ford Foundation, never friendly to broadcasters, heaped encomiums on the groups in announcing the grants.

We are constrained to wonder how Henry Ford, the automotive genius, the hardnosed industrialist who was not without his hangups about minorities during his lifetime, would have welcomed the distribution of funds that sprang from his acumen to underwrite the ultraliberal, antiestablishment, socialistic concepts of pressure groups.

Officers and trustees of foundations are given carte blanche in disbursement of their funds. That is all the more reason for extreme caution in their selections. It would be an insult to the memory of Henry Ford if the instrumentality created in his name contrived to do those things that he, in his lifetime, would never have condoned.

## Immovable types

The new affinity between old-line and broadcast journalism is apparent almost everywhere these days, as the indivisibility of the First Amendment family becomes increasingly apparent. Yet there remains a conspicuous exception: in the lists of those accorded Pulitzer prizes for journalistic achievement. The broadcast arts and media seem still non-existent in the minds and eyes of the Pulitzer judges. But there’s hope. It may not be spot news, but the 21st Century is just ahead.



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