

Back to the drawing board on prime-time access
NAB tells its TV code board: Do something

Broadcasting Jun 24

The newsw Weekly of broadcasting and allied arts

Our 43d Year 1974

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***Happy Birthday, Wanda June**

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RICHARD HARRIS, ALEC GUINNESS, ROBERT MORLEY, DOROTHY TUTIN

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You Can't Win 'em All

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The Horsemen

OMAR SHARIF, JACK PALANCE, LEIGH TAYLOR-YOUNG

The Southern Star

GEORGE SEGAL, URSULA ANDRESS, ORSON WELLES

***The Virgin Soldiers**

LYNN REDGRAVE, HYWEL BENNETT, NIGEL PATRICK

***Stand Up and Be Counted**

STELLA STEVENS, STEVE LAWRENCE,
JACQUELINE BISSET, GARY LOCKWOOD

The Tiger Makes Out

ELI WALLACH, ANN JACKSON

The Land Raiders

TELLY SAVALAS, ARLENE DAHL, GEORGE MAHARIS

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BILL MUMY, BARRY ROBINS

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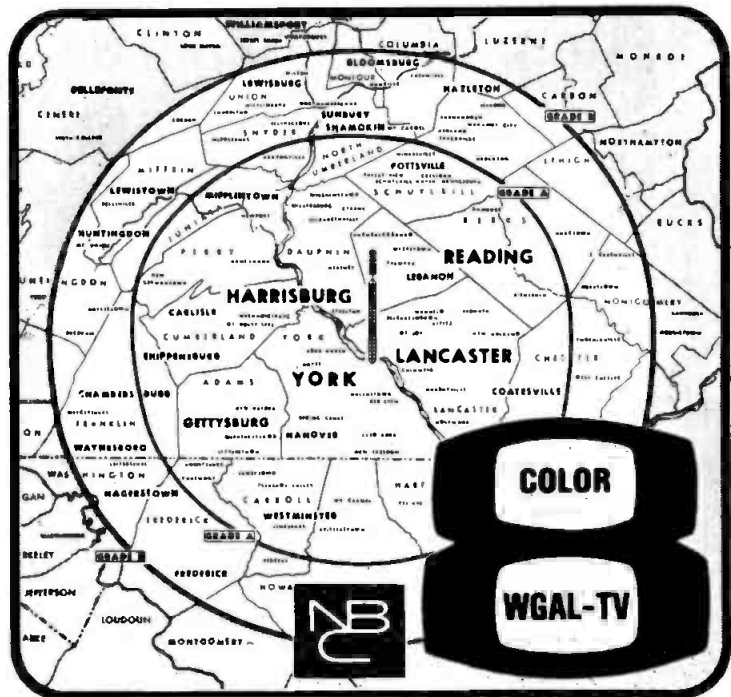


In the dynamic multi-city plus-market Lancaster-Harrisburg-York-Lebanon, WGAL-TV delivers a greater audience than any other station - totaling nearly as many homes as all other stations in the area combined.

Arbitron, Feb.-Mar. '74, sign-on to sign-off, Sun. thru Sat. Estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

WGAL-TV
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Closed Circuit[®]

Uppity FM'ers. Staff and influential radio members of National Association of Broadcasters are beginning to wonder whether another organization — National Association of FM Broadcasters — is out to challenge NAB as all-radio trade association. FM association is actively promoting "national radio broadcasters conference and exposition" to be held Oct. 10-13 in New Orleans. Promotion material emphasizes it's for AM and FM, promises "profit-making" workshops and exhibits by "country's leading suppliers of broadcast equipment and services."

It was with one eye on NAFMB that NAB radio board, at urging of retiring chairman, Clint Formby (KPAN[AM] Hereford, Tex.), voted at Washington meeting last week to beef up NAB services for radio (see page 11). At same meeting some NAB radio directors grumbled that they had been used by NAFMB when they agreed to support all-channel set legislation that squeaked through Senate week before (*Broadcasting*, June 17). If bill also gets through House, those all-important auto radios will have to be built with FM and AM tuners.

Two percent. FCC this week will resume discussion of re-statement of fairness doctrine and, if Chairman Richard E. Wiley's expectations are realized, will vote it out. There'll be added ingredient for their consideration: Commissioner Benjamin Hooks is drafting provision for limited counteradvertising. He feels percentage of time — say, 2% — that station sells for commercials might be put aside for those wanting to take issue with commercials. Time would be sold to counteradvertisers who could afford it, given to those who could not. Not much support is seen for Hooks proposal.

Choreographer. Major figure behind opposition to House-passed license-renewal bill (H.R. 12993) now pending before Senate Communications Subcommittee is Albert Kramer, former director of Citizens Communications Center, Washington. Mr. Kramer on June 1 took leave from presidency of National Citizens Committee for Broadcasting, which because of tax-exempt status is barred from lobbying, to take over privately funded lobbying organization, Citizens Information Project, to work for defeat of renewal legislation.

Alternative legislation Mr. Kramer has suggested (*Broadcasting*, June 17) has been distributed to all witnesses with request they comment on it. He has also been recruiting citizen groups and individuals all over country to testify against bill and has been providing them with background memos. His evangelism seems to be paying off in expanding list of witnesses to appear in opposition to broadcasters.

Nothing sacred. *Los Angeles Times's* Dick Adler, who has already interviewed two occupants of Nielsen Audimeter homes — which are supposed to be secret — says two more have volunteered to talk. If covers continue to blow at that rate, Nielsen sample could be compromised. First Adler subject claimed to use power as representative of 175,000-250,000 U.S. viewers to boost ratings of programs he thought needed Nielsen help. He made sure to turn on set

for them, even if he didn't watch. Second, offended by first's manipulation of his power, swore to follow normal viewing interests.

Over again. Effort to obtain complete revision of FCC's cable rules is surfacing as National Cable Television Association's next major project. At association's board meeting last week in Washington several key directors expressed conviction commission should start from scratch in re-regulation rather than to hack away at rules in numerous rule-makings — as it is presently doing.

Most in line. Unofficial accounts indicate that no more than two major CBS-TV affiliates have refused to clear for all or substantial chunks of Democratic party's 21-hour fund-raising telethon, to be carried on that network next weekend (10 p.m. June 29 to 7 p.m. June 30, NYT). Two known to have dropped out are KDKA-TV Pittsburgh and KPIX(TV) San Francisco, both owned by Westinghouse Broadcasting Co.

Westinghouse stations are said to have several reservations: They're concerned about fairness considerations in telecast of such length, have misgivings about fund-raising process involved and consider station compensation for carrying telecast to be so low that, as one executive put it, "participation could be considered a contribution to the Democratic party, and that's illegal." Affiliates will be paid for only five and one-half hours of 21-hour program (*Broadcasting*, May 20).

No comment. Richard Salant, CBS News president, has ordered his department to "shut up" about Nielsen ratings for *CBS Evening News* with Walter Cronkite. Mr. Salant was said to be disturbed over CBS News's counterpublicity to NBC News's claims of "leadership" (*Broadcasting*, June 17). Internal memo giving CBS News's interpretation of year's rating competition between CBS and NBC, was reportedly approved by Mr. Salant, but after details appeared in press, Mr. Salant demanded future clam-up. CBS leads in network nightly news third week in row, with 11.2/28 over NBC's 9.8/25 and ABC's 8.5/22 for June 10-14.

Nonprofit net. National Association of Broadcasters took in \$330,000 more in revenue than it spent on this year's annual convention in Houston. Everett Revercomb, secretary-treasurer, reported to NAB board last week. That was \$90,000 more than \$240,000 that last year's Washington convention produced. In Houston, total revenues were \$600,000, of which some \$400,000 was from exhibits, rest from registrations.

Worse or worst. Teleprompter Corp. faces bleak outlook this week as FCC considers how to deal with company's applications for certificates of compliance for its cable systems in Johnstown, Pa., and Trenton, N.J. Company was fined and its president at time, Irving Kahn, jailed for bribing Johnstown officials to get franchise. There was also bribe case in Trenton.

Best Teleprompter can hope for is FCC directive to Johnstown and Trenton to hold new franchise proceedings in which Teleprompter could compete. At FCC meeting last week, however, there was talk of telling cities Teleprompter had been disqualified.

Top of the Week

Cave in. *New York appellate court throws networks' fall schedules into disarray by ordering FCC to hold off revised prime-time-access rule until at least September 1975. Decision reopens number of prime periods, returns slice of market to syndicators. Court, while not specifying future course for commission, strongly indicates agency has failed to do its homework. Page 24.*

Split decisions. *Return of radio drama has drawn spotty response after a year back on the scene. CBS's Mystery Theater is unqualified success story, with renewal virtually assured. At Mutual, officials aren't sure of anything regarding Zero Hour. On other fronts, it's a mixed bag. Broadcasting analyzes the passing show. Page 26.*

Done. *Public broadcasting's first exercise in democratic program decision making — the National Station Cooperative — results in selection of 26 offerings with total tab of \$13.7 million. Stations generally optimistic over results, although claims of declining public affairs inventory make waves in Washington. Page 31.*

Eye-opener. *WCVB-TV Boston and five of its New England TV counterparts will form a live, microwaved network this fall built around an ambitious, successful 90-minute morning show. Page 32.*

Quest for daylight. *Caught in midst of tug o' war between government, industry and citizen representatives testifying before it, Senate Communications Subcommittee searches for resolution of renewal issue acceptable to all. Judging from last week's hearings, it looks like a rough row to hoe. Page 36.*

Crash course. *With pressures mounting for government controls of children's advertising, NAB leadership instructs TV code board to firm up self-regulatory proposal. It's the headline issue of an otherwise quiet summer joint board session. Page 38.*

Evasive action. *Faced with host of demands for refunds of fees Supreme Court ruled illegal, FCC asks Justice Department to litigate for grace period while agency formulates new schedule. This time, it's looking to recover 34% of costs. Page 42.*

Filling the void. *Word from White House is that President has list of candidates to fill all vacancies on Corporation for Public Broadcasting's board of directors and will deliver shortly. Analysis of board's present composition underscores necessity for such action. Page 44.*

Ransom. *With impending renewal deadlines as bait, Professor Phil Jacklin gathers 40 San Francisco broadcasters to meeting at which public access is topic of the day. Page 45.*

Changeover. *Week's biggest station sale sees Cowles's WREC-AM-FM Memphis going to Gordon Gray's Triangle Broadcasting for sum in excess of \$3 million. Page 47.*

High cost of slow pay. *With several adverse developments as catalyst, broadcasters again talk seriously about lingering problem — slow advertising payments. Possibility of penalty assessment for overdue accounts comes to surface. Page 50.*

Answers. *Kenyon & Eckhardt was stumped for creative idea in its new Ford campaign, until the obvious became obvious. Result: an "I didn't know that" TV campaign (spread to radio by Grey Advertising) that's the talk of Madison Avenue. Page 54.*

Selfless. *His head told Ashton Hardy to stay in New Orleans when FCC Chairman Dick Wiley offered him commission's general counselship. His heart said otherwise, and a new bureaucrat was born. Page 81.*

Citizen groups continue to build case against license-renewal relief; growing witness list to extend hearing

Citizen group representatives on Thursday began dominating center stage of Senate Communications Subcommittee hearing on broadcast license renewal legislation. They urged senators to reject House-passed measure (H.R. 12993) as one that broadcasters do not need and can only serve to deny citizens leverage they've acquired for forcing broadcasters to respond to public's needs and interests.

Chairman John O. Pastore (D-R.I.) seemed sympathetic, but not to extent that he would reject completely legislation broadcasters say is needed to provide stability in industry. As he did at first two days of hearing (see page 36), he made clear coolness to idea of five-year license but warmth toward protecting broadcaster with good record against competing application at renewal time. As for provision for "good-faith negotiations," he called that "eye-wash."

Senator gave same description to section in House report on bill that says as long as licensee was not engaged in comparative hearing, "minimal" service would merit renewal, even in face of petition to deny. That language "is in House report," he said, indicating Senate subcommittee is not bound by it.

Major rebuttal to broadcasters' argument that bill is needed to provide stability to industry was offered by Charles Firestone, Citizens Communications Center lawyer, appearing in his own behalf. He submitted statistics showing that in each of last three years, more than 99% of commission decisions involving renewal applications favored broadcasters, that percentage of petitions to deny that were set for hearing — in terms of total renewal decisions — fluctuated from .03 in 1971 to .26 in 1972 to 0 last year.

James McCuller, chairman of National Black Media Coalition, said bill, if enacted, would "actually demolish any hopes black citizens may have had for entry into broadcasting." Donald H. Brown, of National Urban League, said bill represents effort to change rules just as citizens are beginning to "understand and utilize the existing administrative and judicial systems to seek redress of their grievances."

John Dalessio, of National Association for Better Broadcasting, said that under standards of renewal bill, NABB "would not have challenged the license of KTTV(TV) Los Angeles, because we could not have won." Challenge opened door to negotiations with station that resulted in agreement under which KTTV agreed not to air number of specific children's programs on ground they were unduly violent.

One broadcaster who could draw on personal experience to testify to felt need for stability was Richard Stakes, executive vice president of Washington Star Station group, which includes WMAL-TV Washington. He noted that since September 1969, WMAL-TV has had uncontested license for period of two days. Station's 1969 renewal was opposed by local group then, granted by commission in order U.S. Court of Appeals for Washington upheld late in June 1972. Now, station's 1972 renewal application, filed on July 2, 1972, is object of two petitions to deny. Cost of litigating 1969 renewal through court of appeals: about \$1 million. However, Mr. Stakes also acknowledged that number of blacks employed by station has risen since first petition to deny was filed.

Senate subcommittee also heard Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., on Thursday. He urged senators to transform bill into one that would deal only with renewal/comparative-hearing cases, and would direct commission to define by rule "the broad program elements constituting broadcast perform-



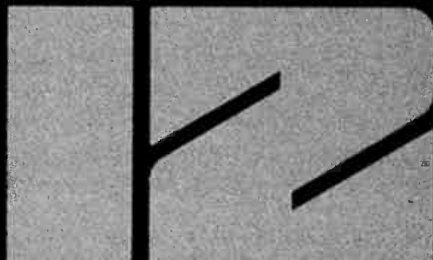
Lyndon Myers Can't Walk. How Much Will \$110,028 Help?

Lyndon Myers is 10 years old...a Muscular Dystrophy victim, and North Carolina's MD Poster Child.

When the WXII-TV Jerry Lewis MD Telethon was finished and Lyndon was told that \$110,028 was pledged—the largest single amount in any market between Washington DC and Atlanta—he asked WXII-TV Director Roger Shaver: "Mr. Shaver, will all that money help me to walk better?"

Lyndon, we don't know, but we hope it will. That's why we'll continue in this cause and for others...In The Public Service.

WXII



WINSTON-SALEM • GREENSBORO • HIGH POINT



“What’s My Line?” is about the show a station manager And keep it there for years of new, untried programs



Goodson-Todman’s
“What’s My Line?” has a
record of strong, long runs
in syndication:
4 or more years in
34 markets, 5 or more
years in 19 markets, and
6 years in 12 markets.



Currently,
“What’s My Line?” wins
more women than lead-in
programs in 33 markets
(23 in prime-access time).
Average increase is 35%.
In 29 markets (21 in
prime-access time)
“What’s My Line?” wins
more total viewers than
lead-in programs. With a
36% average increase.

**surest audience-building
can put in a choice time slot.
And avoid agonizing appraisals
with each coming season.**



“What’s My Line?”, with Tony Award-winning Larry Blyden as its personable host, is available for September 1974 in some markets. Get it now, and rest easy for a long time to come.

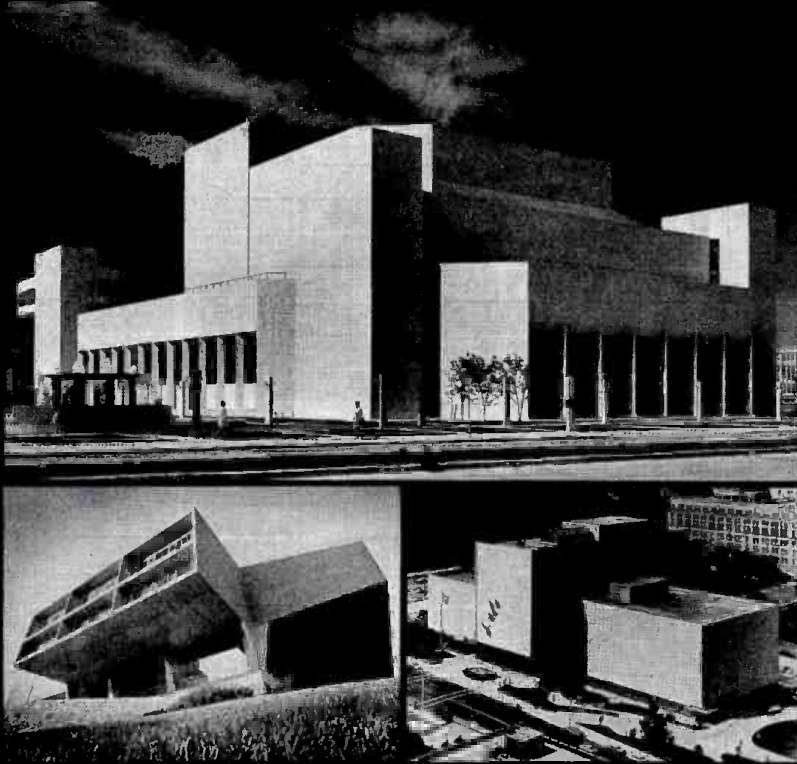


For years, this most famous of all game shows has proven its appeal to women, in particular, and to all audience segments. Its strength as effective counterprogramming against early network and local news has been documented time and again.

Viacom

Source: ARB, Feb.-Mar. 1974. Audience estimates subject to qualifications available on request.

Milwaukee's deep appreciation of the fine arts is evidenced by its many cultural facilities. Included here are just three of the newest structures. Top—the Performing Arts Center, which houses three theatres and is home to the Milwaukee Symphony, as well as opera, ballet and special productions. Lower left—the Art Center with permanent collections from ancient Egypt to contemporary. An addition, now being built, will quadruple display space. Lower right—the fourth largest museum of natural history in the United States.



Milwaukee. Citadel of the arts.

We're proud of Milwaukee. And proud
of our position in our community.

WTMJ TELEVISION FOUR

NBC in Milwaukee.

Represented by Harrington, Righter & Parsons, Inc.

Inklings. First indication of how CBS-TV may revise new-season schedule to comply with restored three-hour-a-night limit on network programming (see page 24) came from Robert D. Wood, president, and Fred Silverman, VP-programs, at meeting with news people in Los Angeles. Children's series planned for 7:30-9 p.m. Saturday is out. Hour of Sunday programming — unidentified — will be moved to other night or nights. Four shows considered for ouster to make room for Sunday transplants: *Love Nest*, Friday, 8-8:30 p.m.; *We'll Get By*, Friday, 8:30-9 p.m.; *Planet of the Apes*, Tuesday, 8-9 p.m.; *Paul Sands*, Saturday, 8:30-9 p.m. All three networks are confronted with revisions as result of appellate court's stay of FCC's prime-time modifications adopted early this year.

New start. Indications at FCC were that prime-time access proceeding will be reopened for comment. Court told it to take into consideration views of public, Justice Department, others.

ance which is 'substantially responsive' to community needs and interests."

Thus far, about 30 witnesses have been heard, and end is not yet in sight. Subcommittee aides say 15 witnesses are scheduled to be heard Wednesday and Thursday and that some 25 additional persons have asked to be heard. With Senate in recess July 1-8, hearings cannot resume much before mid-July

Consciousness-raising in ad safety

Call for advertisers and agencies to pay as much attention to promotion of consumer safety in their product advertising as they do to "legality, truth and accuracy and minority-group representation" is issued in 33-page position paper being released today (June 24) by National Advertising Review Board. It finds no "hard evidence" that national advertising contributes to product-related consumer injury but recommends that advertisers and agencies set up their own "safety in advertising review panels" to screen their advertising for elements that may inadvertently encourage dangerous misuse of products, especially by children.

Report, by five-member panel headed by John E. O'Toole, president of Foote, Cone & Belding, offers guidelines for "safety-proofing" advertising in several product categories and includes examples of messages considered apt to encourage product misuse. In broadcast these included: Showing boy and girl using microwave oven unattended; motorcycle race in which beer is reward; implication that aerosol oven spray need only be squirted on and wiped off without taking precautions prescribed on label; showing advertised car passing competitors on narrow mountain road ("couldn't the point be made just as effectively on a divided highway?"); showing animated figures inside a refrigerator, or announcer in auto trunk with lid closed; showing child accepting advertised chewing gum from outstretched hand ("contrary to the advice given to children never to accept anything from strangers"); showing children hanging out of car windows, standing in school bus or riding in cars without seat belts and shoulder harnesses fastened.

Bulls out in force as ABC shares views with market analysts

Everett H. Erlick, senior vice president and general counsel of ABC Inc., said Thursday (June 20) that FCC's proposals for reduction of commercials in children's programming "are in state of flux" and if such proposals are

not put into effect until 1975, "the marketplace will take care of the slippage."

Earlier in meeting, Leonard Goldenson, board chairman of ABC Inc., said he expected that, following "record" first-quarter earnings, second quarter (ending June 30) "will also be at a record level for any comparable period." "Based on the long-term advertising commitments for the '74-'75 television-network season," he continued, "and also on the continuing strength in our other operations, we expect earnings improvement for this year and are optimistic about the prospects for 1975." ABC-TV President James Duffy predicted that TV network revenues would grow 8% to 9% in calendar 1974. "The third quarter is already 90% sold out," he said, adding that he expected fourth quarter and first quarter (1975) TV-network minutes to end up "completely sold out."

An intra-NAB move for more radio activity; combined boards okay convention readjustments

Signs of slight identity crisis between radio and television directors of National Association of Broadcasters became evident at midyear meetings of NAB boards last week. Without reference to television operations of association, radio board told NAB executives to begin emphasizing radio services — along with continued attention to government relations. There has been talk among radio members that association was overemphasizing problems peculiar to TV. (At same time some television members have been complaining of radio dominance on combined NAB boards, which include 30 radio members and 15 from TV, not counting joint-board chairman.)

Among specifics mentioned by radio board were more how-to radio sessions — for both FM and AM — at regular fall conferences and perhaps at revived program clinics and management meetings.

On Thursday combined boards, in housekeeping session, approved transfer of 1976 annual convention from New Orleans to Chicago and heard proposals for program changes at 1975 convention, to be held as scheduled in Las Vegas. NAB staff has suggested fewer formal speech-making sessions, some of which were poorly attended at Houston convention last March (*Broadcasting*, March 25), and stronger workshops scheduled during later periods than 8 a.m., as in past. There's talk of discontinuing Wednesday luncheon and its speaker. Convention committee was told to complete final details.

Combined board also appointed committee to recommend future sites of annual conventions. Members: Richard Chapin, Stuart Broadcasting; Wendall Mayes, KNOW(AM) Austin, Tex.; Hamilton Shea, Gilmore Broadcasting. Board also approved attendance by non-NAB members at this year's six fall conferences.

At instigation of George L. Brooks, KCUE-AM-FM Red Wing, Minn., combined board instructed executive committee to study prospects of major series of seminars, and enlarged self-regulation program, aimed at liberating radio and television from governmental regulation of programming and business practices. Mr. Brooks circulated memorandum proposing sweeping changes in communications law to replace government regulation of all but "ownership, transfer, technical qualifications and public policy (antitrust and monopoly)" with system of "professional self-regulation" like that of law and medicine. Federal law would compel broadcasters to belong.

Television board, in meeting day before, took steps toward tightening code standards for children's television programming and advertising (see page 38). It also approved election of directors by mail, instead of by voting at NAB conventions as in past.

Radio board, in addition to adopting resolutions on expanded radio services, amended its election rules to require

broadcaster with both radio and television interests to specify which is to be represented if he is candidate for election to NAB boards.

Initial decision favors WNAC-TV

FCC administrative law judge has ruled that RKO General Inc. is to be preferred over two competing applications in three-way contest for channel 7 Boston on which RKO operates WNAC-TV. ALJ Forest L. McClenning, in initial decision issued on Friday (June 21), said RKO was entitled to renewal of its license on basis of "superior" record of performance throughout the renewal period involved — record that, he added, RKO could reasonably be expected to maintain.

RKO is defending license against Community Broadcasting of Boston, composed of group of wealthy Boston area businessmen, and Dudley Station Corp., which includes number of blacks and which says its aim is to be "representative of the black community of the Boston area" (*Broadcasting*, March 10, 1969). Applications were designated for hearing in 1969.

NCTA going for four-year stay of restrictions on pay cable, nonsports shows

National Cable Television Association, in policy switch predicated on bringing expedited FCC action in pending antisiphoning proceeding, is seeking total elimination of restrictions on pay cable carriage of feature films and other nonsports programming. In resolution drafted by NCTA board of directors during Washington meeting last week, association requested that there "be no governmental restrictions on the exhibition of feature films and series ...in order to permit the development of this new industry in a free and open marketplace." Board proposed that rules be abandoned for four-year period, during which pay systems would gather data on market experience for commission. After this period, commission would "determine whether...any rules are appropriate." Action, resolution proposed, would not affect sports elements of rules, although board decreed that "the industry should have the right, under the present rules, to make such events available to the American public."

In Brief

Quid pro quo. To forestall threatened Screen Actors Guild strike next month (story page 28), one network source says says Hollywood production companies may be willing to pay substantially higher residual fees to actors for shows rerun in spring (but not for shows rerun during summer months). If actors should accept this compromise, source added, it could lead to more original episodes of network prime-time series, on theory that new spring episodes would be only slightly more expensive than repeats. More originals would also mitigate ever-increasing criticism of reruns, which in recent years have begun to pop up on schedules in early March.

In the kitchen. *Dinah*, new 90-minute program starring Dinah Shore, has been acquired for domestic syndication by 20th Century-Fox Television, it is being announced today (June 24). Show, five days weekly, is being produced by CBS for that network's five owned stations this fall. It

is also available for fall syndication. Henry Jaffe continues as executive producer.

\$10 million worth of tags. CBS-TV has signed Shell Oil (Ogilvy & Mather) as sponsor of two years' worth of nightly *Bicentennial Minutes* (July 4, 1974 to July 4, 1976). Shell gets five-second identification tag at end of each minute. Contract reportedly amounts to \$10 million.

Copyright status. With Senate floor action on pending copyright bill (S. 1361) expected before end of July, move to excise controversial performance royalty provision (Section 114) from legislation is again gathering steam. Senator Lloyd Bentsen (D-Tex.) last week introduced amendment that would scrap royalty provisions, stating payments "would impose an unwarranted economic hardship on the broadcast industry." Two other major opponents of Section 114 on Senate Judiciary Committee (Mr. Bentsen isn't member) — Sam Ervin (D-N.C.) and Edward Gurney (R-Fla.) — are expected to introduce amendments — Ervin approach would kill Section 114 entirely; Gurney method would exempt broadcasters from royalty payments but would retain that obligation for juke box distributors, cable systems, etc. Hill sources are giving no chance whatever for introduction of amendment that would either exempt or reduce copyright fees for cable systems under 3,500 subscribers.

Better late than never. Post-Newsweek's rep firm, unnamed Thursday (see page 52), was on Friday. It's Top Market Television Inc.

Another for stable. Washington Post Co. last week announced agreement in principle to buy Trenton Times Corp., publisher of Trenton (N.J.) *Evening Times* and Sunday *Times-Advertiser*, for \$16 million.

Not yet. Directors of Washington Star Communications last week unanimously accepted proposal by Texas financier, Joe L. Albritton, to acquire effective control for some \$35 million (*Broadcasting*, April 15). But acquisition of shares from individual stockholders remained incomplete. Company owns *Washington Star-News*, WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.

Testing. In cooperation with probe of TV-network sales practices under way at Federal Trade Commission staff level since 1960's, NBC-TV is setting up clearinghouse for one-year test of demand for regional advertising and of feasibility of putting regional advertisers together in national network. CBS-TV announced similar move last month (*Broadcasting*, May 20). ABC-TV said Friday (June 21) it has had regional sales department for more than 10 years, and that FTC was familiar with it. NBC-TV named John Cramer, manager of sports sales administration, to head its clearinghouse as manager, regional sales administration.

Maggie to the rescue. Expressing extreme displeasure with Nixon administration's apparent rejection of OTP-proposed long range funding bill for Corporation for Public Broadcasting (*Broadcasting*, June 17), Senator Warren Magnuson (D-Wash.) Friday (June 21) offered to draft legislation himself if White House doesn't deliver.

Veep to do honors. John Eger will be sworn in as deputy director of Office of Telecommunications Policy on July 1. Vice President Gerald Ford will administer oath.

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TENSION/PANIC/DOWNBEAT NEWS/
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WITH MORE THAN
2.59 BILLION DOLLARS***

**AND IN THE JOHNSTOWN - ALTOONA
MARKET WJAC-TV IS No. 1** IN**

- TOTAL TV HOMES
- TOTAL WOMEN
- TOTAL WOMEN 18-34
- TOTAL WOMEN 18-49
- TOTAL MEN



*SRDS 4/74 Consumer Spendable Income
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Datebook

■ Indicates new or revised listing.

This week

■ **June 27**—Teleprompter Corp. annual meeting. McGraw-Hill auditorium, 1221 Avenue of the Americas, New York.

June 28-30—American Women in Radio and Television summer meeting. Fountainhead Lodge, Checotah, Okla.

June 21—General Instrument Corp. annual stockholders meeting. Robert Treat hotel, Newark, N.J.

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. Aventino 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—Tentative date for Senate Communications Subcommittee confirmation hearings on nominations to FCC. Dirksen Senate Office Building, Washington.

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

June 25—Rust Craft Greeting Cards annual stockholders meeting. Rust Craft Park, Dedham, Mass.

June 25-28—National Broadcast Editorial Association annual meeting. Speakers: Vice President Gerald Ford; David Brinkley, NBC News; Frank Stanton, American Red Cross. Mayflower hotel, Washington.

June 26—Washington chapter, Sigma Delta Chi annual dinner. Speaker: Vice President Gerald Ford. National Press Club, Washington.

June 28-30—American Women in Radio and Television board of directors meeting. Philadelphia Marriott, Philadelphia.

June 30-July 2—New Jersey Broadcasters Association 28th annual convention. Speaker: Richard Wiley, FCC chairman. Pocono Manor Inn, Pocono Manor, Pa.

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 1—American Optometric Association deadline for entries in 1974 journalism awards competition for articles and broadcasts on vision care. AOA, 7000 Chippewa Street, St. Louis 63119.

July 1-2—Mutual Advertising Agency Network national convention. Grand hotel, Point Clear, Ala.

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—Tait Broadcasting Co. annual stockholders meeting. Kings Island, Kings Mills, Ohio.

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 meeting. Sheraton Boston hotel, Boston.

July 11-13—New England Cable Television Association convention. Speaker: Senator Strom Thurmond (R-S.C.). Mount Washington hotel, Bretton Woods, N.H.

■ **July 14-16**—The New York State Broadcasters Association 13th annual executive conference. Olesaga hotel, Cooperstown, N.Y.

■ **July 14-16**—California Broadcasters Association annual meeting. Del Monte Hyatt House, Monterey.

■ **July 15**—Extended deadline for comments to FCC on network program exclusivity.

July 18-19—Wisconsin Broadcasters Association summer meeting. Pioneer Inn, Oshkosh.

July 19-21—American Radio Relay League national

convention featuring technical innovations in FM, ICs, and antenna design. Waldorf-Astoria hotel, New York.

July 19-21—Educational Foundation, American Women in Radio and Television board of trustees meeting, Washington.

■ **July 22-Aug. 2**—National Association of Regulatory Utility Commissioners annual regulatory studies program. Michigan State University, East Lansing.

June 24-26—Oral argument on FCC's proposed rulemaking on multiple ownership of newspaper and broadcast properties. FCC, Washington.

July 31-Aug. 3—Rocky Mountain Broadcasters Association annual convention. Speakers: FCC Chairman Richard Wiley; Miles David, Radio Advertising Bureau. Park City, Utah.

August

Aug. 4-16—National Association of Broadcasters ninth annual management development seminar. Harvard University Graduate School of Business Administration, Cambridge, Mass.

Aug. 8-11—Concert Music Broadcasters Association 1974 meeting. Holiday Inn, Lenox, Mass.

■ **Aug. 12**—Extended deadline for reply comments to FCC on network program exclusivity.

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

■ **Aug. 12-15**—Cable Television Information Institute annual seminar for local CATV regulators. Fairleigh Dickinson University, Teaneck, N.J.

■ **Aug. 15-16**—Arkansas Broadcasters Association summer convention. Arlington hotel, Hot Springs.

Aug. 22-25—West Virginia Broadcasters Association fall meeting. Greenbrier, White Sulphur Springs, W. Va.

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

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. 13-15—American Women in Radio and Television northeast area conference. Lodge on the Green, Painted Post, N.Y.

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

Major meeting dates in 1974-75

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. 13-18—Society of Professional Journalists, Sigma Delta Chi annual national convention. TowneHouse hotel, Phoenix.

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

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.

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

Sept. 18-21—*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. 20-22—*American Women in Radio and Television* western area conference. Camelback Inn, Scottsdale, Arizona.

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. 24-27—*CBS Radio Network Affiliates* convention. Arizona Billmore hotel, Phoenix.

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—*American Women in Radio and Television* mideast area conference. Sheraton Valley Forge, Valley Forge, Pa.

Oct. 4-8—*Illinois News Broadcasters Association* fall convention. Quad Cities.

Oct. 8-10—*Illinois Broadcasters Association* fall convention. Hyatt-Regency O'Hare, Chicago.

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

Oct. 11-13—*American Women in Radio and Television* southern area conference. Mills Hyatt House, Charleston, S.C.

Oct. 14-15—*North Dakota Broadcasters Association* fall meeting. Featured speaker: Vincent T. Wasilewski, National Association of Broadcasters president. Ramada Inn, Dickinson.

Oct. 16-19—*Information Film Producers of America* 1974 national conference. Vacation Village hotel, San Diego.

Oct. 17-18—*American Association of Advertising Agencies* central regional meeting. Chicago.

Oct. 18-20—*American Women in Radio and Television* east central area conference. Marriott Inn, Ohio Hospitality Center, Cincinnati.

Oct. 18-20—*American Women in Radio and Television* west central area Conference. Lincoln Hilton, Lincoln, Nebraska.

■ Oct. 18-29—*MIFED* 30th biannual International Film, TV Film and Documentary Market for film buyers and sellers. Largo Domodossola 1, 20145 Milano, Italy.

Oct. 23-24—*Kentucky Broadcasters Association* fall convention, Holiday Inn, Lexington.

Oct. 24-25—*American Association of Advertising Agencies* central regional meeting. Detroit.

Oct. 25-27—*American Women in Radio and Television* southwest area conference. Hilton Inn, Tulsa, Oklahoma.

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

■ Oct. 22-23—*NAB fall conference*. Waldorf-Astoria hotel, New York City.

■ Oct. 28-29—*NAB fall conference*. Hyatt Regency hotel, Atlanta.

■ Oct. 30-31—*NAB fall conference*. Hyatt-Regency O'Hare hotel, Chicago.

November

Nov. 4-6—*International F.T.F. Corp.* film and TV festival of New York. Americana hotel, New York.

Nov. 8-10—*Educational Foundation, American Women in Radio and Television* board of trustees meeting, Los Angeles.

Nov. 10-15—*Society of Motion Picture & Television Engineers* technical conference and equipment exhibit. Four Seasons Sheraton hotel, Toronto.

Nov. 13-18—*Society of Professional Journalists, Sigma Delta Chi* 1974 national convention. Townhouse hotel, Phoenix.

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EXCLUSIVE VIRGIN ISLANDS FM

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More stations are using the audience-building power of back-to-back sitcoms in fringe time to set themselves up with the best audience going into prime time.

At each successive half-hour break, they build where it counts most: adults and 18-49 women viewers.

One example: 25 stations with 3 consecutive fringe-time sitcoms increased their number of adults by an average 110% and their 18-49 women by 95% over the 90-minute span.

And another: 10 stations with 4 or more sitcoms in a row boosted their adult audience 171% and 18-49 women 150%, on the average, in a 120-minute-or-longer laugh span.

When you're ready to build, start with the best tools of the trade: sitcoms from

Viacom

■ Nov. 14-15—NAB fall conference. Fairmont hotel, Dallas.

Nov. 15-17—American Women in Radio and Television board of directors meeting. Continental Plaza hotel, Chicago.

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

Nov. 17-20—National Association of Educational

Broadcasters 50th annual convention. Las Vegas Hilton, Las Vegas.

■ Nov. 18-19—NAB fall conference. Brown Palace hotel, Denver.

Nov. 19-20—American Association of Advertising Agencies eastern region meeting. New York.

■ Nov. 20-21—NAB fall conference. Sands hotel, Las Vegas.

Open Mike®

Just a note

EDITOR: I read with great interest your [June 10] editorial, "Poles apart," with regard to the fairness doctrine. Thank you very much for your gracious reference to my Syracuse talk.—*William S. Paley, chairman, CBS, New York.*

Disenfranchised?

EDITOR: In regard to your season standings article in the June 10 issue: You suggest that *Gunsmoke* is a prime target for cancellation even though after almost 20 years on the tube it ended up this season tied for 12th place over-all among 80 programs with a 22.3 rating. Why? Because *Gunsmoke* draws its audience from elderly, rural types and low-income groups.

I'm 27, live and work in Atlanta and make quite a bit more a year than I'm supposed to if I watch *Gunsmoke*—and I do, regularly. I've been in the business a few years and anytime the subject of ratings or demographics comes up, I hear more ridicule than praise of the numbers system.—*C. J. Wise, senior broadcasting instructor, National School of Broadcasting, Atlanta.*

Amendment

EDITOR: Your May 27 issue quotes a spokesman for the group challenging the renewal of the license of Post-Newsweek's Miami station (WPLG-TV) as expressing annoyance at the lack of media interest in his group's side of the stories. The article continues, quoting WPLG-TV's news director, that there had been "no local coverage of the story," only network news coverage. This is not accurate nor is it what I told your reporter. In the WPLG-TV 6 p.m. news program on May 16, 1974, a report delivered by the anchorman referred to the alleged presidential discussion on the tapes, briefly reported a reaction from the president of the Washington Post Co., reported a comment from the White House press secretary and reported the response of the groups challenging the Post-Newsweek licenses denying that their challenges were politically motivated. In short, we covered the story and I believe we covered it fairly and expressed the various responses that were newsworthy to our viewing public in the Miami market.—*Gregory Favre, news director, WPLG-TV.*

The UHF report

EDITOR: First, let me say thanks for the article on UHF television. I found it quite interesting.

Then let me say no thanks for carrying the Nielsen report on UHF set penetration. Nielsen shows only 41% UHF penetration in the (Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.) market, while ARB shows 80%. Which are we to believe?—*Larry S. Weatherford, manager, WDXR-TV Paducah, Ky.*

(Nielsen and Arbitron reach their penetration estimates by way of different criteria, thus accounting for—if not explaining—the variance in results.)

U missed

EDITOR: Having worked for WBMG-TV Birmingham, Alabama's only U since it signed on almost nine years ago, I read with a great deal of interest your June 10 "Special Report" on UHF. I was somewhat disappointed that such an extensively researched, in-depth report would ignore one of the nation's most successful UHF operations, a CBS affiliate competing with NBC and ABC V's. In addition, Hugh M. Smith, our general manager, who has operated WBMG-TV so successfully, was not mentioned in the article. He put one of the first U's in the Southeast on the air in 1953 (WCOV-TV Montgomery, Ala.) and operated it in the black from sign-on. — *Charles W. Weidman, general sales manager, WBMG-TV.*

Caledonian corrections

EDITOR: Thank you for running the British Caledonian "Monday Memo" (June 17). Might I correct two mistakes, however: British Caledonian has averaged a 50% not a 90%, load factor. Also, I have worked in advertising 13½, not 20, years.—*Frankie Cadwell, president, Cadwell/Compton, New York.*

Kramer's bill

EDITOR: Your labeling of Albert Kramer's "counterlegislation" license renewal bill as an "NCCB draft" (June 17) is erroneous. Although Mr. Kramer is president of NCCB, he drafted the bill as a part of his work with the Citizen Information Project. The memorandum accompanying the draft legislation clearly indicated that fact.—*Charles Shepherd, executive secretary, National Citizens Committee for Broadcasting, Washington.*

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**This handsome leading man
was exposed in just 4.2 minutes
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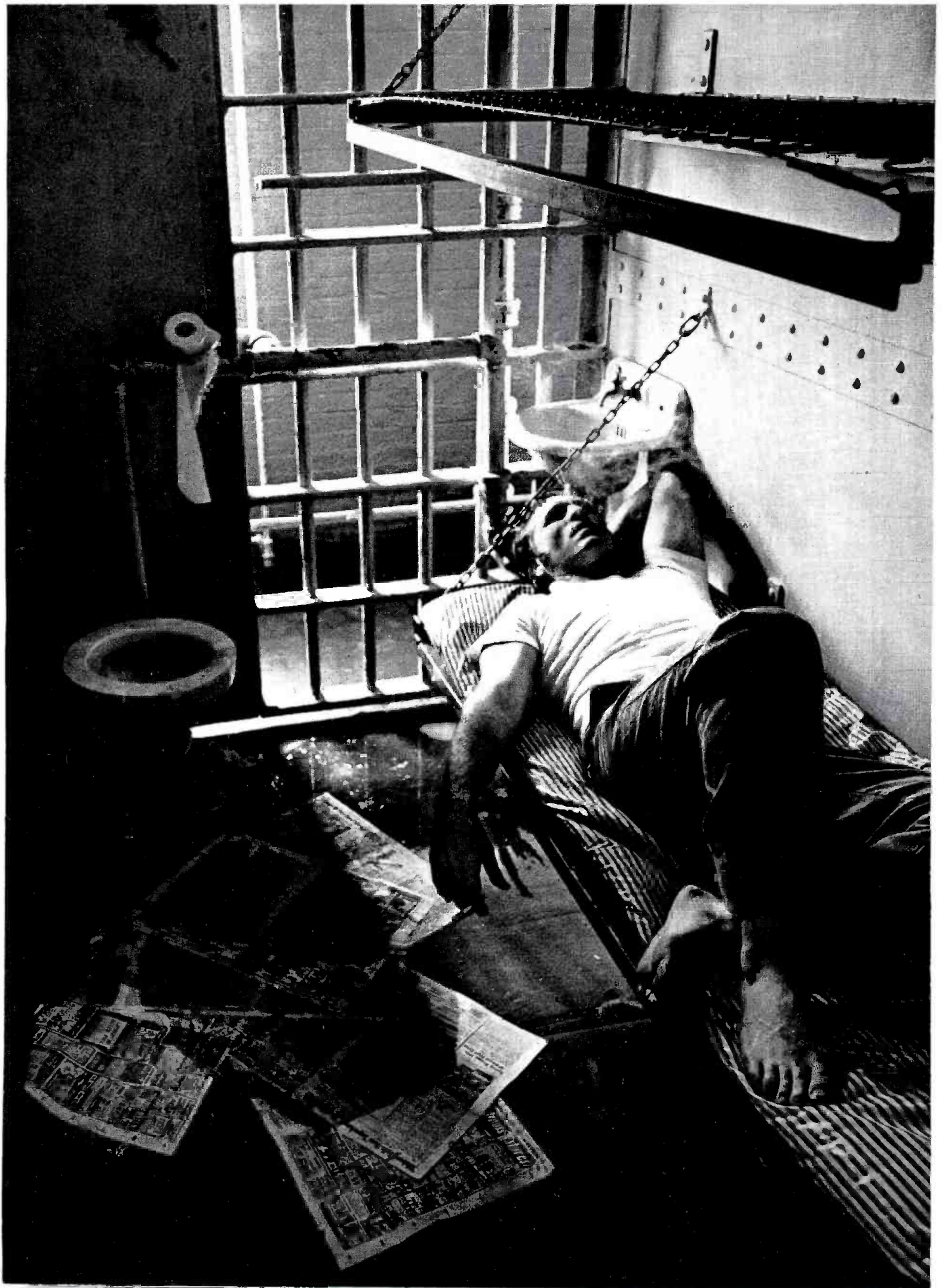
Based on the original 10-year network ratings success ★ Fast moving fun for the 18-49 audience ★ Hosted by witty Richard Dawson with celeb panel Bill Bixby, Lee Meriwether and Nipsey Russell.

30 colorful half hours
for Fall '74



MASQUERADE PARTY

A Hatos-Hall Production



Monday Memo[®]

A broadcast advertising commentary from Tom Lux, manager for media buying, the Gillette Co., Boston

Computer power: taking the machete to advertising's paper jungle

One of Gillette's major goals is to deliver the right message to the right audience at the right time. That's easily enough said, but achieving that goal can involve unlimited hours of paperwork when it comes down to network allocations and long-range planning. At Gillette we've found our way out of the paper chase and into an efficient media buying plan: With the establishment of our corporate advertising services division four years ago, we turned a host of advertising problems over to the computer.

One of the most important contributions of the computer to our organization is to maximize our network allocations by matching the different demographic targets of our brands to those of network programming. Like most advertisers, we purchase a mix of programs to meet our various brand needs. When you are spending a substantial amount of money in network as we do, making the best use of this inventory is crucial. The allocation system that we have developed takes all of our network shows in a given month and assigns them to the needs of our brands for that month. This system recognizes 12 age/sex demographics in addition to budget restrictions, flight patterns and piggybacking. And in piggybacking situations, our computer is capable of keeping brand allocations compatible with one another.

One of the hidden advantages of our in-house program is that not only do we receive optimization, but we also receive an impartial allocation. That is, no one brand can receive preferential treatment.

In order to achieve network control, we have developed a program into which we input all of our network buys at the time of purchase at their estimated efficiencies against eight target audiences. This system then generates a schedule identifying all of our unallocated inventory.

The allocations are then transferred to this program, which in turn prints allocation sheets on corporate and brand bases. These sheets are used to inform our agencies and divisions of their network schedules. These reports are also used by our financial arm as an estimate for making network payments and distributing our agency commissions.

The next step within the cycle is that every Nielsen pocketpiece, as it is published, is input into the program. This enables us to compare the actual performance of our program against our estimates. When a product suffers a loss



Thomas Lux is the Gillette Co.'s manager for media buying, a post he's held for the past five years. He started as an accountant with Gillette's Toni division in Chicago in 1948. In 1953, he was appointed manager of advertising budgets for the Toni division, and in 1962 he was made director of advertising administrative services and media for Toni.

in rating points through substandard program performance, we can make up these deficiencies immediately by either changing allocations on the balance of our inventory or by purchasing additional inventory.

Finally, this system prints out an expense summary of our total network cost including editing and integration by product, by program, by month.

Another major in-house computer program is referred to as GAMES or a "Geographical Allocation of Media Expenditures." This program gives a product manager and his agency the best selection in a market between network and spot, recognizing variances in the sales of his brand, in performance of network programs and in spot efficiencies. The product manager and his agency determine given market weights and the brand spending philosophy: Do we spend only where brand sales are high, or do we spend where they are low? Once this decision is reached, the computer determines the spot budgets for each mar-

ket based on network performance and network/spot cost efficiencies in each market.

In the area of local broadcast, we have also been able to maximize the use of computer facilities. For spot activity we have assigned the country by market to two agencies. One of them, Benton & Bowles, uses the Donovan System. The other, Grey-North, uses ComStep. As soon as we were established, we became aware that we could not function effectively without an efficient computer system in the spot area, if only to distribute information to our divisions, product managers and their agencies. Brand goals are released to our agencies via computer goal reports, and, after the schedules are purchased, we receive from the agencies detailed spot schedules along with market and brand goal vs. delivery summaries. In coordinating all of our activity on a corporate basis and maintaining budget controls, the computer has been a valuable asset.

In addition to spot-TV schedules, we are able to distribute salesman's schedules to our sales force prior to air date.

Post analyses of our campaigns are run as soon as 95% of all affidavits are reconciled. The computer enables our agencies to process timely and accurate post reports—which, in view of our volume, is a vast improvement over a manual system. These computer reports facilitate the historical tracking of our spot activity over extended periods of time. For example, we track cost against various demographic groups from quarter to quarter and by daypart—data which enables our product managers to develop realistic plans.

Our computer facility will also allow us to maintain current product plans. We are inputting monthly, and even weekly, product dollars by media type in order to keep track of changes in plans without waiting for revised forms from the agency. Once a change is registered, we will supply new forms to our agencies that same day to insure that everyone is working with the same data. This system will enable us, at the press of a button, to know the balance of our plans by media class, by month, and for the balance of the year. And we can summarize dollar amounts that are firmly committed and therefore not available for change. This information is extremely valuable to a brand when there is a recommendation to change either its buying plan or budget level.

Is there a future for computers in the advertising field? At Gillette we gave a resounding "yes." Computers are here to stay and will have an increasingly important role in solving a range of advertising problems.

WHAT'S HAPPENING IN OUR JAILS IS CRIMINAL.

Storer stations are concerned and are doing something about it.

Today more than a half-million people are behind bars in over 200 federal and state prisons. And there are thousands more in county and city jails across the country.

The hope is that after these men and women "do time" in our penitentiaries, they'll become penitent.

Unfortunately, too often this is not the case. Conditions in our jails are so dehumanizing, many prisoners turn into hardened criminals.

In spite of some billion dollars a year spent on our penal system, two out of three ex-convicts return to prison!

Storer television and radio stations feel if we are to fight our rising crime rate, we must

rehabilitate prisoners so they can lead useful lives. To this end, Storer stations devote an important part of their programming to fighting conditions in our jails.

In recent editorials, for example, WAGA-TV in Atlanta pointed out that 60% of those sent to Georgia prisons were young men under 25. That rehabilitation had to be the answer or send lives and tax dollars down the drain.

And when the State Department of Health's survey team reported on the condition of Georgia's jails, WAGA-TV publicized the report. They sent a camera crew to tour some of the jails, then televised a series that vividly portrayed their deplorable state. One immediate result was the proposed setting of minimum standards for Georgia jails (something they never had before) and mandatory training

for corrections officers.

WAGA-TV is no exception among Storer stations. Similar editorials and programs have been broadcast by Storer stations in Detroit, Milwaukee, Toledo and other cities.

It's one more way Storer stations get involved in the vital affairs of the communities they serve.

The benefits go to all. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo
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**SIoux FALLS PUBLIC LIBRARY
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Watch us win them. Again.

McCaffrey at Large
The Papa Bear
Paul R Fine, Cinematography

McCaffrey at Large
The Papa Bear
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McCaffrey at Large
The Papa Bear
Tressa Connolly, Editing

McCaffrey at Large
The Papa Bear
Regular Public Affairs
Mark deCastrique,
Producer-Director

Ted Yates Award
Jim Clarke, Reporter

250 Children Are Waiting
Melinda Nix, Reporter

Sin City —
Baltimore's Block
Ed Turney, Reporter

also
Miss Black D.C.
Spot Announcements,
Certificate
Outstanding Achievement
In A Spot Announcement

This year 7 Emmy
Awards.

For the second
consecutive year...more
than any other
Washington Station.

If you saw the shows
you know why we won.

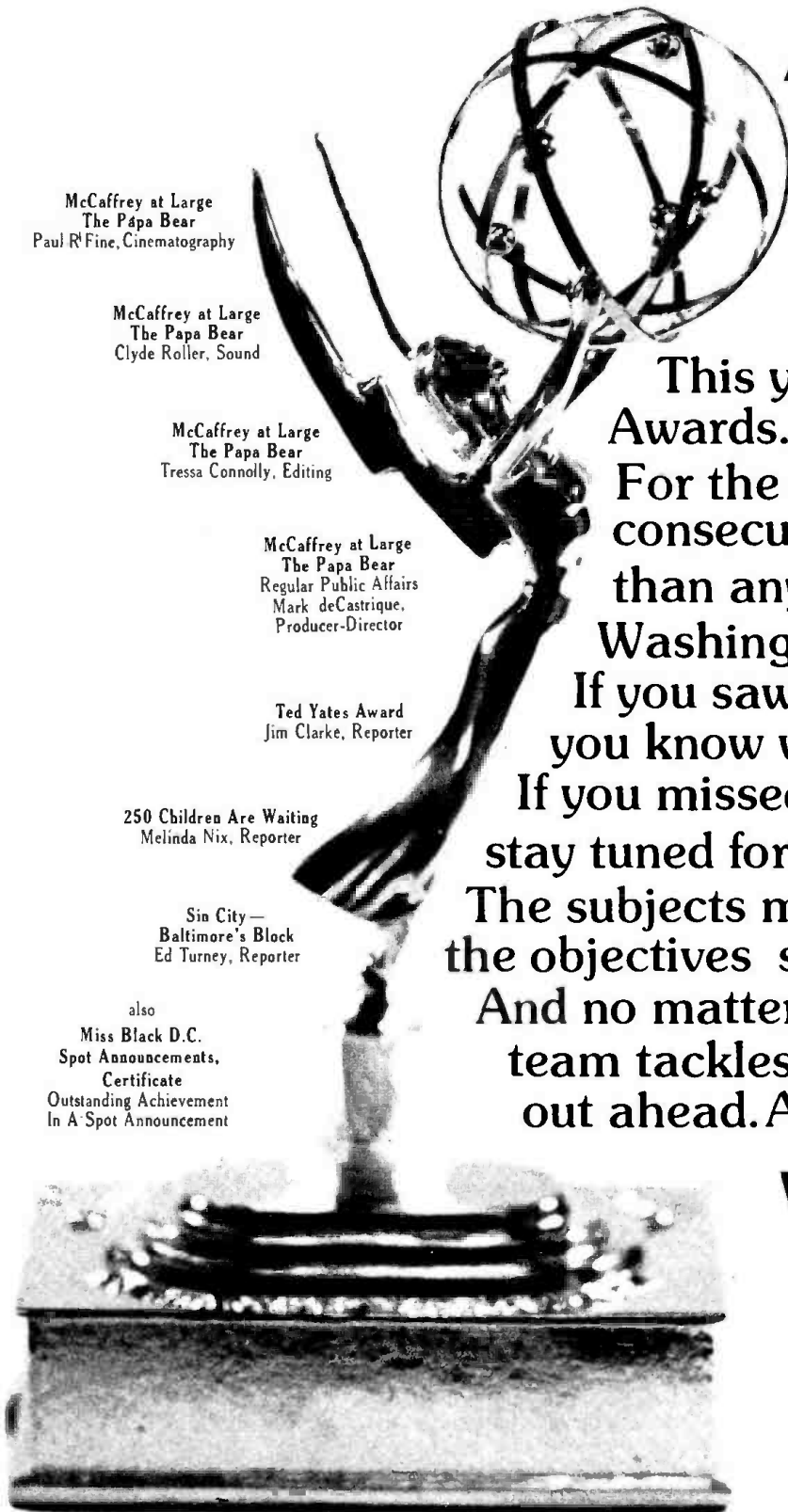
If you missed them...

stay tuned for more.

The subjects may change but
the objectives stay the same.

And no matter what our
team tackles...we come
out ahead. As will you.

WMAL TV 7
Washington, D.C.



Programing

After court stays change in access: an upheaval in prime time

TV networks trim to three hours; syndicators rush to fill new holes; decision may force new FCC look at regulation of network schedules

Prime-time programing for the 1974-75 season was turned into a scramble last week when a U.S. appeals court ordered the FCC to delay its changes in the prime-time access rule at least until September 1975.

The order forced networks to start trimming and revising the schedules they had already laid out to start in September, thus opening up unexpected periods for affiliates to fill and creating belated sales opportunities for program syndicators.

A group of major film producers said they would ask the court to reconsider its decision, but the networks said they considered this an impractical if not a useless tactic and would cut back their planned schedules to conform in length to this year's—three hours a night.

Almost as important as the scramble it created, in the opinion of some program sources, was the court ruling's potential for change in the FCC's attitude toward its planned modifications if not toward the entire prime-time access question.

The court, a unanimous three-judge panel of the U.S. Second Court of Appeals in New York, declined to pass on any issue except the effective date of the changes, and it remanded that question to the commission to determine whether the date should be September 1975 or later.

It did not require the FCC to hold a further hearing, but it seemed to feel one was in order, and it left no doubt that it felt that in adopting the proposed changes the commission had given short shrift—or no shrift at all—to some important considerations.

Chief among these were: differing positions on whether the rule itself had strengthened or weakened "network power" and particularly the views of the Justice Department as to effects on com-

petition; the changes' so-called "impact on Hollywood" and, perhaps most pointedly, the effects the changes may have on the viewing public, especially since "the rule directly affects what millions of Americans watch on television for an hour every night and, indirectly, may affect all prime-time programing."

The decision, written by Circuit Judge Paul R. Hays, explicitly stopped short of holding "that the commission's efforts were insufficient as a matter of law or requiring the commission to conduct further proceedings." But, it continued, "We do suggest that the commission might have done more.

"Many persons and groups may have comments about the rule. The commission should not only receive and carefully consider these comments but, as we have said, should affirmatively seek them out. One need not delve too deeply into the agency's report to ascertain that it has concentrated primarily on the comments of the two groups of petitioners, for it has admitted as much.

"We have already mentioned that the commission might solicit the views of the Department of Justice concerning the impact of the rule on competition. It might also consult consumer groups and others on the effect of the rule on television advertising in prime time. Minority groups might discuss the impact of the rule on programing for minorities. Playwrights and actors could offer their views on the effects of the rule on their professions. These are, of course, merely suggestions. . . . The list is not binding and certainly not exclusive."

The court emphasized, however, that such observations should not be construed "to intimate any views [by the court] on the merits of various petitions" involved in the case. These ranged from contentions by the National Association of Independent Television Producers and Distributors, which was the initial appellant, that the proposed changes should be set aside on constitutional and other grounds, leaving the initial access rule in effect, to arguments by Warner Brothers and other major producers that the entire access rule ought to be repealed.

Those and related petitions, the court said, may be filed again "after the commission has had an opportunity to conduct such further proceedings as it deems appropriate." At another point the court suggested that, with the rules changes delayed for at least a year, "the commission may choose to utilize the additional time available to it to reconsider its changes in the rule. Further experience with the original rule may aid its deliberations and our own."

The networks' own deliberations in the wake of the court's decision were, at best, hectic. Program executives were reported "in conference" and unavailable to callers throughout last Wednesday (June 19), the day after the decision was filed. But management officials made clear that, even if they should seek reconsideration, they could not realistically expect a decision much before the new season opens in September, if by then. Thus they said they would knuckle down to the job of recasting their schedules in terms of no more than three hours of network programing a night.

This meant cutting back one hour of Sunday-night programing at all three networks and cutbacks of various dimensions on Saturday nights—a weekly hour (7-8 p.m. NYT) for NBC, a weekly half-hour (7:30-8) for CBS and, over the

Scene of the crunch. Here's what networks had scheduled for Sundays on assumption FCC's liberalization of prime-time access rules would stick. Now that changes have been stayed, networks must cut back to three hours on Sunday as on other nights.

	ABC	CBS	NBC
7:00	<i>Fireman's Ball</i> (Spelling-Goldberg) \$100,000		Wonderful World of Disney (Walt Disney) \$245,000
7:30	<i>Odd Couple</i> (Paramount) \$108,000	<i>Apple's Way</i> (Lorimar) \$200,000	
8:00		<i>Good Times</i> (Tandem) \$100,000	
8:30	<i>Sonny Comedy Review</i> (Blye-Bearde) \$205,000	<i>M*A*S*H</i> (20th Century-Fox) \$105,000	NBC Sunday Mystery Movie: Columbo McMillan and Wife (Universal) \$450,000
9:00		<i>Kojak</i> (Universal) \$200,000	
9:30			
10:00	ABC Sunday Night Movie (Various) \$675,000		
10:30		<i>Mannix</i> (Paramount) \$213,000	<i>Rockford Files</i> (Universal) \$235,000
11:00			

course of the season, six 7-8 p.m. hours for ABC.

Although network sources would not even speculate on what shows might be dropped, it appeared almost inevitable that the programs to go on Saturday nights would be news documentaries and children's programs, for those were what all three networks had planned to add in the expansion that the rule changes would have permitted.

Such a move would take a lot of heat off NBC especially—and off its affiliates—since the network's plan to make Saturday at 7-8 p.m. a permanent "home" for NBC News had generated loud opposition from many affiliates who said they would clear the time grudgingly if at all.

If the solution for Saturday nights seemed obvious, however, Sunday night promised to require some juggling that would carry over into other nights as well—unless the networks were willing merely to knock out one 60-minute or two half-hour shows now scheduled in the Sunday 7-11 p.m. span.

In moving Sunday shows to some other night, the programers had to consider not only the question of which weeknight shows were "best" candidates for cancellation or deferment but also the effect of the changes in terms of competition from the other networks, audience flow and perhaps in some cases the extent of contract commitment to specific shows and the degree of sales already made in programs being shifted or dropped.

Network sources indicated that contract commitments probably would not be a big deterrent in postponing the debut of new programs until the second season starts in January, and perhaps later. Nor did they expect any large problem to arise from sales already made, although it was clear that with total program time cut back, total sales potential had been reduced—and almost certainly total revenues as well, since all three networks had anticipated virtual sell-outs of the expanded schedules.

For independent program syndicators the court's decision offered a clear though somewhat hurried chance to avoid at least some of the "serious economic harm" that they claimed—and the court found—would befall them if the changes went into effect this year.

Giraud Chester of Goodson-Todman Productions, who is chairman of NAITPD's executive committee, summed up the reactions of many independents when he said syndicators now will have at least one more year to demonstrate that they can make a contribution to TV programming under a more equitable arrangement than the modified rule would have allowed.

Wynn Nathan, sales vice president of Time-Life Films, was more ebullient. "We're ecstatic," he said, asserting that the court had "righted a wrong" and made it possible for all types of independent producers to contribute to TV programming. "I think this is good for the business and the country," he added. Kevin O'Sullivan, president of Worldvision Enterprises, called the court's ruling "the only fair decision it could make."

It appeared unlikely that there would be time for much new programming to be developed for a September start, but the ruling gave new life to a great deal of both continuing and new programming already on the market whose potential had been curtailed by the proposed rules changes. Most of the time being opened seemed almost certain to be filled by syndicated material, if only because stations, like the producers, have little time to develop new entries of their own.

Two programs that were considered likely to gain immensely from the decision were the one-hour *Lawrence Welk Show* and *Hee Haw*, both widely sold and mostly scheduled on Saturday or Sunday evenings. NBC's plan to put news at 7-8 p.m. Saturdays and CBS's to schedule children's shows at 7:30-8 the same night had threatened to force affiliates of those networks to find other one-hour periods for *Welk* or *Hee Haw* or lose the programs to other stations. A spokesman for *Hee Haw* estimated as much as 75% of its stations' line-up would have been affected by the proposed changes; he's now optimistic those stations will be re-couped.

The ruling was not without its problems for stations, however. The old ruling against use of off-network programming in the 7-7:30 periods would have been abandoned in the proposed rules changes. In anticipation of that change, many stations are known to have acquired off-network programs for those periods. Now that the ban is back on they find themselves, as one source put it, "with a hell of a lot of reels of films" for which they must find new time periods.

Until the networks announce new schedules it won't be known exactly what periods they will fill. The initial betting last week was that it would be the same as this year—8-11 NYT on six nights a week, 7:30-10:30 on Sundays. NBC-TV has scheduled *Wonderful World of Disney* for an all-family audience at 7:30-8:30 on Sundays in the past and, though it had planned to move the program to 7 p.m. under the rule changes, it is expected to start it no later than 7:30 now, and the other networks are not considered likely to give NBC a half-hour jump by starting their own Sunday at 8.

In ordering the access changes deferred, the court found the FCC-ordained September 1974 effective date unreasonable on several counts. For one thing, it said, the FCC first mentioned the 1974 date in its informal report of January 24 this year and did not formally adopt it until February. This, the court said, amounted to notice of eight months or less, whereas the commission had allowed the networks 16 months before putting the original access rule into effect.

Beyond that, the court said, "even if the commission's claim that the modifications are not great is correct with respect to the networks, the modifications have a very great impact on the independents producing for access time. This is especially true for one-hour shows planned for access time. It may prove very difficult to market these shows at all. The longer grace period permitted the



Giant killer. Last Tuesday was a day of celebration for Katrina Renouf. On that day she and the rest of an interested television world learned, at last, that she had scored a formidable victory over her former colleagues at the FCC, together with their backers among the giants of the broadcasting and program-production industries: The U.S. Court of Appeals in New York had barred the commission from putting the new prime-time access rule into effect for at least one year, and directed the commission to consider a new effective date. Said she: "I'm thrilled to pieces."

Ms. Renouf had argued that the commission, which issued its order in January, did not afford sufficient time for planning when it designated September as the effective date. Now, no matter what the commission does about modifying the rule—and she feels that it may feel constrained to do something as a result of the views expressed by the court—her clients will not again have to fight the issue of an "unfair effective date."

A graduate of Vassar and Harvard Law, she spent eight years at the FCC before leaving two years ago for private practice with two other former commission lawyers, Margot Polivy and Frank McKenna.

networks to cushion the adverse impact of the original rule should also have been granted the independents in this case." In addition, the court noted, the FCC had actively encouraged independents to produce for access periods and therefore should have given them more time to "adjust."

The court also noted that the networks had said they need 12 to 18 months' lead time to prepare for a new season, and said that, currently, the pending appeal may have "further delayed network planning, thereby further reducing the possibility that quality network programming will be ready by September 1974."

Although the networks indicated they would not oppose the court's ruling and hoped to have their revised schedules

ready for announcement within a few days, an appeal for reconsideration by the court was promised by a group of motion picture majors. A statement issued on behalf of Warner Brothers Television, Columbia Pictures Television and the National Committee of Independent Television Producers (representing 75 producers for network TV) said a petition for rehearing would be filed with the court shortly and that this would automatically stay the court's opinion. "We believe our original appeal [advocating repeal of the entire access rule] raised important First Amendment and other public interest considerations which the court should decide now," the statement said.

For their part, the network; used words like "astonished" and "surprised" to describe their reactions to the court's decision. Robert D. Wood, president of CBS-TV, sent a telegram to CBS affiliates

Wednesday night saying that "with regret" CBS would cut its schedule to three hours a night because it felt that "any legal redress of this decision could not be expected in time to be of use to our affiliates and that any prolonged indecision on our part would be a serious disservice to you." Like the other networks, CBS promised to give the affiliates its revised schedule "shortly."

The FCC's adoption of the modification of the access rule represented a compromise of conflicting opinions. In November 1973 it took a preliminary vote of 7 to 0 on the changes, although Chairman Dean Burch and Commissioners Charlotte Reid and Richard E. Wiley would have preferred repeal of the original rule to the modification.

When the modification came up for final vote last January, two of the original supporters, Nicholas Johnson and H.

Rex Lee, had departed. Commissioners Robert E. Lee and Benjamin Hooks voted again for the changes. Messrs. Burch and Wiley and Mrs. Reid concurred, reportedly feeling bound by the November vote taken while the FCC was still at full complement and when there was a clear majority favoring the changes (BROADCASTING, Jan. 28).

It will be a still different FCC that faces any future consideration of prime-time access. Only four of the originals who voted last November (Commissioners Reid, Lee and Hooks and now Chairman Wiley) remain (assuming, as everyone expects, that Mr. Lee will be confirmed by the Senate for the new term to which he has been nominated). The votes of James Quello, recently seated, and of two still to go aboard—Abbott Washburn and Glen O. Robinson, nominated but unconfirmed—could be decisive.

Ups and downs in radio drama

CBS's 'Mystery Theater,' coming off a sold-out season, is ready to go again; Mutual's 'Zero Hour' less certain; and others in mixed bag

That resurgence of radio drama (BROADCASTING, Jan. 14) is a mixed bag at mid-1974.

On the plus side, the sold-out *CBS Radio Mystery Theater* (now slightly more than six months old) has fulfilled all the expectations of Sam Cook Digges, the president of CBS Radio, to the point where he's ready to say, three months in advance of decision date, that the show will be renewed for another year.

The renewal status of Mutual Radio Network's *Zero Hour* is up in the air, however, with Gary Worth, Mutual's executive vice president, somewhat disappointed over the unevenness of sponsor support for the series. He says Mutual won't go ahead with another 65 new episodes unless it gets a guarantee of "strong advertiser encouragement."

On the soap-opera front, *Sounds of the City*, a contemporary drama about urban blacks, has been renewed for a second 13 weeks by the Quaker Oats Co., according to Bryon Lewis, president of The Uniwold Group Inc., a black advertising agency that produces both the show and the commercials for Quaker. *Sounds of the City* is now being heard in 27 of the top black markets (Boston being the biggest abstainer) and, with a couple of exceptions, is aired in what Mr. Lewis calls "housewife time," between 10 a.m. and 12 noon. It runs 15 minutes a day, Monday through Friday. Because the three sponsor minutes in the show are taken by Quaker, Uniwold pays the stations that broadcast it, the rate depending mainly on market size. With the picking up of its option, the series is now locked in through late October.

The Bristol-Myers Co. is still testing and refining a four-part, hour-long package of Monday-through-Friday daytime programs for women. Two of the ele-



Renewed. CBS Radio's *Mystery Theater* has been the most successful of 1974's entries in the radio drama sweepstakes; the network has already committed to a second season. This is Mercedes McCambridge at the microphone in "The Horse That Wasn't for Sale."



Rethinking. The future of Mutual's *Zero Hour*, another major contender in radio's programing resurrection, is more in doubt. It is awaiting "strong advertiser encouragement" before committing to a second time around. Pictured: Charles McGraw (l) and George Maharis in "Dead Man's Tale."

ments would consist of 15-minute soap operas, one would be 15 minutes worth of commentary-cum-satire, and the fourth a 15-minute serialization of a novel or a play. "But we're in no hurry to get this on the air," says Peter Spengler, the advertising-services director of Bristol-Myers. "We want to make sure it's done right."

Another soap opera that's encountering slow going is *When a Girl Marries*, which

ran for 18 years in the 1940's and 1950's. Orr-Edmondson-Rounds Productions (178 E. 70th St., New York) has bought the rights to all 4,500 scripts and is planning to re-record them. A prospectus went out to stations last March, with the air date targeted at the time for July 1, 1974. But only 40 stations have signed up so far (in markets like Laramie, Wyo., and Brattleboro, Vt.), according to Lorraine Orr, and her company hasn't been able to interest a national sponsor as of yet (there'll be only one national minute, compared to two minutes for stations to sell locally—a straight barter deal), so the show won't go on until "sometime in the fall."

Sam Cook Digges calls the *CBS Radio Mystery Theater* a success story because, for one thing, 222 stations are carrying it (all but 29 of them affiliated with CBS), and the clearance rate covers 96 of the top 100 markets (the only hold-outs: Dayton, Ohio; Birmingham, Ala.; Tulsa, Okla., and Charleston, S.C.). For another, the five daily minutes are being bankrolled (for \$1,000 each) by Budweiser beer (D'Arcy-MacManus & Masius), Seven-Up (J. Walter Thompson), Buick (McCann-Erickson), Kellogg (Leo Burnett) and Menley & James Laboratories (Ogilvy & Mather). Kellogg bows out in mid-July and Menley & James in mid-August.

And since sponsors are still not exactly beating down the door to get into radio drama, Mr. Digges says CBS will probably hold off on getting involved with another series of nightly hour-long dramas, which is on the drawing boards under an umbrella title like *CBS Playhouse*. Himan Brown, the producer of *Mystery Theater*, says this proposed series "will run the gamut: human interest, adventure, romance, even the pure detective stories that we've tended to stay away from on *Mystery Theater*." This kind of series would have to wait until some time in 1975, at the earliest, as Mr. Digges sees it; i.e., until the full complement of sponsors are lined up for the second year of *Mystery Theater* and stations can be convinced that, by taking on another hour's worth (or even more) of drama a

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day, they wouldn't be risking overexposure of a delicate format.

For instance, Dan Griffin, the director of operations for WOR(AM), the New York outlet for *Mystery Theater*, notes that after a whacking 122% audience increase in the January-February American Research Bureau rating books, *Mystery Theater* "tailed off somewhat" in the April-May ARB report. Mr. Griffin guesses that this dip may spring from two sources: the novelty for the listener of having radio drama available every night "has worn off a bit"; and the "sprinkling in of reruns by CBS" caused a certain audience attrition on repeat nights.

For these reasons, he says, WOR has pretty much closed the door to Mutual's offer of *Zero Hour*, which has been without a New York outlet for some time now. Mr. Griffin concludes: "We don't want to beat this radio-drama thing to death."

Although still shut out in New York, Mutual improved *Zero Hour's* clearance rate and sponsor backing when, in the second 13-week cycle of stories, it shifted from a format of five continuing half-hour chapters (which were stripped Monday-through-Friday to make up one complete two-and-a-half-hour drama) to the new pattern of allowing each mystery to be told in its entirety with the time span of 30 minutes. "Our stations asked us to go to the new pattern mainly because the pre-emptions for night baseball games would hurt the continuity" of a story broken up into five half-hours, says Gary

Worth. *Zero Hour* is being carried by 251 stations (about 18% of which are not affiliated with Mutual), and clears 40 of the top 50 markets (with Philadelphia joining New York as a major holdout). It's a straight barter deal, with Mutual retaining four of the six sponsor minutes. The series is not fully sold out, although Mr. Worth says that RCA, Ford and the La-Z-Boy chair company have been particularly loyal in recent weeks.

No radio-drama roundup would be complete without a mention of that old-time-radio maven, Charles Michelson, who reports that tapes (transcribed from the original recordings) of one or more of his series (*The Shadow*, *The Lone Ranger*, *Fibber McGee and Molly*, *Gangbusters*, *The Green Hornet* and *Tarzan*) are now being heard on some 385 stations throughout the country.

Strike talk at SAG

Current contract with producers, networks to expire next week; multiple stumbling blocks arise in talks going on since May 16

The Screen Actors Guild last week asked its members to authorize a strike against TV and film producers and the television networks after June 30 when the current contract expires, unless a new contract is agreed to by then.

SAG and the Association of Motion Picture and Television Producers and the three networks began negotiating on a

new contract May 16. According to reports, "excellent progress" was made in the first phase of the negotiation, mostly involving working conditions, as well as an increase from 6½% to 8½% in contributions to SAG's pension and welfare fund.

But "real progress came close to a halt" according to SAG executive secretary Chester L. Migden when the negotiations moved into such areas as basic rates, prime-time reruns, syndicated reruns, features released to TV, and parity between film and tape. SAG is asking for a 25% increase in basic rates, 100% compensation for a first rerun in the same time period and season, and 80% of compensation for reruns out of season; 100% compensation for theatrical release of TV movies, 50% of minimum salaries for first syndication reruns, as well as cost of living increase clause, and repeal of the differential between film and tape salaries.

In his letter to members, Mr. Migden noted that the cost of living has risen 17% in the last three years, the life of the current contract. He said that the counterproposals by the producers on the rerun question are "based on the same old residual formula, which utilizes percentages of minimums." And, he added, "Adding dollars to an inadequate, anachronistic formula cannot and does not solve the problem."

Because of the proliferation of prime-time reruns, Mr. Migden said, the income of actors has been dropping steadily; income of SAG members, from TV programs, he said, declined by \$1,196,000 last year. And, in counterpoint, he added, network profits have risen 244% in the last three years.

Members were asked to promptly vote yes on the strike authority that, the letter continued, "will only be used when and if it is necessary in order to achieve gains which are real rather than illusory, substance rather than promise, and meaningful in terms of today's realities."

Allied with SAG in the negotiations is the American Federation of Television and Radio Artists.

Big carrots for better programs

Establishment of the Family of Man Institute, organized to upgrade the quality of television programming, is being announced tomorrow (June 25) in Los Angeles ("Closed Circuit," June 17).

The institute's principal activity will be the awarding of a "Humanitas" prize to the writers of prime-time TV programs "that most completely reflect the Judaic-Christian vision of man"—in the sum of \$25,000 for a 90-minute program or two-hour movie of the week or special; \$15,000 for a 60-minute program, and \$10,000 for a 30-minute program. Money for the institute and the prizes has been granted for a three year trial period by the Lilly Endowment Inc., Indianapolis.


The executive committee of the institute includes John Furia, president of the Writers Guild of America, West; James

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The result is an eye-catching piece of television journalism. According to television columnist Richard K. Shull, "anyone in journalism sooner or later comes to the realization there's no substitute for getting out of the office and into the street where the action is. That's why WLWI should get high marks

for its local documentary efforts—everyone hits the bricks to gather the story."

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E. Moser, TV creator-writer-director; Arthur Hiller, TV and motion picture director; Robert Lecky, Methodist minister, and Elwood Kieser, Paulist priest who produces the syndicated *Insight* program. Members of the board of trustees are Bud Schulberg and Ray Bradbury, writers; Charles Champlin, entertainment editor of the *Los Angeles Times*; Vernon Jordan Jr., Urban League; John Macy, Council of Better Business Bureaus, Washington; Eugene Carson Blake, retired executive of the National Council of Churches; actress Cicely Tyson, and Charles Lilly of the Lilly Endowment Inc. Executive director of the institute is James A. Brown, S.J., who recently resigned as chairman of the department of telecommunications of the University of Southern California, Los Angeles.

PTV's co-op: off and, in the fall, running

Stations pick and partly pay for half of next season's PBS schedule; most are satisfied with results though all complain about lack of money for shows

Public broadcasting's much heralded National Station Cooperative became a working reality last week with the selection by 152 noncommercial TV licensees of 26 national programs for the upcoming Public Broadcasting Service fall schedule. And while nobody within the medium would venture that the undertaking was devoid of problems the general reaction was one of optimism tempered somewhat by economic realities.

When the last of an elaborate series of program selection rounds (BROADCASTING, June 3) was completed last Tuesday, the noncommercial system had allocated approximately \$13.7 million to the co-op. Of that total, \$9.4 million came from the Ford Foundation and the Corporation for Public Broadcasting and the remainder from the stations. Licensees, which had been obligated under the co-op plan to finance at least one third of the total expenditure, agreed to contribute collectively nearly \$1.2 million in excess of the minimum requirement—all of which came to the stations from CPB in the form of community service grants. While PBS officials were pleased that the stations elected to surpass the minimum, the total outlay fell short of PBS's optimum projection, under which the stations, Ford and CPB would have combined resources for a total co-op expenditure of \$1.5 million.

As it turned out, however, 52 stations did not use all of the Ford-CPB money allocated to them. As a result, \$600,000 of the \$10 million available to the co-op by those underwriters was not used. It had not been decided last week what would become of that money.

While the selection of programs in the

co-op is now final, several other arrangements have yet to be completed. Prominent among them is the time scheduling of the fall PBS programing, which will be executed at a meeting of PTV program, promotional and development personnel this week in Washington. In addition, PBS must still conduct a series of bidding rounds in which it will be determined precisely how many stations will be sharing the expenses of—and therefore carrying—each of the selected programs and how much each program will cost each station. That process, according to PBS President Hartford Gunn, involves a matter of "recycling money" already committed to the co-op. While 26 programs were approved for the co-op, not all the stations have agreed to carry each one. *Black Journal*, for instance, was approved well into the bidding process and had only been purchased by 27 stations—a sufficient number to meet its production costs—as of last week. In the subsequent rounds, which should run until the end of June, more stations are expected to become interested in each program, which will have the effect of making the per-program cost to each participating station lower, thus enabling more stations to carry them.

The major area of controversy associated with the co-op—and one which has attracted significant press exposure—involves an allegation that public affairs programs on the noncommercial system will suffer as a result of the process. Although PBS statisticians concluded that 34% of the money committed to the co-op falls in this category (as opposed to 48% in children's programing and 18% in cultural), that assessment was vigorously challenged last week by James Karayn, director of the National Public Affairs Center for Television, Washington. Mr. Karayn, whose organization's programs represent about 40% of all the public-affairs offerings chosen for the co-op felt the PBS figure misleading because the programs chosen for the co-op represent less than one half of the total hours of national shows that will ultimately wind up on the PBS interconnection this fall. (The remainder will be funded by the Corporation for Public Broadcasting, foundations and corporate underwriting.) Taking the total PTV roster into consideration, Mr. Karayn projected that public affairs will constitute only about 16% of the PBS schedule.

"Any kind of hard-hitting, investigative

journalism is void in this system," Mr. Karayn complained. Noting that the co-op did not obtain "a single documentary" in the selection rounds (an NPACT-proposed series of documentaries was rejected, as was a single program project which would have been created at WNET-TV New York by producer Fred Wiseman), Mr. Karayn asserted that public television, accordingly, will fail to provide programs which its commercial counterparts do not.

Although the stations rejected several NPACT proposals (including three of a projected five weekly public affairs offerings under the collective title of *Washington*), Mr. Karayn expressed no animosity toward the stations. "I think the stations did admirably," he observed. "It was the system itself. There was just too little money. It's like telling little children at age five to take a quarter, go out on their own and live well."

That the co-op could have used some more money was a fact uncontested by none of the PTV officials canvassed by BROADCASTING. "Everybody would have liked to have seen more money," commented Mr. Gunn. "So would I." But all things considered, he added, "the cooperative has accomplished everything it intended to do. The degree of participation from the stations was remarkable."

Responding to Mr. Karayn's remarks, Mr. Gunn maintained that nobody can now foretell exactly how much of the PBS schedule will ultimately be devoted to public affairs. Addressing Mr. Karayn's 16% projection, Mr. Gunn retorted: "He can't make that statement and I can't make that statement either." Noting that CPB is still "sitting on" \$3 million that has been earmarked for national programing, Mr. Gunn observed that "some of that must go into public affairs." Considering the limited capital available to the co-op, Mr. Gunn said in the final analysis: "I think the stations made some very hard decisions. . . . In my book, the cooperative would have been a success if the stations had spent only \$1 million." In fact, he emphasized, the total station expenditure was more than \$4 million, which otherwise would not have been available for national programing. In addition, the co-op prompted a \$5.5 million contribution from the Ford Foundation which, in Mr. Gunn's reckoning, would not have arrived without the co-op.

According to PBS's statistical analysis, the co-op has provided for 613 program hours in the forthcoming season. Of that

And the winners are. These are the 26 programs that survived the cut of public broadcasting's new National Station cooperative, with their production parents (in parentheses): the *Sesame Street* and *The Electric Company* (Children's Television Workshop); *Washington Week in Review*, *Washington Straight Talk* and the \$1.3 million special events package which includes anticipated impeachment coverage (NPACT); *Firing Line* (Southern Educational Communications Association); *Wall Street Week* and *Consumer Survival Kit* (Maryland Center for Public Broadcasting); *Japanese Film Festival*, *World Press* and *International Animation Festival* (KQED-TV San Francisco); *Book Beat* and *Soundstage* (WTTW Chicago); *Misterogers' Neighborhood* (Family Communications Inc.); *At the Top* (WXXI Rochester, N.Y.); *Evening at Symphony*; *Zoom!* and *Romagnoli's Table* (WGBH-TV Boston); *Woman* (WNED Buffalo, N.Y.); *Black Perspective on the News* (WHYY Philadelphia); *Hollywood Television Theatre* (KCET Los Angeles); *Lilias*, *Yoga and You* (WCET-TV Cincinnati); *Solar Energy* (KNME Albuquerque, N.M.); *American Chronicles*, *Black Journal* and *WNET Opera* (WNET-TV New York).

total, 274 went for children's programs, 215 for public affairs and 123 for cultural shows. In addition some 180 hours of programing have been underwritten by CPB and other sources—including such major programs as *Interface*, *Theater in America*, *Masterpiece Theatre*, *Nova* and the new Children's Television Workshop health series—and, according to Mr. Gunn, that number "will go up substantially." Last year, PBS carried a total of 1,052 new program hours and another 640 hours of reruns. "You can assume that we're going to be involved in repeats again this year," acknowledged Mr. Gunn, although the level of that involvement is not presently known.

One significant aspect of the co-op next season will be that while public television has not regularly carried a minority-oriented program in the past year, it will now accommodate three. One, *Interface*, has been funded outside the co-op by CPB. The other two, *Black Journal* and *Black Perspective on the News*, undoubtedly would have never gotten onto the schedule had it not been for their selection by the stations. That development evoked pleasure—albeit with reservations—from Tony Brown, executive producer of *Black Journal* and a spokesman for a group of black activists which for the past year has been clamoring for a larger voice in the non-commercial system. "It's an indication that somebody has been listening to us," Mr. Brown asserted. "It is not insignificant that whoever pulled *Black Journal* out of the fire was trying to do something right." Mr. Brown, however, retained some skepticism: "It is significant," he concluded, "but it is a small step."

At the stations, the positive reaction to the co-op was less restrained. "The system has worked amazingly well, considering the difficulties," said David Ives, general manager of WGBH-TV Boston. "I think it's only fair to say that Hartford Gunn did a hell of an impressive job in keeping things moving." But, Mr. Ives stipulated—as did nearly everybody connected with the project—"There really wasn't enough money to really make the system work well in the first year."

The ramification of that problem, clearly, is that the stations had to be extremely selective. "The system was speaking its priorities," as WGBH-TV's Mark Stevens put it. Dick Bowman, program coordinator at WTTW(TV) Chicago, agreed. The stations' ultimate selection, he observed, "really was an indication of what they could afford rather than what they would have liked to bid on. There were so many must-haves on the list that you just had to knock them right off."

One additional problem, Mr. Bowman noted, is that with so many stations taking so many different programs from the PBS interconnection, scheduling is going to be a greater problem than ever before. "I think this is going to be a cause of concern and I'm not sure where it's going to go," Mr. Bowman speculated. Norman Marcus, program manager at WHY-TV Philadelphia, agreed. "I think the whole process has worked remarkably well," he said. "And most of the programs that were rejected aren't

doing particularly well here anyway. . . . But it makes it a little bit more difficult to make up your schedule."

Of the 67 programs rejected for the co-op, only a few are widely known. They include the long running WGBH-TV offering, *The Advocates*, WNET-TV's *Behind the Lines*, NPACT's *Washington Connection* and WNET-TV's *Soul!*

The happy hookup

WCVB-TV bursts bounds of Boston with live, interconnected microwave network for Monday-Friday morning show with New England accent

A live, interconnected network of New England television stations will be activated in mid-September by WCVB-TV Boston, which last week announced a 52-week commitment by five other stations—from Portland to Providence—to carry its 90-minute, Monday-through-Friday *Good Morning* show. "We're going into a new cycle of television," says Robert Bennett, vice president-general manager of the station, who likens his 1974 creation to the early days of *Garroway at Large*.

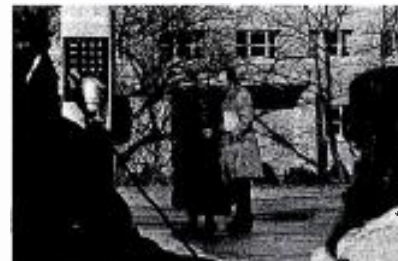
The "live" dimension has been part of *Good Morning* from its inception, made possible by a Philips PCP-90 portable color camera of the type now in vogue for live news remotes. WCVB-TV's, however, is put to use for daily entertainment segments that may range from "Sidewalk Follies" at the Boston Common (to which citizens are invited for what amounts to a local amateur hour) to fashion segments from Filene's department store. Mr. Bennett credits the live remotes for much of *Good Morning's* 43 share of its 9-10:30 a.m. time period and the audience dominance in the first 60 minutes of its time period, which it has taken away from talk-variety competitors. He suggests the westward trend of other talk shows (*Johnny Carson*, *Merv Griffin*) also accounts for Boston's growing ap-

peal as an East Coast alternative to the Philadelphia-based *Mike Douglas Show* (Westinghouse) and Chicago's *Phil Donahue Show* (Avco).

The 43 share, admittedly, is the thing that attracted WABI-TV Bangor, Me.; WJAR-TV Providence, R.I.; WMTW-TV Poland Spring-Portland, Me.; WAGM-TV Presque Isle, Me.; and WVNY-TV Burlington, Vt. But what made it programatically viable and financially possible, in Mr. Bennett's view, is that (a) the states of New England share a commonality of viewpoint and interest that allows what plays in Cambridge to go down equally well in Presque Isle, and (b) the region has an existing microwave system that Bennett et al could string together for a no-cost interconnection. Conventional line charges, he estimates, would have amounted to \$5,000 a week—far too grand a figure for a one-show, seven-station lineup to support. The network will swing in a curve from Providence to Boston to Portland to Bangor to Presque Isle to Burlington. WCVB-TV eventually hopes to include Springfield and New Haven in the hookup.

Mr. Bennett sees potential for a regionalized version of ABC's *Wide World of Sports*; WCVB-TV already carries a local show, *Five on Sports* Monday 7:30-8, which features live events. Another innovation is the 6-7 a.m. full-production news show, with anchorperson and sign language for the deaf, which draws a 99 share at that dawning hour.

No money will change hands in WCVB-TV's network. The station ordinarily programs 14 commercial minutes in its hour-and-a-half, or 28 thirty-second spots. It will have the right to sell half that number on the affiliates' stations as well as its own; the other half, and any others WCVB-TV hasn't sold, will be available for local sale. With a 4 rating in the Boston market, Mr. Bennett estimates he delivers about 60,000 homes at \$100 for 30-second spot. He further estimates the additional stations in the as-yet-unnamed network will triple that homes reach.



Morning potpourri. (Left) "Skitch" Henderson performs on WCVB-TV Boston's *Good Morning* show with co-host John Willis. (Top right) A live remote interview with Boston Cardinal Humberto Medeiros by Jim Pansullo made possible by the PCP-90 unit's signal relayed through a 360° antenna atop Boston's Prudential Tower. (Bottom right) Co-host Janet Langhart (r) interviews actress Susan Strassberg.



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The Record

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 Carried on NBC's five O & O stations
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 Reaches 7,546,000 homes, up 21% from last year*
 Reaches 3,444,000 women 18-49, up 15% from last year*
 Averages .46 per household among women 18-49*
 Beats big game-show competition in two out of three cases among women 18-49*
 *Source: Nov. 1973 NSI **Source: NTI and NSI Nov. 1973

Newest Ratings North, south, east and west, "Police Surgeon" ratings are not only strong but in the coverage area, there was an average INCREASE of 15% over last year. And in some areas, the numbers all but went through the roof. For example:

City	Household Rating	Share
Pittsburgh	30	52
Minneapolis	21	36
St. Louis	18	31
Seattle	16	28
Houston	17	31
Cleveland	17	33
Miami	18	32
Atlanta	16	36
Hartford	18	31
Cincinnati	23	44

Source: Feb.-Mar. '74 NSI

Background Sam Groom brings proven appeal with previous "Police Surgeon" success. Plus motion pictures, other nighttime TV and daytime TV. Co-star Larry Mann appears in "The Sting," "Oklahoma Crude," "Heat of the Night" and other favorite motion pictures and television programs.



Back-up Team Episodes feature such guests as: Martin Sheen, Michael Ansara, Susan Strasberg, Keenan Wynn, Frank Gorshin, Anjanette Comer, Ralph Meeker, Skye Aubrey, William Shatner, Nina Foch, Leslie Nielsen, Michael Callan, Paul Burke, Edward Nelson, Nehemiah Persoff, George Chakiris, William Windom, Richard Mulligan, Donald Pleasence, Dean Stockwell, Edward Binns, and Mitch Vogel.

Support The Colgate-Palmolive Company will continue to provide heavy promotional backing such as: Paid local newspaper advertising. Personalized station slides. Videotape promos for each episode. Magazine and newspaper promotion kits. Merchandising support such as a national consumer promotion of "Police Surgeon" Home & Auto Emergency First Aid Kits.

The Future "Police Surgeon" could be a money-maker in your prime-time schedule. For further information, write or phone: Mr. Joel Segal, Senior VP, Network & Syndicated TV, Ted Bates & Company, 1515 Broadway, New York, N.Y. 10036, (212) 869-3131.

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Philadelphia-Houston	\$26.25
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Fonda's 'Klute' goes on NBC—with a warning

NBC-TV is reported ready to use a special warning notice for the first time during the televising of a theatrical movie when it puts on Warner Bros. "Klute," starring Jane Fonda as a call girl who is threatened by a psychopathic killer. The movie will be aired some time next season.

ABC-TV has put up admonitory notices on three theatrical movies in the past—"John and Mary," "Rosemary's Baby" and "Irma La Douce." According to ABC sources, two or three upcoming movies (unnamed) may be cited by ABC next season if they're shown on Sunday (when family audiences predominate) rather than Monday.

CBS-TV has also used warnings on three previously scheduled theatrical movies: "In Cold Blood," "Who's Afraid of Virginia Woolf" and "The Graduate." The network is negotiating for Avco Embassy's hit comedy, "A Touch of Class," which, if it's bought, will probably carry some sort of a disclaimer, CBS spokesmen say.

All three networks also have put up notices on sensitive made-for-TV movies or specials at one time or another. To date, the titles are, on ABC, "Long Day's Journey Into Night," "Pueblo" and "QB VII"; on CBS, "The Lie," "Sticks and Bones" and "Cry Rape"; and on NBC, "A Case of Rape" and "The Execution of Pvt. Slovik."

The sun will never set on ITC production

Heavy line-up of commitments listed by Mandell, who also reports sales to networks for next season have brought in \$9.5 million in first quarter

Independent Television Corp., New York, has set an annual production budget of \$55 million for the coming year for television and motion picture properties.

Abe Mandell, president of ITC, said the new budget is allocated to productions intended for the U.S. television and motion picture theater markets and is exclusive of additional product made for England and world markets by ITC and its parent company, Associated Television Ltd., London. He said the budget does include ITC's commitments for co-productions with various companies and countries. Among the companies involved in these agreements are RAI of Italy; O.R.T.F. of France; National Theatre Company of England; Royal Shakespeare Company of England and the D'Oyly Carte Opera Co. of England.

Mr. Mandell noted that for the second straight year, ITC has program commitments from the three TV networks. For NBC-TV: *Brief Encounter*, a 90-minute special starring Sophia Loren and Robert Shaw; *Great Expectations*, a two-hour musical starring Sarah Miles, Michael York and James Mason; one-hour *Ann-Margaret Special*, and a group of one-hour made-for-television movies starring

Peter O'Toole.

For CBS-TV: *The Royal Victorians: Victoria, Albert and Edward*, a series of specials; *Moses—The Lawgiver*, a series of one-hour dramatizations with Burt Lancaster in the title role, and a group of musical specials produced and directed by Dwight Hemion and Barry Smith. For ABC-TV: *Burr*, six-hour, two-part drama based on Gore Vidal's novel; a group of thriller/menace movies; *The Life and Times of William Shakespeare*, a series of one-hour specials on Shakespeare's life; *Antony and Cleopatra*, a three-hour dramatization.

Mr. Mandell also reported that ITC has signed with the Sentry Insurance Co. to produce for its sponsorship 10 musical, variety and dramatic specials to be telecast in prime time on a TV network over a three-year period.

For syndication, ITC plans to release this year the following programs: *Jason King*, a "spin-off" of the *Department S* series in 26 hour episodes; *Crimes of Passion*, 32 hour courtroom dramas set in France, and *The Spectacular Six*, six one-hour off-network specials starring Sammy Davis Jr.; Tony Bennett and Lena Horne and Burt Bachrach (four one-hour shows).

Mr. Mandell revealed that sales to all three U.S. TV networks for next season accounted for \$9.5 million to ITC in the first quarter of its fiscal year ended last March.

Program Briefs

Worldvision adds. Worldvision Enterprises Inc., New York, has been signed to handle worldwide distribution of features for television produced by Alpine Productions, headed by Charles (Chuck) Fries. Kevin O'Sullivan, Worldvision president, said first TV movie to be delivered under agreement will be "Night Visit," starring Robert Stack and Vera Miles, which will be telecast by NBC-TV in 1974-75 season. Alpine is developing several motion pictures for both CBS-TV and NBC-TV. Under limited exclusive contract, Worldvision obtains Alpine's television movies and first refusal rights to Alpine's TV series.

Sales a-poppin'. Time-Life Films, New York, reports that sales on its seven one-hour *The Commanders* series have been made in 62 markets in three weeks of selling. Programs, coproduced by Time-Life and BBC-TV, recount stories of seven great military leaders of World War II—Dwight D. Eisenhower, Erwin Rommel, Douglas MacArthur, Sir William Slim, Sir Arthur (Bomber) Harris, Georgi Zhukov and Isoroku Yamamoto. Among station buyers: WNAC-TV Boston, WCPO-TV Cincinnati, Wews(TV) Cleveland, WTOP-TV Washington and KSD-TV St. Louis.

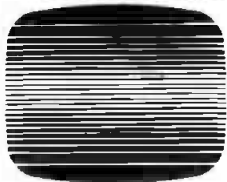
Filmmakers team. Paul Galan, Dick Hubert and Morty Schwartz have formed Gateway Productions Inc. to produce film and tape for business and television. Projects near completion: three-hour medical program for Health Learning Systems and film for Selchow & Righter, makers of games. 18 East 50th Street,

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Raconteur. Mission Argyle Productions, Los Angeles, announces national syndication for access time late this fall or January of *Jud Strunk Show*, 26 half-hours, variety-comedy series with comedian-raconteur as host, being produced by Pierre Cossette Co., with Perry Rosemond as producer.

Just beginning. WTOP-TV Washington premieres "Happy Ending," one-hour satirical comedy marking TV debut of D.C. Black Repertory Company. Telecast is station's answer to appeal for operating funds by nonprofit theatrical company; video tape and all rights are retained by it following tonight's (June 24) telecast. Syndication is planned. None-too-subtle satire centers on grief of two domestics over their rich employers' impending divorce—end to good life after nine years of ripping them off.

Jersey-bound. Bonneville Broadcast Consultants, which furnishes radio stations with music formats, is moving its headquarters from New York to 274 County Road, Tenafly, N.J., effective July 1. Telephone number will be (201) 567-8800.

Friendlylies. Vidistrib Inc., Los Angeles, has acquired worldwide distribution rights (except for Canada) to *Some of My Best Friends Are Cannibals*, one-hour color TV special produced by Hillel Rivlin. Story is of 700-mile search for gold in Owen Stanley range of New Guinea.

Workshop series. Weekly half-hour do-it-yourself series, *Wally's Workshop*, is available on barter basis from Walnut Co., Indianapolis. Currently playing on 81 stations and being stripped on a test basis in two markets, WPEC-TV West Palm Beach, Fla. and WWTV-TV Cadillac, Mich.

Scotch verdict. Yeshiva University, New York, doctoral study on film violence takes issue with "unidimensional policy" of National Association of Broadcasters' TV Code (which directs that violence should not be used as a means of attaining social goals), since "reactions . . . rest with the individual viewer and would be difficult to control." Psychologist William Neigher, director of research at Community Mental Health Center of Passaic-Clifton, N.J., notes viewers' experiences, perceptions and inclination to guilt feelings influence their reactions, as do group dynamics or audience size.

Higgins' thing. WABC-TV rebroadcast of *Like It Is* program examining role of black man toward family featured photographs by son of aide to FCC Commissioner Benjamin L. Hooks. Photographs by Chester Higgins, 27-year-old son of FCC staffer Chester A. Higgins, are drawn from his book, *Drums of Life*, study of blacks in American history. Program was telecast Saturday (June 22).

Success. Noncommercial KQED(TV) San Francisco reports it raised total of \$506,873 during televised fund-raising auction concluded June 11. Station, says this is all-time high for endeavor of this nature by PTV station.

Media

Pastore searches for renewal relief without sacrifice of public's rights

But his quest is made no easier by plethora of conflicting views from never-ending witness list

Senator John O. Pastore (D-R.I.) had no illusions about the difficulty of developing a consensus behind a Senate version of the broadcast license-renewal legislation passed by the House (H.R. 12993). But even he must have been dismayed by the variety of opinion he heard last week in the first two days of hearings on the measure. And that was before he presided over a third day of the hearing on Thursday, and two more days of it scheduled for this week.

The senator, aware that some 60 witnesses—representatives of government, industry and citizen groups—were prepared to testify before his Communications Subcommittee, stated repeatedly his aim was to seek a measure that would provide the broadcast industry with needed stability without sacrificing the rights of the public.

The concrete terms into which the senator's dilemma translated were: If broadcasters are to be given the five-year licenses provided in the House bill, what protection is afforded members of the public who have a complaint? Do they wait five years? The bill requires the FCC to establish procedures for good-faith negotiations between members of the public and licensees. But what happens if there is no resolution of the differences? Would the cause of stability be adequately served simply by assuring renewal applicants an advantage over competing applicants if they have a record of substantial service? (Under the House bill, licensees who have been substantially responsive to the locally ascertained "needs, views and interests" would be assured of renewal.)

But since the hearing was one of those in which everyone seemed to be disagreeing with almost everyone else, even such seemingly concrete questions lost some of their pertinence.

Operators of several small-market radio stations—William Duhamel of KOTA (AM) Rapid City and Dean Sorenson of KCCR (AM) Pierre, both South Dakota, and Virginia Pate Wetter of WASA (AM) and WHDG (FM) Havre De Grace, Md., talked of the paper-work burdens small broadcasters face in filing renewal applications every three years. And two important backers of five-year licenses—FCC Chairman Richard E. Wiley and Clay T. Whitehead, director of the Office of Telecommunications Policy, sought to assure Senator Pastore that various means are at hand—fines, cease-and-desist orders, institution of license revocation proceedings—to keep licensees in line.

But both conceded, under questioning, that they did not consider the five-year

license provision one of the more important ones under consideration.

FCC Commissioner Benjamin L. Hooks, who testified along with Chairman Wiley, said he favored retention of the three-year license. He said extending the license period would look like "an attempt to insulate the broadcasters from public complaint." And in answer to Senator Pastore's question, he said he would give licensee credit "for good service."

At that point, the senator seemed to be onto something, particularly since several public-interest group representatives, including some from the National Organization for Women, were prepared to oppose five-year licenses. But on Wednesday, a major figure in the citizen movement testified that he would not object to a five-year license period as long as other changes were made.

Earle K. Moore, counsel for the Office of Communication of the United Church of Christ, said a major problem facing citizen groups in opposing renewal applications in major markets is the task of reviewing the records of 20 or 30 stations. "If license periods were staggered, so that different stations in a community came up for renewal at different times," Mr. Moore said, "then citizen groups wouldn't object as much to five-year licenses."

Mr. Moore also indicated a willingness to meet broadcasters part way on two other provisions of the House bill—one requiring appeals from commission actions to be taken only to the appeals court for the circuit in which the station is located, and one prohibiting the commission from restructuring the industry case by case through the renewal process.

As for the first, Mr. Moore said appellants should have the option of appealing either to the local court or, as is now the case, to the appeals court in Washington. As for the second, he said that if the Senate committee wants to protect multiple owners from the threat of losing a license to a challenger on the ground of diversification of control of media, it could simply prohibit consideration of media concentration issues in comparative renewal hearings. (He made it clear he feels strongly about the commission's retaining the right to consider media concentration in other renewal proceedings. The provision in the House bill that would prohibit such consideration is "really devastating," he said.)

Both Senator Pastore and Senator Howard Baker (R-Tenn.), ranking minority member of the subcommittee, indicated they were uneasy about the commission concerning itself with the media concentration issue in renewal proceedings. Indeed, Senator Pastore cited the WHDH-TV case, in which the Boston Herald Traveler lost WHDH-TV on that issue, as the genesis of the current effort to provide the industry with a greater degree of stability.

The major argument in opposition to the provision barring case-by-case examination of crossownership situations was made by Bruce Wilson, of the Department of Justice's antitrust division. The division since December has filed peti-

tions to deny license renewals to six newspaper-owning licensees. In part, at least, the petitions are seen as an effort to spur the commission to action on its pending rulemaking to break up multimedia holdings located in the same market. Mr. Wilson has said the department would favor commission action on that rulemaking to the department's case-by-case approach.

But Mr. Wilson indicated the department does not want to take any chances on the outcome of the commission's proceeding. He said the House bill should be amended "to require the commission to adopt rules requiring the dissolution of existing local media crossownership over a reasonable period of time and prohibiting the creation of new local media crossownership situations."

He said that if the House bill were adopted as drafted and the commission failed to adopt a rule barring crossownership, then the existing media combinations which dominate the mass media in many of the cities across the country will be basically "grandfathered." And if that is what Congress intends, Mr. Wilson added, the provision in the bill barring case-by-case examination of crossownership situation would represent "a major shift in national policy."

Both Chairman Wiley and Mr. Whitehead supported the House bill on the crossownership question. Mr. Wiley said that in a comparative renewal hearing a licensee should be judged on its "actual performance," not on the "presumption" that diversification of mass-media ownership would better serve the public interest. And Mr. Whitehead said the provision "would prevent arbitrary action against individual broadcasters."

But the sharpest raking-over given the Justice Department's position was administered by Lee Loevinger, a former chief of the antitrust division who is also a former commissioner and who is now practicing law in Washington. As counsel for the media structure committee of the National Association of Broadcasters, he had prepared testimony asserting that the NAB believes the House bill "is the best legislation that compromise and consensus can produce on this subject at this time and, therefore, urges its approval."

But at Senator Pastore's invitation to comment on Mr. Wilson's testimony, Mr. Loevinger put aside the prepared testimony and attacked the department's position. "It's based," he said, "on antitrust cliches, not on facts. They don't investigate. Most of their facts are wrong."

As for the department's use of the petition to deny as a means of prodding the commission to action on the crossownership rulemaking, he said that is "improper." It is like taking "hostages" to compel government action. "It is wrong," he said, "flatly wrong." Furthermore, he said, the FCC is the wrong forum for resolving the questions raised in the petitions; it has neither the mandate nor the competence. Courts are proper forums.

Mr. Loevinger also attacked the department's practice of lumping newspapers and television together in estimating the size of the market controlled by the owner of both. Newspapers and televi-



Final forum. Senator John O. Pastore's Communications Subcommittee began its hearings on license renewal last week. At top: the senator makes a point, flanked by Senator Howard Baker (l) and committee counsel Nick Zapple. Bottom left: FCC Chairman Richard E. Wiley (l) and Commissioner Ben Hooks. Bottom right: Interested observer, and participant, Bruce Wilson of the Justice Department.

sion stations are not engaged in the same kind of business, as Justice maintains, he said. The ads carried in newspapers are not the kind seen on television.

But the key issue involved in Justice's position, he said, is that the department uses structure rather than performance in assessing antitrust matters. "It's much easier," he said. "But the license-renewal bills under consideration use performance as the criterion. And that is as it should be."

The five-year license period may not be the only provision of the House bill in jeopardy in the Senate. Representative Clarence Brown (R-Ohio), one of the principal architects of the House bill, appeared before the Senate subcommittee and encountered questions.

Senators Pastore and Baker and J. Glen Beall (R-Md.) had difficulty understanding the reason the House bill requires broadcasters to ascertain "needs, views and interests." The commission now requires broadcasters to ascertain "problems, needs and interests."

Why add "views"? Senator Hugh Scott (R-Pa.) two weeks ago introduced a bill that substitutes "needs and problems" for the language in the House bill. He explained that the use of "views" might suggest that individuals in a community could dictate what kind of hours of service, programing, promotional practices and other station operations a station should employ (BROADCASTING, June 17).

Representative Brown said "nothing radical" was intended by the use of the word. A station is required to determine needs and interests, and "views as to them should be included," he said.

"You might have something in mind we're not aware of," said Senator Pastore. "Three people on this subcommittee who have dealt with this problem for many years are a little perplexed."

Chairman Wiley also expressed concern about the use of the word "views" and for reasons similar to those expressed by Senator Scott. And he found fault with the provision in the bill requiring the commission to prescribe procedures to encourage licensees and persons raising significant issues regarding the stations to conduct good-faith negotiations. The commission has already adopted procedures designed to encourage continuous dialogue between citizens and licensees, Mr. Wiley said, but he expressed "considerable reservations" about the practicability and desirability of setting forth detailed guidelines and procedures for such negotiations.

The commission endorses the principal element in the bill—the standard to be applied in determining whether a renewal application is to be granted. And that is the manner in which the broadcaster has responded to ascertained needs. However, Chairman Wiley suggested that the bill be clarified by spelling out the intent of the House, as noted in the report accom-

mitted last week, is how far the self-

executive vice president, briefed the

put in the code," he had said he would

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guests at an NAB luncheon of the combined radio and television boards. Although Mr. Wiley spoke informally on a number of subjects and answered some questions; the subject of children's television was never mentioned.

There were also suggestions at last week's television board meeting that code revisions—or explanations of existing code restrictions and applications—might ameliorate action that has been threatened by Federal Trade Commission Chairman Lewis A. Engman. In a speech to the American Advertising Federation (BROADCASTING, June 10), Mr. Engman inveighed against the appearance of hero figures or program hosts in children's commercials and said he would ask the FTC to outlaw premium advertising directed to the young.

The code already contains some provisions touching on those subjects, and they will be restudied this week by the code review board.

In still another action on children's television, the board last week empowered Wilson Wearn, its new chairman (see page 39), to appoint a committee to consider the prospects of a continuing study of the relationship of television and the young. That action followed a proposal by Director Robert Gordon, vice president and general manager of WCPO-TV Cincinnati, that the NAB sponsor a major seminar on the subject.

Mr. Gordon has been urging the NAB to take on such a project ever since he organized a national workshop on local programming for children in Cincinnati

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panying the bill, to distinguish between an ordinary renewal situation and a comparative-renewal hearing. In the former case, a licensee would be expected to have been "reasonably" responsive to ascertained needs; in the latter, "substantially" responsive.

The suggestion, which was presented in the form of an amendment, was termed "incredible" by one of the citizen group representatives. Nancy Schmidt,

of Community Coalition for Media Change, but who was not appearing as a spokesman for that group. Mr. Wilcher, who has been active in filing petitions to deny against a number of stations in the San Francisco area, characterized many of the arguments made in behalf of the House bill as "lies," and said the "Water-gate-type bill will give licensees . . . ownership of the public's airwaves," and concluded: "It seems like a bunch of Nixon-

last year (BROADCASTING, June 11, 1973). Mr. Gordon repeated his proposal last March at a lightly attended session of the NAB convention (BROADCASTING, March 25). Last week, after the board authorized a study committee, Mr. Gordon said he was pleased that something was at last being done, but he added: "I started this months before there was serious talk of government action."

Whitehead and Pastore part on friendly terms after Senate testimony

**Senator offers praise for OTP head
during license renewal hearing**

Whether Clay T. Whitehead, director of the Office of Telecommunications Policy, was successful in advancing the cause of the administration's license-renewal bill in his appearance before the Senate Communications Subcommittee last week remains to be seen. But at a minimum, Mr. Whitehead appears to have worked himself back into the good graces of the subcommittee chairman, John O. Pastore (D-R.I.). For Mr. Whitehead left the witness table with words of praise and even affection ringing in his ears.

With Mr. Whitehead expected to leave government service this summer, his relationship with Senator Pastore had come full circle. When Mr. Whitehead appeared before the senator four years ago for a hearing on his nomination to be the first director of OTP, Senator Pastore showered him with compliments, calling him one of the brightest and ablest young men in government.

But over the years, the relationship soured, as the senator made no secret of his unhappiness with Mr. Whitehead's performance—his failure to develop basic policy in certain areas, his criticism of public broadcasting and his slowness in developing proposals for long-range funding for it and, finally, his controversial Indianapolis speech charging networks with news bias.

But last week, after making his arguments for the administration bill—whose provisions he first disclosed in that In-

dianapolis speech and which he contends would effectively insulate licensees from government pressures and intimidation—the senator expressed the view that Mr. Whitehead's references to broadcaster "independence" and freedom to speak represented a change of course for the administration.

When Mr. Whitehead said that it was not a change (although he conceded the administration might be "schizophrenic" on the issue of press freedom), and that as long as he was OTP director the views contained in the bill would remain administration policy, the senator delivered what seemed his formal public farewell to the OTP director. He noted that they had had their differences, but he said: "I want to say to you, Clay, my relationship with you has been very friendly. You're honest. You've rendered great service to the country. I think you're a credit to the office. You're a man of ideas. If they'd let you alone, we'd be better off, especially with regard to public broadcasting. I applaud you for what you said today."

The reference to public broadcasting dealt with the reports that President Nixon had rejected Mr. Whitehead's proposed bill providing long-range funding for OTP (BROADCASTING, June 17). In that connection, Senator Pastore said regretfully, that Mr. Whitehead had been "overruled". But Mr. Whitehead, who still hopes his appeals to the President will be successful, responded, "Not yet."

For his part, Mr. Whitehead let it be known he harbored no ill will. Yes, he said, he and the senator had had their differences. "But," he added, "I never thought that either of us was pursuing anything other than the public interest."

Media Briefs

Gathering rocks. Formation of FM Rock Broadcasters Association, to consist primarily of ABC FM stereo rock stations and designed to promote use of that type of station by advertisers and agencies, has followed Fort Lauderdale, Fla., seminar hosted by ABC FM Spot Sales. Elections will be held next October. Contact: Joseph M. Costello, WRNO(FM) New Orleans.

Moving up. Departure this month of Joseph N. Nelson as member of FCC's review board will trigger series of career promotions from within. (Mr. Nelson had retired last Dec. 31, but he remained to complete his pending cases.) As previously reported, but not formally announced, Leonidas P. B. Emerson, chief of opinions and review, will replace Mr. Nelson. David W. Warren Jr., deputy chief, will succeed Mr. Emerson. Joseph F. Zias, chief of renewals and transfers, will move to opinions and review as deputy chief. All are supergrades, paying from \$34,000 to \$36,000.

Mr. Sound Off for Congress. Never let it be said that Robert Howard does anything half-way. The vice president and general manager of rock station WPGC-AM-FM Morning-side, Md., registered to vote on June 14 and three days later declared himself a candidate for Congress in Maryland's Eighth District. Mr. Howard says he knows his constituents from 12 years of broadcasting listeners' gripes in hourly "Sound Off"

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media vice president, had pushed vote, but chamber's general counsel ruled proposal did not meet board's criteria as matter of "national importance." "It's an inner-industry matter, really," spokesman said. Communication committee of board "simply gave information report" on pay cable issue, he said, while controversy "still remains on agenda of committee for next year."

So there. FCC has scheduled regular meetings for Aug. 21 and Aug. 28, contradicting earlier report ("Closed Circuit," June 10) that it would close shop from Aug. 1 until after Labor Day.

Less restrictions favored. While expressing general approval of FCC proposal to permit cable carriage of late-night programming from distant signals, National Cable Television Association says commission should not limit such carriage to time between sign-off and sign-on of all local stations. Instead, according to NCTA, systems should be able to begin import after each local sign-off, thus carrying full complement of signals all night.

FCC tries to dig out from under claims for fees refunds

Commission advises Justice Dept. to go to court and have suits held up while it comes up with new schedule—which it says will regain 34% of its costs

Seeking to clear ground for construction of a revised fee schedule, the FCC last week set in motion legal machinery to seek dismissal of three suits filed by cable systems and broadcasters seeking refund of fees they paid under schedules later outlawed by the Supreme Court.

The suits, filed in the U.S. Court of Claims in Washington, stemmed from a March Supreme Court decision that said the FCC cannot assess regulated industries for 100% of its costs and that questioned the entire fee schedule. Although the specific case involved the annual fees paid by cable systems, it has been taken by broadcasters to apply to them and to include fees for assignments, transfers and other matters.

Since that decision, three separate suits have been filed in the court of claims. The first was a class action filed by nine cable systems seeking refund of \$4 million paid by some 3,000 systems since the annual fees were adopted in 1970. Subsequently, in April, 13 broadcasters filed suit for refund of not only annual fees, as requested by the cable operators, but also of transfer and assignment fees. The total sought in that suit was \$510,594.68. The third suit was brought two weeks ago by a group of 32 broadcasters and cable operators suing the government for \$2,026,919.

In the meantime, two groups have gone to the FCC looking for refunds. The largest claim came from the National Cable Television Association, which asked the commission in March for a full refund of the approximately \$6 million that systems have paid in annual fees over the last three years and for a suspension of the present fee schedule. Then last month licensees of five broadcast stations asked the commission for a \$181,868 refund.

In addition to the requests for refunds, the FCC has received at least three petitions for "expedited action" on the fee schedule. A week after the Supreme Court decision, 11 broadcasters and cable operators filed a petition asking the commission to set aside the existing schedule and to establish procedures for refunds. At the same time, the National Association of Broadcasters petitioned the commission to suspend the annual fees and adjust the fee schedule to the court ruling. The third petition was the one filed by the NCTA in its petition for refund.

Finally, as if it needed it, the FCC has received more prompting on the fees issue from a number of broadcasters who have sent form letters, each under the letterhead of an individual station, asserting their "rights" to receive refunds, but without actually requesting any rebate. An official in the FCC general counsel's office speculated that the letters were sent by clients of some large law firm and were submitted "just to be certain they have something on the record."

The commission last week advised the Justice Department, which is defending the government in the suits, to seek dismissal on the ground that the systems and stations "had not exhausted administrative remedies" in seeking refunds, the FCC official said. In his view, the court has three alternatives in dealing with the suits: It can dismiss them outright, it can remand them to the FCC, or, most likely, it can hold them in abeyance until the commission acts on the entire fee question. That action, he said, would probably come within a month, and it will take two forms. In one instance, the commission will respond to the requests for refunds, at the same time laying down guidelines for return of all fees. In addition, he said, it will issue a further notice of proposed rulemaking on the fee schedule, with opportunity for comments, reply comments, and counterproposals. The commission plans to initiate both actions before it recesses in August, he said, and he expected a final report and order on the fee schedule within 90 days of the rulemaking notice.

The FCC did suspend annual fees for cable systems and broadcasters on April 1. The schedule in effect then was expected to bring in \$30 million in fees as against an appropriation of \$41 million for fiscal year 1974. Whereas that schedule would have brought in fees making up 92% of costs, the general counsel official confirmed that the schedule being considered would pay only 34% of costs, "give or take a couple of percentage points." Based on that schedule, the commission would recover about \$15 million with a total fiscal 1975 appropria-

tion of \$44.8 million.

Plaintiffs, and amounts sought, filing in the court of claims are: Benjamin N. Berger, Lawrence S. Berger, William H. Brown, William E. Cleator, Ida Goodstein, Marcus Loew, John L. McGuire, Rolling Hills Inc. and Charles Tangney, formerly sole stockholders of Western Telestations Inc., licensee of KHVV-TV Honolulu—\$65,000; Combined Communications Corp.—\$156,555.50; Combined Communications Corp. of Kentucky Inc.—\$180,600; Frederic A. Danz—\$4,854.20; Eleven-Fifty Corp.—\$4,768; the Evening News Association—\$85,320.67; Flower City Television Corp.—\$10,850; K.A.L.E. Inc.—\$646.40; Keedo Inc.—\$471; KHVV Inc.—\$480; KTAR Broadcasting Co.—\$21,278; Lee Enterprises Inc.—\$22,532.20; Marshall Electric Co.—\$435; Moline Television Corp.—\$8,580; P. H. Broadcasting Corp.—\$20,000; Ponce Television Corp.—\$8,080; SRD Broadcasting Inc.—\$18,877; Sterling Manhattan Cable Television Inc.—\$29,504.56; Sterling Recreation Organization Co.—\$11,156; Time Inc.—\$1,001,995.78; Time-Life Broadcast Inc. (Colorado)—\$67,159.50; Time-Life Broadcast Inc. (Michigan)—\$28,988; Trans America Broadcasting Corp.—\$14,508; United Artists Broadcasting Inc.—\$3,396; Universal Communications Corp.—\$11,270; Vision Corp.—\$1,000; WEOK Broadcasting Corp.—\$1,488; Whatcom Management Co.—\$651; WKY Television System Inc.—\$157,242; WOOD Broadcasting Inc.—\$45,706; WPTA-TV Inc.—\$38,270; WUAB Inc.—\$5,256. Total of filing, dated May 30, was \$2,026,918.81.

Columbus Broadcasting Co.—\$57,938.47; Cornhusker Television Corp.—\$7,110; Covenant Broadcasting Corp.—\$48,722; Covenant Broadcasting Corp. of Louisiana—\$32,008; Covenant Radio of Oklahoma Inc.—\$4,000; Fetzer Broadcasting Co.—\$28,775; Fetzer Television Corp.—\$12,604; Charles A. Haskell, Alvin G. Flanagan and Max G. Brooks as co-executors of John C. Mullins estate—\$154,487.50; KTOK Radio Inc.—\$54,969.71; Medallion Broadcasters Inc.—\$2,208; State Telecasting Co. (Delaware)—\$60,500; State Telecasting Co. (South Carolina)—\$20,500; WJAC Inc.—\$13,572; WLAC-TV Inc.—\$13,200. Total sought in filing, dated April 4, was \$510,594.68.

Cannon Beach TV Co.—\$536.43; Capitol Cable Co.—\$15,335.26; Davis Communications Inc.—\$11,104.49; Feather River TV Cable Systems Inc.—\$632.37; Gilroy Cable TV Inc.—\$1,844.25; Group Cable Co.—\$98.17; Midwest Video Corp.—\$31,620.83; Oregon Cablevision Inc.—\$1,231.72; Televents of California Inc.—\$14,390.38. Total sought by petitioners was \$76,793.90. The suit, dated March 20, was part of a class action seeking figure in excess of \$4 million.

Petitioners, and amounts sought, filing for refunds at the FCC are: National Cable Television Association—entire amount, approximately \$6 million paid in annual fees by cable systems to FCC since schedule established. Other petitioners: Clay Broadcasting Corp., \$2,328; Clay Broadcasting Corp. of Texas, \$105,-

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320; Southeast Texas Television Corp., \$62,100; Clay Broadcasting Corp. of Virginia, \$12,120.

Petitioners asking the FCC for expedited action on fee schedules: the National Association of Broadcasters, NCTA, Combined Communications, Eastern Connecticut Cable Television Inc., Flower City Television Corp., Lee Enterprises Inc., Ponce Television Corp., RKO General Inc., Sterling Manhattan Cable Television Inc., Time-Life Broadcast Inc., WKY Television Systems Inc. and WUAB Inc.

CPB's board: full team expected shortly

Nixon reportedly about ready to send up to Senate five nominees to fill empty seats; meanwhile, group manages to function

President Nixon will submit soon for Senate confirmation a list of five nominees to fill existing vacancies on the Corporation for Public Broadcasting's board of directors. In making that disclosure a White House spokesman, while declining to pinpoint a date, expressed confidence that the timetable involves "a matter of a week or two."

Those nominations, if acted on swiftly

by Congress, will reconstitute a CPB board that has been in limbo since March, when the terms of a third of its 15 members expired.

"The choices," the White House source stated, "have for all practical purposes been made. The only hangup now is that one or two of them still have to be investigated."

The FBI reportedly has been conducting routine security checks on the proposed candidates for over a month. At one time, it is understood that as many as 40 names had been under consideration to fill the CPB board vacancies.

The source declined to identify any of the candidates, other than to observe that the proposed list represents a "good balanced ticket" of individuals "with clear professional qualifications."

Asked whether the list includes Mrs. Nancy Chotiner, who for the past month has been rumored to be under consideration for a CPB post, the source commented: "I wouldn't make any assumptions." Mrs. Chotiner, widow of late Nixon political associate Murray Chotiner, was regarded by some observers as a weak candidate because of the political implications associated with her selection. Mrs. Chotiner's reported candidacy was discussed by the CPB board during its meeting in Boston two weeks ago. CPB officials, however, denied press reports that board members had expressed dismay over her alleged lack of qualifications.

The White House source was also un-

specific as to whether the list includes any minority group members.

Minority representation on the CPB board has prompted severe criticism of the public broadcasting establishment from dissident black groups for the past several months. The newly organized Corporation for Blacks in Public Broadcasting had submitted a list of several minority group members to the White House for consideration as CPB nominees. It was not known, however, whether any of those individuals are included on the White House list.

The White House source conceded that the administration had been "dragging its feet" on the CPB nominations for some time. "There has been a lot of infighting," he noted. The apparent internal controversy, he said, involved—among other issues—"different perspectives about the corporation itself." Two weeks ago, it was disclosed that Mr. Nixon had authorized a memo expressing his rejection of the concept of long range federal funding for CPB (as proposed in draft legislation by Office of Telecommunications Policy Director Clay Whitehead). The memo went on to suggest that federal funding for public broadcasting be completely eliminated, or scaled down significantly in the alternative (BROADCASTING, June 17).

The news of the impending CPB nominations was well received at the corporation. At the same time, however, officials maintained that the board in its present state has been able to function normally. "Obviously, the board is anxious for all this to happen," said Dale Turza, CPB's assistant secretary and staff coordinator for the board's activities. "But the board has not been crippled. . . . It's more or less conducting its regular business." Regarding the forthcoming nominations, Mrs. Turza noted: "I think certainly the board would like to see qualified nominees. But unfortunately, we aren't able to do much about that."

The board has been meeting regularly on a monthly basis during the current year. In that period, despite its present composition, it has failed to reach a quorum only once. That occurred in February, when a scheduled meeting at which the board was to have voted on CPB's allocation to public broadcasting's new National Station Cooperative (see page 31) had to be canceled when two members found it impossible to attend the planned Boston session.

The board, however, has found it necessary to alter its procedures in light of its shortage of personnel. Its by-laws were recently amended to specify that eight members need no longer be present in order for a quorum to be attained. A simple majority of the persons now holding seats is presently required.

At this time, the board has only 12 members, although it is required by the Public Broadcasting Act to have 15. The present shortage stems from the resignations from the board last year of Thomas Curtis, the former CPB chairman, and Theodore Braun. In addition, Irving Kristol, who was appointed to the board in October 1972 to fill the unexpired term of

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the late Sol Haas, was forced to vacate his position last December when the Senate failed to act on his proposed re-nomination. Mr. Kristol still awaits confirmation, and is not permitted to re-assume his seat until the Senate acts.

In addition, the future composition of the board has been further clouded by the fact that five of the 12 present members' terms expired last March. Further, the lame ducks include both the present chairman, James Killian, and vice chairman, Robert Benjamin. Dr. Killian, who has continued to preside over the board despite a near fatal injury last November will leave the board as soon as a successor is confirmed. Mr. Benjamin, however, is seeking re-nomination. He is regarded by CPB officials as the obvious choice to succeed Dr. Killian as chairman.

Of the five outgoing board members, only one—Albert Cole—is a Republican. Three (Mr. Benjamin, Frank Pace and Jack Valenti) are Democrats. Mr. Killian is a political independent. Three of the five other Republicans who will remain on the board after this year (Thomas Moore, Frank Schooley and John Wrath-er), have terms which expire in 1976.

In its present transitional state, the board has a total of seven vacancies—or eight if the re-nominated Mr. Kristol's seat is taken into account. President Nixon has already sent two nominations to the Senate, leaving five still to be announced. The two disclosed nominees are Elizabeth Duncan, an executive with non-commercial KQED-TV San Francisco and a Democrat, and Dr. Durwood Varner, president of the University of Nebraska, a Republican. Ms. Duncan would replace the departing Jack Valenti. Dr. Varner would succeed former chairman Thomas Curtis.

This, in brief, is how the CPB board stands now:

James Killian (chairman)—Chairman emeritus, Massachusetts Institute of Technology, Cambridge. Independent. Term expired March 1974.

Robert Benjamin (vice chairman)—Chairman, United Artists Corp., New York. Democrat. Term expired March 1974.

Frank Pace—President, International Executive Service Corp., New York. Democrat. Term expired March 1974.

Jack Valenti—President, Motion Picture Association of America, Washington. Democrat. Term expired March 1974.

Irving Kristol—Professor, New York University, and editor, *The Public Interest*, quarterly journal. Democrat. Term expired in 1973. Re-nominated but presently off board pending confirmation by Senate.

Dr. Gloria Anderson—Associate professor, Morris Brown College, Atlanta. Democrat. Term expires 1978.

Albert Cole—President and chairman, Readers' Digest Association, Pleasantville, N.Y. Republican. Term expired March 1974.

Neal Freeman—Vice president, King Features Syndicate Inc., New York. Republican. Term expires 1978.

Michael Gammino—Chairman and president, Columbus National Bank of Rhode Island, Providence. Democrat. Term expires 1978.

Thomas Moore—President, Tomorrow Entertainment, New York. Republican. Term expires 1976.

Frank Schooley—Director of broadcasting, University of Illinois, Urbana. Republican. Term expires 1976.

John D. Wrath Jr.—President, Wrath TV Productions Inc., Beverly Hills, Calif. Republican. Term expires 1976.

Joseph Hughes—Vice president, Richard K. Mellon and Sons, Pittsburgh and trustee, Mellon Foundation, Republican. Term expires 1978.

Jacklin begins turning up heat in California

Holding upcoming renewal deadline over San Francisco stations, he gathers them to discuss founding and funding 'access center'

Phil Jacklin, the San Jose (Calif.) State University philosophy professor who as the guiding spirit behind the Committee for Open Media has made free speech messages a household term among the

nation's broadcast stations, has some new suggestions on how the public might be given access to the media. And when he invited San Francisco radio station managers to hear and discuss his ideas at a meeting at the San Francisco public library, more than 40 representatives of some 20 stations showed up.

The turnout may have been the result of a note of urgency Professor Jacklin struck in the letter of invitation that the station managers could not overlook. California stations are due to file for renewal of their licenses on Aug. 1. And the letter, after expressing criticism of San Francisco stations' alleged failure to comply with the access obligation of the

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6 A.M. - 10 A.M.
Mike Paulin



10 A.M. - 2 P.M.
Lyle Kelly



2 P.M. - 7 P.M.
Bill Carroll



7 P.M. - 12 M.
Terry Wunderlin



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fairness doctrine," made a point of the "petition to deny" it had prepared "in order to bring the problem to public attention." It also said it was in a position to file "several challenges this year, if necessary."

One of the suggestions the COM members offered to the managers as a means of remedying the alleged lack of compliance with the access obligation was "a local enterprise news operation" with newscasts scheduled throughout the day. Another was the use of free-speech messages — issue-oriented spots — delivered either by regular spokesmen representing different points of view or by representatives of groups of citizens. A third was short-format (say, five minutes) public affairs programs.

But most of the discussion centered on COM's idea for an "access center," which would be maintained by the stations on a cooperative basis. It would be used by members of the public for recording free-speech messages, and relied on by them to distribute the messages to all participating stations, which would be free to accept or reject them.

No decisions were made or commitments given regarding any of the issues raised by COM. The access center could cost about \$18,500 annually, according to one COM estimate. And stations might be asked to contribute on the basis of their commercial roles.

But San Francisco broadcasters seemed not so concerned about those details, which would be left to them to resolve in

any case, as about the feasibility of the idea. And although at least some who attended the meeting conceded the sincerity of the COM members and acknowledged their flexibility on the issues, the questions they raised indicated the access center idea may not be one whose time has come.

One manager expressed concern about the impact of messages made for all stations on the purity of his station's format. Another wondered how such messages could be adapted for use by stations with radically different audiences. The question was also asked: Why establish an access center? Each station participating could, if it wished, take turns serving as one.

One of the most ironic criticisms, considering the suspicion if not hostility with which COM's free-speech-message idea was greeted by California stations three years ago, was voiced by a broadcaster who uses short-form public affairs programs and free-speech messages as a means of building audience. Free-speech messages voiced by members of the public for his station create excitement, he said, providing such messages from a central source "would take away from diversity: We'd lose our identity."

One station determined not to lose the advantage it feels free-speech-message broadcasts gives it is K101(AM). It is no longer necessary for citizens and community leaders to visit the station to record a free-speech message. Jim Gabbert, station manager, said the station had bought

a mobile van to cruise the metropolitan area to take its recording facilities to the people.

In view of such criticisms and questions, one station manager at the meeting predicted the stations eventually would turn the access-center idea down. However, Professor Jacklin has asked the managers to submit their views regarding the establishment of an access center and has asked them to notify him about their views by July 17. That is about two weeks before they are to file renewal applications, and three and a half months before the deadline for petitions to deny. As one observer noted, that is a substantial amount of time for further talks, if necessary.

Changing Hands

Announced

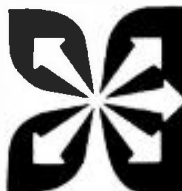
The following broadcast station sales were reported last week, subject to FCC approval:

▪ WREC-AM-FM Memphis: Sold by Cowles Communications Inc. to Triangle Broadcasting Corp. for price reported at between \$3 million and \$3.5 million (see page 47).

▪ Wvov(AM) Huntsville, Ala.: Sold by Tennessee Valley Broadcasting Co. to Powell Broadcasting Co. for \$630,000. Principals in seller are Tom G. Trasher, vice president, and others. Principal in buyer is Edwin W. Powell (99.8%), Huntsville cattle farmer and investor. Wvov is daytimer on 1000 khz with 10 kw directional.

▪ KINT-AM-FM El Paso: Sold by Sun Country Broadcasting Co. to Taber Broadcasting Co. for \$500,000. Principals in Sun Country are Larry Daniels, president, and others. Principals in buyer are James M. Taber, F. Wallace Taber and Alan Pickens. James Taber is investor and former director of stations in Birmingham, Ala., Dallas and Los Angeles. Wallace Taber is professional sportsman and Mr. Pickens is investor. KINT is daytimer on 1590 khz with 1 kw. KINT(FM) is on 97.5 mhz with 60 kw and antenna 1,080 feet above average terrain. Broker was Hamilton-Landis and Associates.

▪ KTEO(AM) San Angelo, Tex.: Sold by Western Radio Corp. to Angelo Broadcasting Inc. for figure in excess of \$300,000. Western Radio is 100% owned by North Central Associates, whose principals are Delwin W. Morton, Alfred L. Rabiner and Sherwin B. Brotman (each 33 1/3%). Principals in buyer are O. P. Bobbitt and Arthur R. Rupley Jr. Mr. Bobbitt is Austin, Tex., investor and former executive with Texas Broadcasting Corp. (licensee of KLBK-AM-FM Austin, 29% owner of KWTX-AM-TV Waco, which in turn owns 50% of KBTX-TV Bryan, 75% of KNAL(AM) Victoria, all Texas; and 23% of KXII(TV) Ardmore, Okla., and of KLFY-TV Lafayette, La.). Mr. Rupley is attorney and investor from Alexandria, Va. KTEO operates full time on 1340 khz with 1 kw day, 250 w night. Broker was Hamilton-Landis and Associates.



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▪ **KNCR(AM)** Fortuna and **KFMI-FM** Eureka, both California: Sold by Frank G. King to C&M Enterprises Inc. for \$200,000. Principals in buyer are John H. Collins, president, and others. Mr. Collins is former account executive with **KLIN(AM)** Lincoln, Neb. **KNCR** is daytimer on 1090 khz with 10 kw. **KFMI-FM** is on 96.3 mhz with 30 kw and antenna 1,580 feet above average terrain. Broker was Blackburn and Co.

▪ **WIGS-AM-FM** Gouverneur, N.Y.: Sold by Morris and Ann Genter to Robert W. Hartshorn for \$200,000. Mr. Hartshorn is on sales staff of **WILM(AM)** Wilmington, Del. Genter is purchasing **WGHT(AM)** Bath and **WEKT(FM)** Hammondsport, both New York (see below). **WIGS** operates full time on 1230 khz with 1 kw day, 250 w night. **WIGS-FM** is on 92.7 mhz with 3 kw and antenna 62 feet above average terrain. Broker was Keith W. Horton Co.

▪ **WGHT(AM)** Bath and **WEKT(FM)** Hammondsport, both New York: Sold by Taylor Aviation Inc. to Morris F. and Ann D. Genter for \$160,000. Walter S. Taylor, president of Taylor Aviation, is leaving broadcasting to devote attention to winery interests in Hammondsport. Genter has agreed to sell their **WIGS-AM-FM** Gouverneur, N.Y. (see above). **WGHT** is daytimer on 1380 khz with 500 w. **WEKT** is on 98.3 mhz with 1.7 kw and antenna 390 feet above average terrain. Broker was Keith W. Horton Co.

▪ **WGOO(AM)** Salamanca, N.Y.: Sold by Alpha Broadcasting Corp. to John R. Newman and James R. Clark Jr. for \$125,000. George Vajda is president of Alpha, which has interest in **WLYC(AM)-WILQ-FM** Williamsport, Pa. Mr. Newman was chief engineer. Mr. Clark was program director of **WHHO-AM-FM** Hornell, N.Y. **WGOO** is daytimer on 1590 khz with 1 kw. Broker was Keith W. Horton Co.

▪ **KSEL-TV** Lubbock, Tex.: Control of McAlister Television Enterprises sold by Tolbert Foster, Allan Shivers and others (55% before, none after) to Bill and R. B. McAlister (45% before, 100% after) for McAlisters' 41.6% interest in **KVUE-TV** Austin, Tex. Messrs. Foster, Shivers, et al., have controlling interest in **KVUE-TV**. Messrs. McAlister own **KSEL-AM-FM** Lubbock. **KSEL** is on ch. 28 with 2,000 kw max, 788 kw horizontal visual; 374 kw max, 153 kw horizontal aural and antenna 840 feet above average terrain.

Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities, see page 70):

▪ **KRDR(AM)** Gresham, Ore.: Control of Action Broadcasting Co. sold by John E. Grant and George O. DeWitz (each 50% before, none after) to Community Communications Corp. (none before, 100% after) for \$575,000. Principals in buyer are David J. Benjamin, Charles W. Banta (38.5% each) and others. Mr. Benjamin is broadcasting consultant in New York. Mr. Banta was executive assistant to budget director in mayor's office, New York. **KRDR** is daytimer on 1230 khz with 1 kw.

▪ **WKIZ(AM)-WFYN-FM** Key West, Fla.:

Control of Florida Keys Broadcasting Corp. sold by R. E. Hook and R. C. Cobb (68% before, none after) to Gayle D. Swofford and Norman D. Artman (15% before, 83% after) for \$306,900. Mr. Hook is president of Florida Keys. Mr. Swofford is vice president and Mr. Artman is real estate associate in Key West. **WKIZ** operates full time on 1500 khz with 250 w directional. **WFYN-FM** is on 92.5 mhz with 25 kw horizontal, 23.5 kw vertical and antenna 135 feet above average terrain (horizontal), 130 feet (vertical).

▪ **KKZZ(AM)-KOTE(FM)** Lancaster, Calif.: Sold by North Antelope Broadcasting Co. to Lancaster-Palmdale Broadcasting Corp. for \$272,300. Principals in seller are Albert and Fraun Medlinsky. Mr. Medlinsky has interest in **KRFD(AM)** Marysville, Calif. Principal in buyer is David A. Rodgers, who also owns **KKEE(AM)** Salinas and **KWYT(FM)** Salinas-Monterey, all California. **KKZZ** is daytimer on 1380 khz with 1 kw. **KOTE** is on 106.3 mhz with 3 kw and antenna 135 feet above average terrain.

▪ **KHOT(AM)** and FM permit, Madera, Calif.: Sold by Glamor Music Broadcasters to **KHOT** Inc. for \$128,400. Principal in seller is Gloria L. Moran (75%). Principal in buyer is Raymond I. Kankel, whose 2588 Newport Corp. previously owned **WKLC-AM-FM** St. Albans, W. Va., and **WERT-AM-FM** Van Wert, Ohio. **KHOT** is daytimer on 1250 khz with 500 w.

WREC-AM-FM sold to Gordon Gray for over \$3 million

Sale by Cowles points up trend toward realignment of portfolios

Cowles Communications last week announced an agreement in principle to sell **WREC-AM-FM** Memphis to Triangle Broadcasting Corp., of Winston-Salem, N.C. Price was said to be between \$3 million and \$3.5 million. The sale is subject to agreement on a definitive contract, approval by the boards of both companies and FCC approval.

The sale emerges as another move in a reshuffling of crossowned media interests by several companies. If completed it will signify the withdrawal from radio ownership by Cowles, which last year agreed to sell **KRNT-AM-FM** Des Moines, Iowa, to Stauffer Publications Inc. Before that, in 1971, Cowles sold **WREC-TV** Memphis in a package with three Florida newspapers, *Family Circle* magazine and other publications to the New York Times Co. That transaction gave Cowles approximately 23%—not a controlling interest—of the New York Times Co., which now owns the Memphis TV station and **WQXR-AM-FM** New York.

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KRNT-TV Des Moines and WESH-TV Daytona Beach-Orlando, Fla. Marvin Whatmore, president of Cowles, last week dismissed reports that the stations were sold to avoid crossownership action by the Justice Department or the FCC. "No one knows the future of [FCC cross-ownership] rulemaking," he said. But, he continued, "I would not expect it to affect us in Memphis if we wanted to stay with the stations." He said the primary reason for the sale by Cowles, a closed-end investment company, was "getting out of debt."

The sale also is another stage of property realignment by the buyer, Triangle Broadcasting, licensee of WSJS(AM) - WTQR-FM Winston-Salem, and owner of several CATV systems. Triangle is owned by the Gordon Gray family, which has sold the *Winston-Salem Journal* and the *Twin City Journal* to Media General Inc., publisher of newspapers in Richmond, Va., and Tampa, Fla., and owner of WFLA-AM-FM-TV Tampa, Fla. In addition, Triangle sold WSJS-TV (now WXII-TV) Winston-Salem in 1972 to Multimedia Inc., owner of newspapers in Greenville, S.C., and Asheville, N.C., and of broadcast stations in Greenville, Asheville and Knoxville, Tenn., and Macon, Ga.

WREC(AM) operates full time on 600 khz with 5 kw and directional antenna varying day and night. WREC-FM is on 102.7 mhz with 100 kw and antenna 900 feet above average terrain. Broker was Vincent J. Manno, New York.

Life made a bit easier for the broadcaster

Re-regulation effort includes simplifying, clarifying number of engineering procedures

The FCC announced last week a number of rule changes growing from its ongoing broadcast re-regulation study.

Rules relating to applications for extensions of construction permits and for replacement of expired permits were amended to state clearly that the time period for both grants is six months.

Rules covering construction for television, AM, FM, auxiliary and instructional television fixed stations were clarified to clearly state that the time period for construction work applies to existing stations as well as new construction. Unintentional omission of noncommercial educational FM service from those rules was also corrected.

Rules requiring the posting of operator's license on the wall at a station's control point were changed to permit keeping the license in a binder or folder at the control point. In addition, the commission specified that an operator's license must be available at the control point regardless of whether he is on duty, as long as he is employed by the station full time, part time or on a contract basis. Part 13 of the rules regarding posting requirements for commercial radio op-

erators was changed to conform with amended posting regulations in part 73.

Further, the commission sought to dispel confusion arising from contradictory letters and directives governing applications for renewal of remote-control authority by revising and clarifying those procedures.

The commission also addressed confusion it had created, again through contradictory directives, regarding skeleton proofs of performance required of stations using directional antennas and operating by remote control. A skeleton proof now will consist of at least three measurements on each radial, and if the radial includes a monitoring point, one measurement must be made at that point.

The operating log rule was amended slightly to restore the words "in each mode" into the requirement that meter readings be made every three hours after the beginning of operation in each mode.

The rule regarding subsidiary communications multiplex operations was changed to include frequency tolerance specifications as well as modulation limits for the SCA subcarrier.

Other changes included correction of FCC form numbers on some applications, appropriate relocation and deletion of certain subparagraphs of the rules, and a number of editorial and rewriting changes. The revisions become effective Aug. 2.

FCC asked to release fairness report

A public interest organization has demanded that the FCC make public its staff report on the fairness doctrine (BROADCASTING, May 20). The request was made in a June 12 letter to John Torbet, FCC executive director, by Tracy A. Westen of Public Communication Inc., a public interest law firm in Los Angeles on behalf of the National Citizens Committee for Broadcasting, Washington. The document notes that the essence of the fairness report has been published by BROADCASTING and other publications, and that this indicates it is in the possession of industry sources. The staff report, the letter maintains, should be made public to safeguard the public's right to participate fairly and fully in any FCC action on the subject.

Sonderling goes south

Sonderling Broadcasting Corp. last Monday (June 17) moved its corporate headquarters from New York to 3050 Biscayne Boulevard, Miami 33137.


Top executives in the move are Egmont Sonderling, chairman; Gerald Levine, executive vice president and treasurer, and Roy Sonderling, vice president. Mr. Levine became executive vice president earlier this year when Alan Henry resigned that post to go into business for himself, although he continues as a Sonderling consultant. Sonderling is in the process of selling its last TV station, WAST(TV) Albany, N.Y.; plans to concentrate on radio and in time strengthen its theater chain. Egmont Sonderling

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has also announced that negotiations with an unidentified would-be buyer of WAST-TV had been terminated but later confirmed that discussions with another prospective purchaser were in progress. Sonderling is asking about \$8 million for the station.

Schneider caveat, Howard compliment

CBS executive warns of deals with citizen groups, NBC official extols virtues of television at annual GAB convention

CBS/Broadcast Group President John Schneider last week urged broadcasters to be responsive to legitimate complaints of citizen groups, but he also advised against "caving in" to demands that impinge on the responsibilities of station licensees. And at the same forum, the annual convention of the Georgia Association of Broadcasters at Jekyll Island, Robert Howard, NBC-TV president, lauded commercial television as "public broadcasting" because it is "regulated by the people" and they "ultimately determine what goes on the air and off."

Mr. Schneider noted at the outset of his talk that community organizations and citizen groups have a right to make their views known to radio and TV stations, and licensees have an obligation to confer with them and to make changes in operations to keep up with changing times. But he stressed that the licensee must decide if a change is to be made and he objected to any active working arrangement with an outside individual or group.

Mr. Schneider said CBS maintains a continuing dialogue with special-interest groups and is willing to adopt suggestions that have merit. But he added that "we cannot delegate or share our responsibilities; they don't have the qualifications, and we don't have the right to give away piecemeal the responsibilities of our broadcast licensees."

He took up the question of how far stations should go in agreeing to the demands of special interest groups and made the following observation: "I suggested that the boundary beyond which we must not go can be determined in several ways. One such way is when the 'community group' is self-appointed, and serves no known constituency except itself. Another is when their demands would balkanize and fragment the hours of your broadcast day, ostensibly to serve one group or another, but ultimately serving no one. Or, when accession to demands would, in effect, provide you with a new partner who feels that he can tell you what to program, whom to hire, and how to run your stations—that is another indication that accommodation has gone too far."

Mr. Howard's talk, in contrast, dealt with commercial television's constant growth as a mass medium and its growing maturity in times of change. "I don't think we could have registered 11 straight years of increasingly higher television

viewing levels if we were not delivering the kinds of programs the general public wants and watches," he said.

He said television "has grown from a novelty into a national institution during a period in which we have had some of the most dramatic social changes this country has ever seen." He added that television has reflected those changes and has adapted itself to an audience whose educational level has been rising and whose tastes are more sophisticated.

"Situation comedies now have social and ethical bite between the laughs," he said. "Dramas focus on real-to-life people and touch on significant national concerns—drug addiction, crime, the problems of the elderly, the alienation of the young, alcoholism, abortion and so much more. There is much greater appreciation for entertainment with which the contemporary audience can identify."

Broadcast Bureau wants more delay in FCC renewal of WTAR-TV license

Landmark Communications Inc.'s effort to win renewal of its license for WTAR-TV Norfolk, Va., has run into another problem. For more than four years, the station's license has been under challenge by a group—Hampton Roads Television Corp.—seeking the channel 3 facility for itself. A year ago, the administrative law judge recommended renewal of the license.

But now the Broadcast Bureau says lawsuits filed in city and state courts against Landmark and Landmark Securities Inc., a holding company that controls the media company, raise questions about the licensee's character qualifications.

Accordingly, the bureau said, if the commission finds that WTAR, the licensee corporation, otherwise qualified for renewal and that its application is to be preferred over Hampton Roads, it should defer granting renewal "pending favorable resolution of the allegations" raised in the court suits.

The litigation was filed in the Circuit Court for the City of Norfolk and in the U.S. District Court in Alexandria, Va., by the receiver for a defunct savings and loan corporation, Edwin R. MacKethan. The suits charge Landmark Communications, which publishes Norfolk's two daily newspapers, with using its media interests to publish false and misleading information concerning the financial condition of the savings and loan—that it was reliable and financially stable. The federal suit, in addition, alleges that Landmark violated the Securities Act of 1933 and the Securities and Exchange Act of 1934. Each suit seeks \$11 million damages and \$20 million for exemplary damages.

Landmark has denied the charges of wrongdoing. Frank Batten, chairman of the communications company, issued a statement asserting that "the receiver's allegations are false," and adding: "While

we regret his action, we are anxious to prove that he is wrong and that his charges are without merit."

Post-Newsweek denies crossownership leads to higher station rates

Justice's views on crossownership also hit by two other licensees

Three broadcast-newspaper owners have challenged the Justice Department's reasoning in opposing crossownership of media interests (BROADCASTING, June 10).

In reply comments to the FCC, Post-Newsweek Stations, Capital Area Inc., licensee of WTOP-AM-TV Washington, said Justice's argument that television-newspaper crossownership produces higher advertising rates in both media was based on an invalid study. While the "Owens study" cited by Justice may show that commonly owned newspapers and televisions charge higher station rates than separated media, Post-Newsweek said, Justice wrongly assumes that the relationship is causal. To illustrate, Post-Newsweek produced a study of its own showing that higher rates can as well be tied to CBS affiliation, low-band VHF assignment, station's first appearance in market and station with largest audience.

In another reply, the *Buffalo Evening News*, licensee of WBEN-AM-FM-TV, said that Clayton Antitrust Act, intended to halt trends to ownership concentration, cannot apply to newspaper-television ownership, as argued by the department, because the trend there is toward decreased concentration. In any case, the *Evening News* said, Justice wrongly assumes that the FCC may arbitrate antitrust policy in general renewal proceedings; the agency may act, the *News* said, only in communities where true monopolies exist. A third reply, from KUTV-TV Salt Lake City, 80% owned by the *Ogden* (Utah) *Standard-Examiner*, said a policy barring crossownership would be contrary to the commission's "primary goal of integrating broadcast ownership and management, with emphasis on local ownership."

Indians show up in Nick of time

Former FCC Commissioner Nicholas Johnson, at first counted out of the race for Iowa's third district congressional seat, is still hanging in there.

The official canvass of the June 4 Democratic primary vote showed him losing to state legislator Stephen Rapp by 62 votes—19 more than indicated in the election-day count (BROADCASTING, June 10). But after the election, members of the Mesquaki Indian tribe claimed that several hundred Indians in the district had been disenfranchised. They obtained a temporary restraining order halting the official count pending an inquiry. A hearing is set for today (June 24) in federal district court to consider converting that order to a permanent injunction, with appropriate remedy for the Indians.



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Slow pay: coming to a fast boil?

Broadcasters lose in court in effort to collect from advertisers in U.S. Media case; BCA documents money tied up in receivables; MPC pushes for better break in sales contracts

The issues of slow pay and ultimate liability for debts incurred for broadcast advertising time moved back into the financial spotlight last week amid signs of growing broadcaster interest in the imposition of some sort of penalty—say a service charge of 1% or 1½% a month—on overdue accounts.

Attention was focused on the long-festering problem by three separate developments:

- A bankruptcy judge ruled against CBS and Westinghouse Broadcasting Co. in their efforts to collect directly from advertisers for time placed on their stations through the now defunct U.S. Media International.

- The Broadcast Credit Association, whose membership includes licensees of some 450 to 500 TV and radio stations, released a five-month analysis showing that in any given month its members had at least \$20 million in receivables overdue by 60 days or more—a figure that at current interest rates translates to a minimum of \$2 million in interest lost annually by the members.

- Media Payment Corp., a collection and payment firm currently representing 214 TV and radio stations, sent its subscribers a "white paper" declaring that "collectively broadcasters have forfeited firm control of their terms of sale," and asked them to return detailed questionnaires from which MPC would attempt to draft a new broadcasting sales contract form more in line with contemporary sales practices.

The bankruptcy judge's decision in the U.S. Media case served as a reminder that the ultimate disaster—the one that has focused attention on the liability question in particular and indirectly on the slow-pay problem as well—is not beyond possibility. U.S. Media filed a petition under Chapter 11 of the Bankruptcy Act more than two years ago (BROADCASTING, Oct. 11, 1971), listing \$8,095,215 in liabilities against \$4,158,159 in assets.

CBS and Westinghouse, among the creditors, wanted to collect directly from advertisers that had placed time with them through U.S. Media, but U.S. Media and others sought to block these moves—and, in the decision that came to light last week, succeeded. Bankruptcy Judge Edward J. Ryan ruled in a decision dated June 7 that, in effect, CBS and Westinghouse would have to stand in line with the other creditors.

Sources at both CBS and Westinghouse

said they would appeal the decision. The next step then would be to collect receivables due U.S. Media and try to work out a settlement with the creditors. Robert P. Herzog, New York attorney, is counsel to the creditors committee.

Both the Broadcast Credit Association's analysis and Media Payment Corp.'s white paper and associated questionnaire emphasized the slow-pay problem, although MPC's also encompassed a broad range of other issues including that of ultimate liability.

Both also at least raised the possibility of greater use of interest charges on overdue receivables, not only as a deterrent to slow pay but also as means of helping broadcasters recoup some of the interest they lose when money owed them is held—and presumably invested—by agencies or advertisers.

BCA's analysis showed that in each of the five months from last December through April, from 9% to 19% of its reporting stations' receivables were 60 days past due, and from 12% to 17% were 90 or more days overdue. In overdue dollars, these percentages ranged from \$19,972,600 in March (26% of all of that month's receivables) to \$26,371,600 (35%) in February (see table).

Robert McAuliffe, executive vice president of BCA, said the organization's members recognize that some slow-pay problems derive from "the broadcasting industry's sometimes poor communications and complex selling plans that cause discrepancies, more paper work and thereby slow pay." A study of consistently "fast pay" agencies, he said, indicates that up to about 15% of receivables may be 60 days or more overdue for reasons such as these.

But when an agency is consistently 60 days or more past due with more than 15% of the amount it owes, Mr. McAuliffe said, "the consensus of BCA opinion is that [it] is either making inappropriate use of the broadcaster's money or is in financial difficulties as indicated by the BCA Monthly Agency Aging Report." The latter is a summary of data on agency payments and nonpayments compiled by BCA from reports submitted by subscriber stations and some 20 participating station representatives.

If 15% is the dividing line between reasonable and unreasonable delay, more than 45% of the agencies fell into the unreasonable category in April, according to another table in the BCA summary. It showed that, of 196 agencies reported on for that month, 89 were 60 days or more in arrears with 20% or more of the amounts they owed, and nine were that much overdue on 91%-100% of their totals. The table follows:

% of total owing past 60 days	Number of agencies
0-10	63
11-20	44
21-30	18
31-40	24
41-50	19
51-60	9
61-70	1
71-80	4
81-90	5
91-100%	9

Mr. McAuliffe said he found the analy-

sis "dismaying" but thought it—and others to be issued in the future—would focus broadcasters' attention on the size of the slow-pay problem and lead them to try even harder to subdue it in conjunction with the agencies and clients.

He also said he expected that "substantially more and more stations will adopt a 1½% monthly service charge on all receivables 60 days past due."

Mr. McAuliffe, who is also executive director of BCA's parent, the Institute of Broadcasting Financial Management, and Charles Levin, BCA's vice president for administration, emphasized that BCA does not make credit ratings or offer credit judgments. It compiles and passes along to its subscribers factual data that individual subscribers supply based on their own experience with individual agencies. On request from subscribers it will also seek credit information on agencies—such as regional or seasonal buyers of broadcast—that are not covered in the monthly reports.

In the past this information has been distributed only to BCA subscribers, currently totaling 562, but the BCA board has now authorized monthly publication of the totals, in the obvious hope that this will also help reduce the slow-pay problem. These monthly reports will be published in BROADCASTING.

Beginning in July, individual agencies may buy at nominal cost the receivables data shown for them in the monthly reports. Each agency will receive only the information that applies to itself, plus grand totals for all agencies. This was arranged at the request of agencies.

The problem of slow pay also is underscored in the white paper that Media Payment Corp.'s subscribers received from MPC President Kenneth P. Donnellon.

"The entire U.S. economy is experiencing a tremendous receivables backlog," Mr. Donnellon wrote. "Slow pay now appears to be a usual rather than an exceptional condition. As a result many industries have made interest charges a condition of sale as a counter-weight to slow pay. Should broadcasters begin charging interest on late payment?"

Other Media Payment calculations noted that, at a 11% interest rate, a 60-day delay in payment amounts to a discount rate of 1.83% for agencies/advertisers; payment in 80 days equals a 2.4% discount, in 90 days 2.75% and in 120 days 3.67%.

Mr. Donnellon's obvious but not so badly asked question: Why should agencies or advertisers reap interest by investing money owed to broadcasters when the broadcasters, if paid on time, could be earning that interest themselves?

More explicitly, he said one unidentified packaged goods account had indicated that, if broadcasters in effect allow some clients to "discount" their bills by paying late, "we might just insist that stations give us the same consideration by discounting rates up front for timely payments."

MPC also offered some examples of what it called deterioration in late pay by three specific but unidentified agencies. One went from a 90% current-paid basis

Month	Stations Reporting	Agencies Reported	Total Receivables	%	60 days past due	%	90 days and prior	%
Dec. 1973	237	166	\$101,718,800	100	\$13,296,000	13	\$11,706,700	12
Jan. 1974	190	166	65,036,300	100	12,062,900	19	10,135,600	16
Feb. 1974	184	178	75,450,400	100	13,803,600	18	12,568,000	17
Mar. 1974	195	181	74,457,800	100	7,060,400	9	12,912,200	17
Apr. 1974	187	196	95,588,200	100	9,187,200	10	11,056,200	12

This table, prepared by Broadcast Credit Association, shows the multimillion-dollar effect of slow pay on BCA members for five successive months, starting with last December. Industry-wide figures obviously would be much greater, but BCA officials say it is impossible to estimate with any accuracy what percentage of national spot TV and radio billings their members represent. In the table above, the variation in number of reporting stations from month to month was attributed to failure to meet deadlines for the reports.

in the third quarter of last year to 77% in the fourth; another from 88% to 80%, the third from 47% to 44%.

The MPC white paper and accompanying questionnaire also deal with a variety of other areas on the ground that the so-called "standard AAAA contract," used by most stations in the sale of national business, is "an anachronism" in view of recent years' changes in the way spot business is handled. Among the questions MPC raises:

■ "Who has payment liability—agency, advertiser or both?"

■ "Who should prepare and issue the contract? Several agencies have [said] that they no longer consider station or representative contracts binding. 'Only our agency's time sheets, records of change, etc., are acceptable documentation,' according to the assistant treasurer of one major agency. Are broadcasters prepared to accept an 'insertion order' as the primary document of sale against which billing will be reconciled? Given the slow

but steady computerization of stations, is the representative's 'confirmation' an anachronism to be replaced by a station contract?"

■ "Are stations prepared to honor a rate policy which represents 'that the rate for time named in this contract is the rate made for like telecasts . . . when industry practice includes multilevel rate cards and averaged rates? With short flights and hiatuses common buying policy, do the renewal and rate-protection clauses stated in station contracts have any relevance to current sales practice? Should items such as rotations and makegoods be covered by the contract?"

■ "With computer capability to issue bills at the conclusion of a schedule should a station allow terms which state that payment is not due until the month following the month of telecast? Is it reasonable for stations to wait 60 and 90 days for payment of nondiscrepant billing?"

MPC subscribers were asked to fill out

...something special

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and return a 38-point questionnaire that covered these and other areas. From the replies, MPC said that, with legal counsel, it would undertake to draft a new form of contract for submission to the stations and to agency, advertiser and broadcaster trade associations in hope of getting their approval. For its part, Mr. Donnellon wrote, MPC has "only one preconceived notion—that the purveyor of any service has the right to set his own terms and conditions. In other words the broadcaster should write his own contract."

Ford and JWT yield to FTC ad complaint

**Companies will halt demonstrations
that don't actually prove claims**

A Federal Trade Commission complaint against deceptive demonstrations for Ford Galaxies and LTD's has resulted in a provisional consent order prohibiting Ford Motor division and its agency, J. Walter Thompson, from using demonstrations that do not actually prove associated strength, quietness or performance claims.

The complaints focused on 60-second "lift" commercials aired during 1970 and 1971 in which an LTD was lifted by a crane attached only to the steel beams in the side door. The accompanying voice-over stated: "... we put strong steel guard rails behind the doors. Like highway guard rails." The FTC alleged that the strength comparison is misrepresented because, among other things, the doors do not have the same lateral strength as guard rails. A second allegation focused on the lift demonstration itself, which the complaint charged was falsely represented as "competent and reliable" evidence of the lateral strength

of the door rails.

The other ads challenged in the complaint are print and TV commercials for 1973 LTD's in which the sound level inside the car was compared with that of a glider in flight. "Nobody has to convince you how quiet a glider is. Airborne! With no engine at all!" the announcer said while a meter showed an 82 decibel reading inside the glider against a reading of 65 in the moving car. The complaint said that an 82-decibel reading is not, in fact, "quiet," and constituted a misleading basis of comparison; that Ford and JWT lacked a "reasonable basis" for those claims, and that the quietness demonstrations were not competent and reliable evidence of that claim. The FTC added that it was not challenging the statements that the LTD is quiet or well made, but rather the "ability or relevance" of the demonstration used to prove those qualities.

The consent order—which covers both motor vehicles marketed by the Ford division and advertising for any motor vehicles prepared by JWT—prohibits demonstrations that are "not competent or reliable evidence" of strength, quietness or performance claims.

More for Ally's shelf

Carl Ally Inc. was the only double winner in the annual Advertising Club of New York Andy awards. There were 27 categories of TV, radio, film and print advertising awards; Ally won in the 60-second TV category for its ads for Fiat commercials and in the under-60-seconds TV category for its Tonka Toy spots. Other broadcast winners included Jack Byrne Advertising for Tastee Bread, J. Walter Thompson for Chatham Supermarkets and Needham, Harper & Steers for Xerox.

The broadcast Andy winners:



No-name reps. Post-Newsweek Stations Inc., which elected to form its own TV rep firm when Group W's Television Advertising Representatives dropped all non-Group W station clients (including Post-Newsweek operations) last April (*Broadcasting*, April 22), named a senior staff for that entity last week, and almost named a name. What it won't be called is Station Television Sales Inc., which was the first choice, now retracted. By whatever name, it will open its doors July 15 to represent Post-Newsweek's four stations, and perhaps some outsiders as well. New staff members are (l-r): James P. McCann, now Post-Newsweek director of sales, who will be president of the new rep, vice president of Post-Newsweek; Richard A. Williams, formerly general sales manager of Kaiser Broadcasting Spot Sales, who will be a vice president and Eastern sales manager; Thomas F. Shannon Jr., formerly vice president and general manager of Post-Newsweek's WTOP-TV Washington, who will be vice president and Western sales manager, and Dale Paine, previously vice president for sales development and research, WPIX(TV) New York, who will assume same title with the P-N firm.

Radio (institutional/corporate/retail): Sawdon & Bess for Kinney Shoes; radio (product messages): Jack Byrne Advertising for Taystee Bread/American Bakeries; television (product messages less than 60 seconds): Carl Ally for Tonka Toys and Ted Bates & Co. for Ocean Spray; television (product messages 60 seconds or more): Carl Ally Inc. for Fiat Roosevelt Motors; television (institutional/corporate/retail messages less than 60 seconds): J. Walter Thompson for Chatham Supermarkets; television (institutional/corporate/retail messages 60 seconds or more): Needham Harper & Steers for Xerox Corp.; public service radio: John Eastman for United Way of America, and public TV: Benton & Bowles for the Muscular Dystrophy Association.

Steve Karman's music and lyrics for Hush Puppies ("... are Dumb"); Carole Langer, New York, for Thom McAn Shoes ("Standing on My Foot"); Pelco Editorial, New York, for Life Cereal ("Three Brothers"); Mel Bourne, New York, for the set of Activ Panty Hose ("City"); Humphrey Browning MacDougall, Boston, for Titleist golf balls ("Snorkel"); Hill, Holiday, Connors, Cosmopolous, also of Boston, for the New England Pontiac Dealers Association ("Pontiac Priest"); Morfett Corp., New York, for editing Eastern Airlines ("Vacation Islands"); Kodak Film ("Memories"); Needham, Harper & Steers, New York, for Frigidaire Range ("Tech Center"); The Project Group, New York ("The

Slurp wiping things"); Blaine Thompson, New York, for the *Pippin* musical dance number; Della Femina, Travisano, for Purina Meow Mix ("Singing Cats"); Webb & Co. for Virginia Agricultural Foundation ("Abandoned Farm"); Canadian Cinegraph, Toronto, for film effects; U.S. Travel Bureau ("Ice Block"); Opus III, Chicago, for United Airlines ("Friends"); Rosenfeld, Sirowitz & Lawson, New York, for WABC-TV New York ("Orphanage"); Dolphin Productions, New York, for WCAU-TV Philadelphia ("Eye on Ten"); Mike Sloan, Miami, for First National Bank of Miami ("Robber"), and Kurtz & Friends, Hollywood, for animation of Sunbeam Shaver ("Tricky Pair").

TV Clios announced

Over-all campaign honors go to Bozelle & Jacobs series

American Television and Radio Commercials Festival presented 122 Clios at ceremonies in New York June 13-14, consisting of 32 awards for radio (BROADCASTING, June 17) and 90 for television in U.S. and international categories. Highlights of the TV honors:

Winning a Clio for "over-all campaign" in television was Bozell & Jacobs, Omaha, for Old Home bread, buns and rolls series. One commercial, "Stunt Driver," won two Clios for Carl Ally Inc., New York (Fiat automobile). Ally garnered two other awards for IBM Correcting Selectric Typewriter ("Erasing Typewriter") and Tonka Toys ("Excuses").

Benton & Bowles, New York, also captured four Clios for Gillette Trac II ("Undercover Agent"); Texaco ("Tortoise and the Hare"); Scope Mouthwash ("A Day in the Life") and the Muscular Dystrophy Association ("Ezzard Charles").

Kracauer & Marvin, New York agency, and Rick Levine Productions, New York, won duplicate awards for two Benihana restaurant commercials: "Graduation" and "Rookie". Grey Advertising, New York, had two winners: B. F. Goodrich's "Old Man" and Bank of America's "Account Transfer". Grey-North, Chicago, won for National Institute on Alcohol Abuse's "Typical Alcoholic".

W. B. Doner, Southfield, Mich., received two Clios for a Malt Duck commercial and for a West Virginia Bacon spot. Ted Bates, New York, won two awards for M&M Candies ("Goddess") and Ocean Spray ("Sweet-Tart").

Ampersand Studios Inc., New York, was top winner among production companies with five awards: Johnson's Baby Powder ("Roommates"); Sanka ("Candlelight"); Dr. Pepper ("Pepperettes"); Arrow Shirts ("Garden Party") and Barney's Men's Clothes ("1923").

Single Clio winners in the U.S. competition were: BBDO, New York, for General Electric ("Absent Mother"); Kevin Gavin Production's musical score ("NBC Football"); N. W. Ayer, New York, for AT&T Long Lines ("Friends");

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WE GUARANTEE SATISFACTORY RESULTS IN YOUR MARKET!

After reading the brochure and talking to some of our clients, we believe you will exercise your option. You must be completely satisfied after FOUR WEEKS experience in your own market or send our first monthly bill for that period back marked "CANCEL" and UNPAID! If you don't want to exercise your option, drop it with no obligation.

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P.O. Box 5356 - Daytona Beach, Fla. 32020

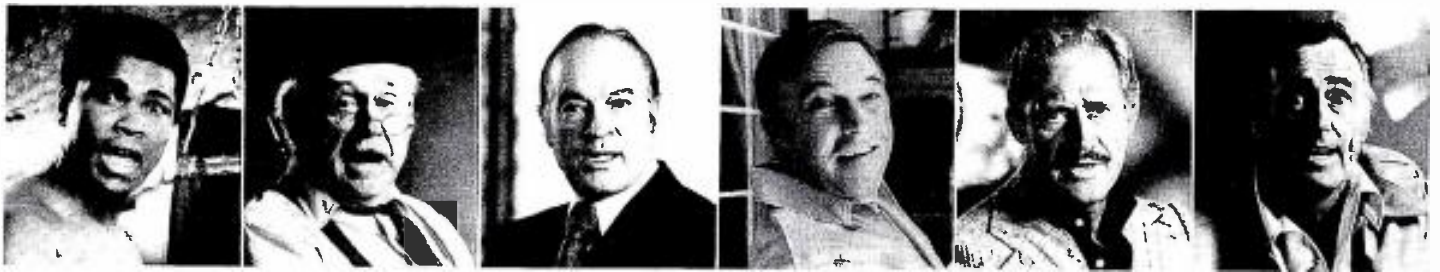
Dear Bob....under conditions outlined in your BROADCASTING ad, please grant us a thirty day option without obligation and send full details to:

(Call Letters)

(Address)

(City-State-Zip)

(Authorized Station Signature)



Muhammed Ali, Charlie Weaver, Bob Hope, Gene Kelly, Dan Rowan and Dick Martin: They didn't know.

Did you know . . .

. . . that Ford's small-car campaign was conceived in a snowstorm, that Ford abandoned its policy of not naming competitors, that the ads cost over \$10 million? Kenyon & Eckhardt knows, as does Grey Advertising, too

Howard Stabin, the vice president and associate creative director of Kenyon & Eckhardt, was beside himself with frustration. His agency was enmeshed in a swords-drawn, teeth-baring struggle with J. Walter Thompson Co. and Grey Advertising to put together a multimillion-dollar small-car campaign for the Ford Motor Co., and here he was, in the middle of the morning, cooling his heels in the living room of his suburban Yorktown Heights (N.Y.) home, the captive of a particularly fierce December snowstorm.

Also socked in was his 24-year-old son, who, for want of anything better to do, asked him what he was working on. "I told him I was trying to devise a commercial that would clearly and simply lay out what Ford was doing in the small-car field," Mr. Stabin remembers. He even ticked off for his son the litany of examples that were constantly at his fingertips: Thirteen of Ford's small-car models are cheaper than the VW Super Beetle; the Ford Pinto outsells all VW models combined; more Americans have bought compacts from Ford than from any other car maker over the past five years; and many other examples. After just about every illustration, however, his son kept muttering, "I didn't know that."

"I suddenly realized that my son was laboring under the same impression as everybody else—that Volkswagen is the small car when it comes to economy and mileage and upkeep and whatever else you might think of," Mr. Stabin says. "So now I knew I had to give the public the hard, raw facts about Ford's competitive position, and Volkswagen became pretty much the yardstick."

He adds that "a lot of shibboleths fell" during the course of this particular small-car campaign, which saturated the TV networks from mid-March through early June. He's talking about Ford's previous reluctance to quote competitive prices and name names, to "tread on toes," as he puts it.

Although Volkswagen "takes a hell of a shellacking" in the Ford ads, Mr. Stabin says references can be found in the copy to just about every other small-car

competitor of Ford's on the road today, from Toyota and Datsun through Fiat and Volvo to the Chevy Vega and the Buick Opel. And because Ford's lawyers and technical people are almost over-punctilious about such things (at least in Mr. Stabin's eyes), even a 30-second TV spot tends to balance the voice-over recital of facts and figures favorable to Ford with printed disclaimers superimposed on the picture. For example, while the announcer is punching home the news that the Mercury Comet costs less than the Super Beetle and that "gas-saving steel-belted radials" are thrown in as "standard," the printed super is tempering the message: "Based on comparison of base model sticker prices. Destination charges and white sidewall tires are extra, and may affect comparison in some areas." For Mr. Stabin, it's a constant battle "to make sure that you don't let good communication go down the drain in the service of very strict legal requirements."

While spelling out facts and directly naming the competition were key elements in Kenyon & Eckhardt's successful wooing of the Ford small-car account, Mr. Stabin emphasized importance of the "I didn't know that" tag line. "With that tag line," he says, "we're not only socking our message over but we're also helping it stick in the viewer's memory."

Some of the tags are played for laughs (a Mafioso who launches into a mirthless chortle after his "I didn't know that"), others for reinforcement of the message (a car owner sitting on the bumper of a Super Beetle, his expression signifying that Ford might have been the better buy), and still others for the maybe-I-ought-to-convert-to-Ford reaction of people who presumably know something about cars (a woman school bus driver, a male truck driver). About a month into the campaign, Kenyon & Eckhardt started using celebrities like Bob Hope and Muhammed Ali "so we could make our factual presentation even more memorable in the viewer's mind," according to Mr. Stabin. (Mr. Hope's participation may be all the more memorable in that, until recently, Chrysler bankrolled his monthly specials.)

Industry sources put the total cost of the 11-week campaign at somewhere between \$10- and \$13-million, more than 80% of which was for television. Kenyon & Eckhardt ended up filming 33 12½ second "copy modules" (a couple of sentences of information, topped off by the "I didn't know that" tag) in March and April. The lead time between editing the modules and distribut-

ing the finished 30- and 60-second spots was cut to the bone in order to cash in quickly when the public, spurred by inflation and the gas shortage, turned almost overnight from big cars to compacts.

Kenyon & Eckhardt passed the \$1-million small-car radio campaign on to Grey Advertising when it became evident early in April that the TV soundtrack "wasn't working" as a radio spot, according to one K&E source.

So Dick Kiernan, a vice president and creative supervisor at Grey, ended up with a rush job on his hands because Ford wanted the new radio campaign to dovetail with the TV campaign. "Most radio spots work on a premise of either music or humor," Mr. Kiernan says. "And we quickly eliminated music because it didn't seem appropriate to what we had in mind."

What Mr. Kiernan and his people came up with was a brash, Joe Pyne-type of put-down artist—called Mr. Know-It-All—who responds to phoned-in questions by barking out one-liners. To the question "Who charged San Juan Hill?" he answers, "No one. It was paid for in cash." "Is cranberry sauce a good complement for turkey?" another listener wants to know. "Yes, but here's a better one: 'You're looking very nice today, turkey,'" the host snaps back. The last caller in each 60-second spot, however, hits Mr. Know-It-All with a couple of startling "facts" about Ford cars that sap his confidence and force him to admit, "I didn't know that."

In the final tally, Grey taped 13 different 60-second Mr. Know-It-All commercials, which ran roughly from early April through the first week of June. Using mostly weekday drive time, according to Art Kesteloot, vice president and media director at Grey in Detroit, Ford bought schedules on the ABC Information and Entertainment networks, CBS, Mutual and NBC. The company supplemented these network buys with spots on stations in the top 20 markets represented by the Blair and Katz firms, plus a few additional buys on selected independent stations in the top 10 markets. During the period of time they ran, Mr. Kesteloot says, Ford was averaging 150 small-car spots a week.

It's still too early to tell whether the "I didn't know that" campaign has paid off in terms of improved small-car sales, but ongoing research by the company indicates that "the format communicates well," as Mr. Stabin puts it. "I'd say we've got a hot property on our hands, and we may very well extend its life to future campaigns."

Two bow to NAD decisions

A television commercial for Master Lock Co. and one for the National Association of Insurance Agents failed to survive challenges by the National Advertising Division of the Council of Better Business Bureaus last month, the NAD said last week in reporting on its May activities.

Master Lock said it would stop using a Master padlock spot after the NAD concluded that the lock, though it successfully resisted gunfire in the TV demonstration, might be rendered useless in other ways, or if shot from a different angle. However, the company also had this to say: "In over nine years of use only one complaint has been registered about this commercial."

The NAIA said it had already stopped using a commercial whose promotion of insurance agents seemed in NAD's opinion to depict mail-order insurance unfairly. NAIA agreed that in producing future commercials it would keep in mind several points made by NAD, including mail-order insurance's being under continuing state regulation.

Among the advertised claims challenged but held by NAD to have been adequately substantiated during May were a TV demonstration for Alberto-Culver's VO5 hair spray and TV and print claims for General Electric's Potscrubber dishwasher.

Leo Burnett quietly drops dairy account

Leo Burnett Co., Chicago, said last week it is resigning the account of the American Dairy Association but gave no reason for its action. The account bills an estimated \$10 million, of which about \$7.5 million is in broadcast.

In an internal memorandum, Jack Kopp, president of Leo Burnett, U.S.A., told the staff of its resignation notice

and said that the agency was "proud" of its work for the dairymen. He added that "for the first time in 15 years the per capita consumption of milk began to go up instead of down." Burnett has had the account since 1971.

A spokesman for the agency in Chicago would not elaborate on the reason for the action, but said the agency probably will stay on for 90 days. He said Burnett is willing to produce backup advertising until a new agency is selected.

Business Briefs

In August? Schick, Inc., Los Angeles, announces \$6-million personal appliance Christmas campaign, principally TV and magazines, that begins in August. Heaviest advertising support will go to Schick's Flexamatic electric shaver, Samson and Speed Styler styling dryers, Time Machine hair dryer, Shaving Wand ladies electric shaver and Lasting Curls hairsetters. Concentration will be in prime-time network TV sports, spot TV in top-30 markets and national magazines. Schedule is aimed at reaching 97% of TV households 30 times each before Christmas.

Dixie's splurge. Dixie Consumer Products Division of American Can Co., Greenwich, Conn., is beginning largest advertising campaign in its history this summer, especially in television with concentrated buys on NBC-TV and in principal spot TV markets. Company is slated to spend about \$8 million, largely in TV, over next 18 months to promote its "Livingware" line of dishes and cups and its new "Dispensables" line of dispensers and refill cups. Agency is SSC&B Inc., New York.

Second time around. Pulse Inc. reported that through revisits and callbacks it had increased sample sizes for its Radio Pulse reports by as much as 28% while reducing not-at-home households by up to 66% and persons-absent counts by up to 48%.

BAR reports television-network sales as of June 9

ABC \$292,939,400 (30.2%), CBS \$355,029,300 (36.6%), NBC \$321,780,100 (33.2%)

Day parts	Total minutes week ended June 9	Total dollars week ended June 9	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	68	\$ 482,800	1,554	\$ 10,267,900	\$ 10,910,400
Monday-Friday 10 a.m.-6 p.m.	1,019	8,625,800	22,947	203,865,200	183,814,100
Saturday-Sunday Sign-on-6 p.m.	259	2,824,800	6,717	100,153,100	90,511,700
Monday-Saturday 6 p.m.-7:30 p.m.	97	1,934,700	2,259	50,600,000	45,424,500
Sunday 6 p.m.-7:30 p.m.	12	197,800	347	8,212,100	8,453,400
Monday-Sunday 7:30 p.m.-11 p.m.	397	20,394,000	8,999	534,378,600	495,166,600
Monday-Sunday 11 p.m.-Sign-off	175	2,722,000	3,814	62,271,900	54,336,000
Total	2,027	\$37,181,900	46,637	\$ 969,748,800	\$ 888,616,700

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

Easy Listening



Del KING



Bob CONCIE

...announced

This is a very special blend of music... the new, the different and the familiar all at once... a format that attracts a crowd. Announced by pros.

DEL KING

Great originality and wit keeps King up at the top in the Easy Listening format.

BOB CONCIE

Relaxed familiarity is the Concie style... a pleasant approach with fine appeal.

EASY LISTENING



Two tempos here to span the hours... some brisk instrumentals to start the day; softer and subtler stuff for later. It's a magnetic format... a proved audience builder.

The way to find out how good BPI formats are is to send for tapes today.

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...unannounced

BPI

These figures were derived from comparisons of January-February reports for 12 markets with averages for 1973 reports. New procedure, field-tested in 1973 and put into effect in January 1974, requires interviewers to "start over" after visiting 24 households, reinterviewing those interviewed on first round to pick up respondents not present on first visit and calling again on households not at home on initial round.

'Ad' infinitum. Bozell & Jacobs Inc. has acquired the Oakland Griffin Groups, Minneapolis, to serve as new product center for agency. With Minneapolis acquisition, B&J's total operation comprises 14 cities in the U.S., two in Canada, one each in Mexico, Hong Kong and Philippines, as well as affiliation with Worldwide Advertising and Marketing Ltd. in western Europe.

New agency. Poppe Tyson Inc., New York, has been formed as agency specializing in business and industrial advertising with billings and fees of about \$7.5 million. It will operate as division of De Garmo Inc., New York, and results from merger of O. S. Tyson Inc., New York, with Complian Inc., division of De Garmo. Headquarters for Poppe Tyson is at 475 Park Avenue South, New York.

Rep appointment. WCBG(AM) Chambersburg, Pa.: Jack Masla & Co., New York (Dome & Associates continues to handle station in Philadelphia, Pittsburgh and Baltimore).

Cablecasting

Cable, broadcasters exchange salvos on exclusivity

CATV interests claim multiplicity of channels calls for change; broadcasters charge changes would endanger free enterprise

Although the FCC has extended the deadline for comments until next month, it received a number of filings last week from broadcasters and cable operators on network program exclusivity.

Cable operators predictably argued for limits or an end to exclusivity. The multiplicity of channels available on cable "has made geographic broadcast monopolization arising from the scarcity of television channels available for public viewing an anachronism maintained only by protectionist FCC rules," the California Community Television Association said.

While maintaining that there has been no evidence of adverse economic impact by cable on broadcasting, as feared by station owners, it urged the commission to balance whatever impact there may be against "the enormous inconvenience to the public" of what it said are exclusivity-induced problems—"having channels go blank, programs cut short, interrupted or started late" and others. Such problems, the association said, draw more complaints from the public than any other source and create "tremendous bad will toward cable systems"—feelings, it said, that are translated into disconnections and loss of revenues.

The arguments of the California group were put more tersely by C-A Cablevision of Carlsbad, N.M., which called for an end to all exclusivity protection. "This is against the American way of life and free enterprise," C-A said. If an operator is willing to pay for equipment and microwave to bring in new signals, it said, "he should be allowed to do so."

Free enterprise was also the concern of a swarm of angry broadcasters, especially those in small markets who felt that any loss of protection would expose them unfairly to competition from major-market stations. "If the cable system is permitted to carry other CBS stations," said KOOL Radio Television Inc., licensee of CBS-affiliated KOOL-TV Phoenix, "or is permitted to carry programs that we finance in competition with our own station, it will put us at an unfair disadvantage. It will put us in competition with ourselves." KOOL charged that cable interests, by proposing the exclusivity rulemaking, were abandoning the non-duplication "consensus" hammered out in 1972 by broadcasters and cable operators. That agreement, KOOL said, has not had a fair trial in just two years, and it said the FCC should "encourage rather than undermine" the type of negotiations that led to the consensus.

Of special concern to the broadcasters was a proposal that would reduce a sta-

tion's protection from its grade B contour to its 35-mile "specified zone." That change, Horizons Communications Corp. of Wisconsin said, would be especially harmful to broadcasters in rural areas where audiences are spread over wide geographic areas. Instead, the group station owner proposed a zone system in which the zone would increase in inverse proportion to the size of the station's community. An average zone in a small market, it said, would extend about 60 miles from the station. Horizons also called for stricter sanctions on systems violating exclusivity standards.

The intensity of the broadcasters' aversion to change was depicted graphically in a filing by Four States Television Inc., licensee of KIVA-TV Farmington, N.M. That filing included a photocopy of the key to the front door of KIVA-TV. "If the commission allows further deterioration of the protection afforded this local station against the creeping encroachment of cable into our market," the company president, Gerald R. Proctor, said, "I might as well lock the front door and send you the key because local television will be a lost cause in Farmington . . ."

Walbridge damns Yankees on pay cable

The FCC has been asked to end the pay-cable distribution of New York Yankee baseball games. Willard E. Walbridge, chairman of the National Association of Broadcasters' Special Committee on Pay Television, says the distribution, by Home Box Office Corp., to systems in New York, New Jersey and Pennsylvania, violates the commission's antisiphoning rules. However, the commission, officials say, is not so sure.

Mr. Walbridge made his request to the commission in a letter to Chairman Richard E. Wiley, in which he said that WPXI-TV New York has over the years broadcast a substantial number of home and away Yankee games each season. Accordingly, he said, "it has been our understanding that these games would be unavailable" for pay cable under the commission's rules. The rules bar pay-cable's use of sports events seen on free television in the preceding two years.

Home Box Office is distributing some of the games not broadcast by WPXI-TV. "This pay cable entrepreneur would seek to differentiate between games played on certain days of the week," Mr. Walbridge wrote. "If he is allowed to proceed, then you can see that the variety of pretexts to undermine the rules is infinite. Even the present home and away classifications within the same sport stretches the original intent . . ."

He added that the situation indicates how much the public can rely on the assertion of pay-cable operators that they do not seek to siphon away sports events now seen on free television. He said his committee believes the FCC should enforce existing rules "lest this pattern develop a precedent which would be damaging and detrimental to the public interest."

Commission officials who have been

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aware of Home Box Office's use of the Yankee games for pay-cable distribution say the present applicable rule is "ambiguous." They also note that the kind of question is one being dealt with in the present pay-cable rulemaking. Accordingly, a staffer said the commission is still considering how to respond to Mr. Walbridge's letter.

Cable bites back on logging issue

NCTA complains that log-keeping requirements would serve no purpose

Cable operators have berated a proposal to require logging by cable systems as a veiled attempt to institute exclusivity surveillance procedures that the FCC has already rejected.

The proposal, offered in a rulemaking petition by the Rocky Mountain Broadcasters Association last month, would require systems to keep logs of all signals carried and of programs carried and deleted on those signals. In addition, systems would have to submit to the FCC composite week logs, and the commission would be empowered to fine recalcitrant operators.

But there is no need for such a requirement, the National Cable Television Association said in comments to the FCC because it already requires systems in the top-100 markets to record distant signal carriage started after March 31, 1972. And, the NCTA grumbled, much to its displeasure, the commission is presently considering a rulemaking that would remove that grandfather clause, thus requiring all distant signals imported into major markets to be logged. "All that is missing," the association said, "is RMBA's request for logging of local stations, for which no rationale whatsoever is even suggested."

"The only plausible reason for logging of programs carried and deleted on distant signals would be to provide a record of CATV system compliance with the program exclusivity rules," NCTA said, and that requirement was rejected by the commission in 1972.

One cable system, the Arizona Cable Television Association, suggested that broadcasters concerned about exclusivity should do the logging themselves. "If logs of compliance with the exclusivity rules are to be kept, the burden should be borne by those benefited—the broadcaster—not the cable system." Logging would not insure compliance anyway, it said, noting, in a twist of the broadcaster's tail, that stations involved in commercial "clipping" do not log their violations.

Scrambler tested in Bahamas

A new scrambling device for both broadcast and cable pay TV that is said to be no larger than a cigarette lighter and susceptible to mass production at an "amazingly" low cost reportedly is being tested in Freeport, Bahamas, in a tethered-balloon communications system de-

veloped by TCOM Corp., subsidiary of Westinghouse Electric. The scrambler and companion unscrambler are said to have been developed by Goldmark Communications Corp., with the scrambler including automatic gain control circuits to overcome signal fading. The device is said to be intended primarily for use in pay cable—Goldmark's parent, Warner Communications, is one of the largest cable entities—and to have become involved in TCOM off-air tests at TCOM's request. Sources said signals from Freeport TV stations are picked up off-air in a TCOM balloon tethered at a 10,000-foot altitude, fed through scrambler there and rebroadcast to the islands, where unscramblers have been installed in a number of homes. The Bahamian government is said to be cooperating in the project.

Connecticut and FCC won't get into ring over pay cablecasting

A state-supported court challenge of the FCC's pre-emption of regulatory authority over pay cablecasting was averted last week when the Connecticut legislature narrowly failed to override Governor Thomas Meskill's veto of an anti-pay-cable bill (BROADCASTING, May 22).

A move to overrule the governor on the pay measure, which essentially would have prohibited cable operators from making per-program charges for any particular offering, passed the House by

a vote of 115 to 26; only 101 votes were required. In the Senate, however, the measure failed to attain the necessary 24 votes. The tally was 19 votes to override and 16 opposed. When the bill went before the Senate originally, it passed unanimously by a consent vote.

Last week's development was a victory for the Connecticut Cable Television Association, which waged an extensive lobbying effort culminating in 12 of the group's 14 member systems walking the halls of the Hartford state house the day the vote was taken (Monday, June 17). "Our members did a lot of yeoman work out in the field," said association President Matthew T. Jenetopulos. "We made an all out effort to educate as many legislators as we could to the fact that this area had been pre-empted by the federal government," he said. But, Mr. Jenetopulos added, had the legislature been successful in negating the Meskill veto, the issue would have ultimately been resolved by the judiciary. "We were ready to go to court," he said.

Such a challenge would have had national implications. Governor Meskill had vetoed the bill on the grounds that a state move to assert authority over pay cable would be unconstitutional because the FCC has already stated that its jurisdiction in this area is all-inclusive. Connecticut is the first state to mount a serious challenge of that decree. In addition, the National Association of Theater Owners, which is hankering for a court test of the FCC policy, was active in urging the legislature to adopt

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the bill. The state association of TV servicemen had also been lobbying heavily for the legislation. Indeed, that group's house organ last month referred to the legislation as "our cable bill."

LVO Corp. to merge

Utah International would acquire 140,000-subscriber LVO Cable firm

In a transaction announced last week LVO Corp., Tulsa, Okla., parent of LVO Cable, the nation's 11th largest multiple system operator, would be merged into a Denver-based subsidiary of Utah International Inc., a concern primarily engaged in domestic mining operations and associated shipping.

The merger—still subject to a definitive agreement, the issuance of a registration statement, and the approval of LVO stockholders—would have a value of approximately \$55 million, LVO reported. It would be effected through an exchange of 0.185 Utah common shares for one share of LVO common, of which there are some six million outstanding. The Utah subsidiary that would be formally acquiring LVO is Ladd Petroleum Corp., which has for some time been in joint partnership with LVO in an oil and natural gas exploration project. Petroleum is the major concern of each firm.

LVO Cable, presently 59% owned by LVO Corp., was itself the object of an unsuccessful merger attempt several months ago. An agreement to merge it with Cox Cable Communications was terminated last December due to the declining Wall Street market for the securities of both firms and inaction on the part of the Justice Department in ruling on the antitrust ramifications of the deal (BROADCASTING, Dec. 31, 1973).

Stockholders of LVO Cable, which is traded separately from the parent firm, are scheduled to receive a previously announced dividend of one common share for every six owned prior to the culmination of the merger. This could take place within three months; the LVO Corp. shareholders are tentatively scheduled to meet to vote on the merger proposal late in September.

NSF backs seven tests

The National Science Foundation, Washington, is funding seven pilot projects aimed at developing several major real-life experiments in two-way cablecasting.

The awards, made by the social services division of NSF on a competitive basis among 49 applicants, give each recipient a tentative grant of \$100,000. Those funds will be used to develop formal proposals for actual field experimentation. Those proposals must be submitted to NSF by year end, after which between one and four of the more promising will be fully funded. The anticipated result, NSF said, "will be the first integrated body of knowledge concerning the ways in which two-way cable communications technology can be usefully applied to the public purposes tested."

NSF's educational division is already

providing support to a two-way project being conducted by the Mitre Corp., McLean, Va., at Big Valley Cablevision's system at Stockton, Calif. (BROADCASTING, Feb. 25). The Stockton project is not connected with the latest NSF program. Mitre was one of the original applicants for the new program; its proposal, however, was rejected.

The seven initial grants have been made to research organizations, which will work with existing cable systems in developing an experimentation proposal.

The recipients and participating cable systems are: Michigan State University Department of Television and Radio-CATV of Rockford Inc., Rockford, Ill.; Denver Research Institute-Theta Cable, El Segundo, Calif.; Cable Television Information Center-General Electric Cablevision, Peoria, Ill.; Annenberg School of Communications of the University of Southern California-Teleprompter, Los Angeles; Lehigh University-Service Electric Cable, Allentown-Bethlehem, Pa.; Rand Corp.-TeleCable, Spartanburg, S.C., and the Alternative Media Center of New York University-TV Service Co., Reading, Pa.

Foster conditions his OK on formation of industry advisory unit

NCTA president contends first step should be correction of inequities in FCC's nonduplication rules

National Cable Television Association President David Foster approves of the idea of an interindustry advisory committee to help the FCC deal with the problems associated with the commission's nonduplication rules. But he hopes it doesn't happen until there are some changes in the rules.

Mr. Foster made that point in a letter to FCC Chairman Richard Wiley, in which he took exception to a proposal by the Association of Maximum Service Telecasters (BROADCASTING, May 20) to establish such a panel immediately. AMST made the suggestion within the context of a rulemaking proceeding in which the commission is taking another look at its network exclusivity rules (Docket 19995). The present rules require cable systems to afford exclusivity to the network affiliate closest to them when more than one TV station carried on the system is broadcasting the same network program. In the Rocky Mountain region, systems must black out distant network signals on a same-day basis. Elsewhere, simultaneous protection is required.

The AMST request related specifically to a question in the commission's pending rulemaking notice which asked what improvements could be made in the procedures involved in complying with the exclusivity rules. In AMST's opinion, a committee comprising representatives of the broadcast and cable industries would be the proper forum for clarifying confusion in this area. Mr. Foster, however,

indicated that an entirely different premise should be accepted.

Rather than attempt to bring reason from existing requirements, the NCTA president told Mr. Wiley, the commission should recognize that the rules place an unfair burden on systems and should be totally revised, if not scuttled. An advisory group such as the one proposed by AMST, Mr. Foster maintained, "would have the effect of substantially delaying" such "needed modifications."

If the AMST-proposed committee were to attain jurisdiction for addressing the procedural problems, Mr. Foster indicated, cablemen would be deprived of the opportunity of directly communicating their problems to the commission—where, he suggested, they would do the most good. Through the rulemaking, Mr. Foster said, systems will have a "major vehicle" for "demonstrating the basic unfairness" of the rules.

(NCTA for the past month has been compiling a substantial amount of data, particularly from small systems, regarding problems that have been experienced with the rules. A copy of the study based on that research was sent to Chairman Wiley last week.)

While concluding that the AMST proposal is "premature" while the rulemaking is still pending, Mr. Foster left the door open for the future implementation of an advisory group. "Perhaps," he said, "once the commission has established updated procedures for nonduplication notices and schedules . . . a cooperative arrangement would be desirable to work out some of AMST's concerns."

Public access . . . or public excess?

New York cable systems face question of whether to censor access channels, as fight develops over sex scenes

A court test over alleged pornography on the two public access cable-TV channels in New York may be in the offing.

The dispute arose last week over the Teleprompter Manhattan Cable Co.'s excising of a five-minute film clip that showed a group of nude females "getting in touch with their bodies" as part of a class in female masturbation. The clip was to have been part of the July 14 (10:30-11:30 p.m.) cablecasting of a weekly antiestablishment satirical review called *The Underground Tonight Show*. The public access channel operated by the Sterling Manhattan Cable Co., instead of censoring the clip, issued a disclaimer that warned the audience to tune out if they might be offended by "a frank demonstration of female sexuality."

Spokesmen for both Teleprompter and Sterling said last Wednesday (June 19) they would probably censor all or part of a show planned for Friday (June 21), which was to include a lengthy demonstration by porno-film actor Marc Stevens of how to nibble on a female breast and a "news report" on the latest from the world of sado-masochism and fetishism, with graphic illustrations supplied by

nude male and female models.

The producer of *The Underground Tonight Show*, Michael Luckman, said his lawyers are looking into the possibility of a lawsuit, at least against Teleprompter, to put before the courts the issue of how unrestricted a public-access channel should be.

Both Joseph Taylor, Teleprompter's general manager, and Charlotte Schiff Jones, Sterling's director of community relations, say they'd welcome such a test.

As Ms. Jones explains it, the state statute setting up the public-access channels prohibits the cable company from interfering in any way with the content of a public-access show, and backs up that prohibition by absolving the company of any liability for anything said or done on such a show. The city department of franchises, however, does not remove the cable company from all liability in such matters, according to Ms. Jones, and the FCC says the company should have guidelines that would prevent public access cablecasting of obscene material, although the commission doesn't specify what it means when it uses the word "obscene." Litigation, she adds, may be the only way to resolve this confused situation.

Minnesota cablemen drag heels on state's financial-disclosure rule

Less than a year after its creation, the Minnesota Commission on Cable Television could be headed for a confrontation with the 84 cable systems it regulates over a requirement that operators supply the agency with confidential financial information.

According to state cable officials, more than half of Minnesota's systems have failed to honor a commission request that pertinent profit and loss data be submitted "immediately." The request, part of a form sent out by the commission last month, surpasses the financial disclosure requirements of the FCC. The state commission has also required that FCC financial forms 325 and 326 be sent to it as well. The deadline for submission of form 325 was May 31; form 326 must be delivered to the state commission's Bloomington offices no later than June 30.

Hal Brown Jr., executive director of the Minnesota Cable Television Association, denied that his group was making a concerted effort to defy the commission's request among its constituents. However, he acknowledged that operators had been cautioned regarding the implications of the request and had been advised to consider carefully their response to it. "We're trying to take a low profile with the commission and try to work constructively with them," Mr. Brown said. He added that the association's board of directors had taken up the matter but had been unable to agree on a united policy. "We didn't make any formal request" of the association constituency, Mr. Brown said.

Mr. Brown, nevertheless, was openly

critical of the commission's actions. He said no public hearing—which he claimed is required by state law—was held before the directive was issued.

Mr. Brown, who put the odds for an all-out confrontation with the agency at "50-50," denied that the operators wished to conceal anything. "There's really nothing to hide," he said. "Most of these downstate systems are not in good health. On the average, they make between \$6,000 and \$8,000 a year." And, he added, some 80% of the Minnesota systems with fewer than 2,000 subscribers could well be "near bankruptcy. . . . It's more a philosophical thing in terms of what power [the commission] should have."

That question has been the object of much debate in Minnesota in recent months as the new agency begins the process of fashioning rules. (The first six months of its existence were spent in an organizational process.) Now that some rulemaking proposals have surfaced, Minnesota cablemen are becoming fearful that the commission intends to go its federal counterpart in Washington one better in terms of regulation. Particularly unnerving to the industry, Mr. Brown noted, is a proposal that would require systems with 1,500 or more subscribers to adhere to the basic franchising rules now required by the FCC of systems only in the top 100 markets. Among other things, the proposal would obligate those systems to establish public access channels and develop at least a 20-channel capacity.

Cable Briefs

Money matter. Firstmark Financial Corp., Indianapolis, has extended loan in excess of \$1 million to Riverside Cable Corp., operator of CATV system in Riverside county, Calif., adjacent to Los Angeles. Arrangement is to permit expansion of Riverside system. Daniels & Associates, Denver, brokered transaction.

Home town knows best. Volume of comments by cable operators that program origination cannot be mandated from Washington because of market diversity drew reply comment last week that jurisdiction should be turned over to local authorities. City of New York noted in its filing at FCC that some operators with over 3500 subscribers (the FCC-set floor) cannot originate economically while some smaller systems thrive on origination, and said that regulation "blindly imposed from Washington," would be too rigid. City instead proposed local regulation on ad hoc basis. Idea picked up support from National Citizens Committee for Broadcasting, which said local franchiser is in better position than FCC to know such market factors as public demand and advertiser support.

Acquired. Prodelin Inc., Hightstown, N.J., has obtained full ownership in Communication Cable Corp., Bridgeview, Ill., manufacturer of components for microwave and CATV systems. Terms of transaction were not disclosed. With acquisition, Prodelin expands its manufacturing

capacity for communications oriented products to three locations. It already has plants at Hightstown and Santa Clara, Calif.

For classrooms. Classroom World Productions, Raleigh, N.C., has started licensing its 1,500-program library of educational series to cable systems. CWP is seeking classroom use of its programs by educational institutions.

Converter for cable. Magnavox CATV Division announces new Opticon 36 cable TV converter. Installed as either set-top or remote, converter is optically tuned. 131 W. Seneca Street, Manlius, N.Y. 13104.

Franchising process draws criticism

Baltimore group calls it 'study in frustration', urges reforms; standard print notices suggested

Opinions from outside the cable industry have started to trickle into the FCC with the filing of early comments on the franchising aspect of the FCC's attempt to clarify its cable rules.

Citizen participation was the concern of the Citizens Planning and Housing Association, a Baltimore group that tried last year to inject itself into that city's franchise negotiations with Calvert Telecommunications Corp. The effort was a "study in frustration," the group said, citing a 63-page affidavit from its executive director describing the obstacles to his participation. Although the commission now requires franchising authorities to consider public opinion in their deliberations, CPHA said, the "rule is a misleading and confusing guarantee . . . which can be essentially abrogated by any local officials who care to say 'it is so'" without seeking public input.

The association urged the commission to set guidelines for public participation including public hearings, advance notice of hearings and of steps in the process, and campaigns to educate citizens about franchising.

Another group that was particularly interested in public notice, both of franchise selection and line extension policy, was the National Newspaper Association. "There is simply no comparable alternative to newspaper public notice when considering reliability and readership in addition to efficiency and effectiveness," NNA said. Assuring the commission that it had the authority under the "due process" mandates of the Constitution, the association urged it to set minimum national standards for keeping the public abreast of all major aspects of franchise selection and new cable construction. And although "the frequency and timing of such notice may properly be a matter for local authorities," NNA, whose membership comprises mostly weekly and small daily newspapers, suggested a standard of three consecutive notices, once a week, for each stage of the process.

KPFK's Miller jailed for silence

Lewis refuses to answer grand jury, rejects order to turn over SLA tape

The general manager of a Los Angeles radio station went to jail last week when he refused to answer questions by a federal grand jury and to turn over the original tape and letter from underground organizations (BROADCASTING, June 17).

Will Lewis of listener-supported KPFK-

(FM) was ordered to the lockup by federal Judge Andrew Hauk on a contempt of court citation after Mr. Lewis declined to answer questions before a grand jury. Judge Hauk told Mr. Lewis: "You have the key to your cell in your pocket," meaning, it was assumed, that all he had to do was answer the questions and he would be released from jail. Judge Hauk also imposed a gag order on Mr. Lewis, his attorney and others involved in the case, forbidding them to talk to the media about it. KPFK staffers faithfully followed this edict; just as faithfully they broadcast the news and careful commentary, asking at the same time for donations to help underwrite Mr. Lewis's bond, if it becomes permissible.

The station had been subpoenaed by the grand jury to provide the original copy of the recording believed to have been made by three Symbionese Liberation Army survivors (including Patty Hearst), as well as a letter the station allegedly received from the Weather Underground taking credit for the bombing of the state office building in Los Angeles last month. This the station had refused to do, on First Amendment as well as other grounds. During his appearances before the grand jury, Mr. Lewis reportedly was asked among other things whether any of the station's facilities were used in making the SLA tape. The station already had turned over to the FBI copies of the SLA tape as well as of the Weather Underground letter. It maintains that it must protect the principle of confidentiality of its news sources by refusing to surrender the originals. Judge Hauk said that since there had been no request for confidentiality, this could not be a defense.

The Pacifica Foundation station noted that two years ago another Pacifica general manager went to jail for contempt. He was Edward Goodman, manager of WBAI(FM) New York, who refused to turn over to New York police officials tapes made by station reporters during a Tombs prison uprising there. This demand was subsequently dropped.

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Soviet's famed exile sits down with Cronkite

Zurich interview with Solzhenitsyn slated for CBS-TV tonight

CBS-TV tonight (June 24) broadcasts the first interview with the Nobel Prize-winning author Alexander Solzhenitsyn since his exile from the Soviet Union last February. Walter Cronkite, *CBS Evening News* anchorman, conducted the 10-11 p.m. (EDT) interview, which was arranged after a winter of negotiating by top CBS News executives. Mr. Cronkite cut short his on-the-scene coverage of President Nixon's visit to the Middle East for the June 17 exclusive interview at Mr. Solzhenitsyn's new home in Zurich, Switzerland. The controversial author had maintained until this interview a voluntary silence since his Feb. 12 arrest in Moscow for treason. He was exiled Feb. 13 in Frankfurt, Germany. Gordon Manning, CBS News vice president, flew to Frankfurt shortly thereafter and began negotiations through Mr. Solzhenitsyn's friends for an interview. Mr. Manning gave the exiled author transcripts of several CBS News interviews, including the July 28, 1970 documentary, *Voices From the Russian Underground*, which featured discussion of alleged Soviet restriction of free speech from Russian intellectuals.

According to CBS News, Mr. Solzhenitsyn was "open and cordial" with Mr. Cronkite and the crews, headed by producer Burton (Bud) Benjamin. Among the subjects discussed during the interview are Mr. Solzhenitsyn's perspective—before and after his exile—on the press in the Western world. Mr. Cronkite said after the interview that he thought Mr.



Pre-emption. Walter Cronkite found Alexander Solzhenitsyn in Switzerland more interesting than President Nixon in the Middle East.

Solzhenitsyn would "make a great TV anchorman." After six hours with the Russian author, Mr. Cronkite described him as "very natural" and "delightful," "voluble, loquacious and animated." Mr. Solzhenitsyn "showed none of the eccentricities which I thought he might be entitled to," Mr. Cronkite added.

Mr. Cronkite's questions were translated into Russian for Mr. Solzhenitsyn by an interpreter sitting next to him. But Mr. Solzhenitsyn's answers were translated simultaneously into an earpiece worn by Mr. Cronkite by David Floyd, reporter for the *London Daily Telegraph*, who was in another room. According to Mr. Cronkite, the Russian author "talks very loud" and to pick up the translation over the earpiece required a high volume tuning for the CBS newsmen. "It almost blasted my ear out," he said.

Proxmire denounces broadcast journalists' step-child status

Senator plans legislation to put radio-TV on equal footing with print; results of poll announced

Senator William Proxmire (D-Wis.) has promised to introduce legislation to guarantee First Amendment rights to broadcasters on a par with print journalists. The senator's bill is not yet drafted; one aide predicts no action "beyond the talking stage" in the current Congress.

The senator is taking his cue for legislative relief from a survey he made among daily newspaper editors, syndicated columnists and heads of journalism schools who overwhelmingly answered that broadcast journalism is entitled to the same First Amendment rights that are accorded the press. Of 515 respondents, 80.4% said they were for equal First Amendment application, 15.7% were opposed, and 3.9% were undecided.

The senator said he did not include broadcasters in his survey "on the theory that their answers might be biased." He recalled that a 1968 poll of licensees by

the Senate Communications Subcommittee found only 20% opposing the fairness doctrine. "Licensees, it seems," said Senator Proxmire, "are not likely to argue with the government that licenses them."

His poll of print journalists and educators turned up inconsistencies. Despite the lopsided support for the concept of equal First Amendment rights, the respondents were more evenly divided on questions about requirements that should be made of broadcasters in the general area of fairness.

Some results: a nearly even split on requiring broadcasters to "afford reasonable opportunity for discussion on the air of a contrasting viewpoint" on public issues and on FCC examination of broadcasters' judgment in public interest programming in answer to complaints. However, response was 70% to 25% against requiring broadcasters to seek out opposing viewpoints on public issues. Similarly, 78% opposed requiring "mathematically equal air time" for political candidates. A weaker majority favored giving radio and TV entertainment producers equal First Amendment rights (60% to 33%). An indirect question on license renewals found 41% to 14% in favor of extending the licensing period.

Friendly urges restraint on broadcast treatment of impeachment, if any

Former CBS News president offers his guidelines on six crises to avoid while covering Nixon trial

If Richard Nixon is impeached by the House of Representatives and tried by the Senate, broadcast journalism will be his co-defendant, declared Fred Friendly, former president of CBS News and now journalism professor at Columbia University. Delivering the commencement address June 15 at Northwestern University's Medill School of Journalism, Evanston, Ill., Mr. Friendly repeatedly warned of the dangers of "overzealous broadcasting," and broadcast "overkill." He urged "restraint and understanding" in broadcast coverage of an event of such historic magnitude.

"The danger is that broadcast journalists in their competitive drive will permit production values to overwhelm the event, and suddenly the atmosphere of a political convention will prevail," Mr. Friendly said. To avoid that pitfall, he prescribed six guidelines for broadcasting Mr. Nixon's trial by Senate, if it occurs. (His remarks, apparently, were also aimed at coverage of the House Judiciary Committee's impeachment hearings and subsequent action by the House.)

First, Mr. Friendly said, "the technicians should keep light levels at a minimum. The values of color transmission of this kind of event are marginal" and more complicated than black-and-white.

Second, Mr. Friendly stressed that network TV anchormen should be absent from on-the-scene coverage in the House and Senate floor coverage. The proceed-

ings would be "traumatic enough" for TV viewers without the intrusion of the anchorman's presence, a "contrived spectacle," he said. Instead, proved Watergate experts such as the network reporters and correspondents long involved with Watergate events should handle the floor proceedings. "The urge to replace their unique skills with high visibility anchor stars from New York will have to be resisted." The anchormen should stay at the anchor to maintain "some small distance between the event and the perspective Americans will expect of them each night."

Third, Mr. Friendly suggested elimination of floor, cloakroom, and entrance hall reporting. For congressmen faced with re-election concerns "the temptation to respond to or even seek out an open mike or a hot camera will be almost irresistible," and politicians might manipulate TV and radio's accessibility during impeachment proceedings.

Fourth, "no editorial commentary or interpretative reporting" should be included in gavel-to-gavel coverage, Mr. Friendly said. However, that needn't apply to the regular evening newscasts, he said, which are "isolated" from the events.

Fifth, Mr. Friendly expressed concern on the use of commercials during impeachment coverage. "The absence of honest interruptions will require discipline on the use of commercials. To fight for the right to cover these momentous proceedings and then to interrupt them for station identification or some other excuse for inserting the backed-up commercial schedule would be an unacceptable intrusion." The coverers of live impeachment proceedings "better make up their minds before they commit to these events that they are going to be expensive in lost revenues and there will be no respectable way to make them up," he recommended.

Sixth, Mr. Friendly stated his hope that "no one, especially the newspapers and trade journals, would publish any comparative rating statistics until the impeachment and trial are over. No act of statesmanship would improve the level of serious coverage as much."

Journalism Briefs

Views on news. Washington Journalism Center has received \$91,000 Ford Foundation grant to fund one-year study by columnist Marquis W. Childs on relationship between media and public. Study, to be conducted by Mr. Childs and Richard M. Scammon, Director of Elections Research Center of Governmental Affairs Institute, will focus on how public views print and broadcast media, including degree of concern for their viability.

Senate leaning toward TV trial. There is indication that if vote were taken today on whether or not to televise possible impeachment trial of President, most senators would say yes. American University, Washington, study shows 42 of 70 senators for idea, 12 against, 13 undecided. Sentiment on opening chamber to regular floor coverage was not so clear: 29 were for, 21 against, 17 undecided.

The Broadcasting Playlist™ Jun 24

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		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Band on the Run (5:09) Paul McCartney & Wings—Apple	4	1	1	1
3	2	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	5	2	3	2
8	3	Rock the Boat (3:05) Hues Corp.—RCA	3	3	4	3
2	4	Sundown (3:37) Gordon Lightfoot—Reprise	1	4	2	4
4	5	You Make Me Feel Brand New (4:45) Stylists—Avco	2	5	5	5
17	▲ 6	Rock Your Baby (3:14) George McCrae—T. K. Records	6	8	6	9
13	7	Be Thankful (for What You Got) (3:25) William DeVaughn—Roxbury	8	6	7	6
6	8	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	9	7	10	8
7	9	Dancing Machine (2:29) Jackson Five—Motown	7	9	8	10
11	10	Loco-Motion (2:45) Grand Funk—Capitol	11	10	11	7
21	▲ 11	Annie's Song (2:58) John Denver—RCA	12	11	13	12
10	12	Help Me (3:22) Joni Mitchell—Asylum	10	12	14	11
16	13	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	13	17	9	15
19	14	The Air that I Breathe (3:33) Hollies—Epic	16	14	15	14
15	15	Haven't Got Time for the Pain (3:25) Carly Simon—Elektra	15	16	12	17
9	16	The Streak (3:15) Ray Stevens—Barnaby	17	15	16	13
12	17	For the Love of Money (3:45) O'Jays—Phila. Int'l.	19	13	17	16
5	18	The Entertainer (2:57) Marvin Hamlisch—MCA	14	18	18	18
23	19	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	18	19	19	19
37	▲ 20	Train of Thought (2:34) Cher—MCA	25	20	20	20
18	21	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	20	21	23	23
24	22	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	22	26	21	26
31	23	On and On (3:20) Gladys Knight & the Pips—Buddah	28	22	25	21
34	▲ 24	Waterloo (2:46) ABBA—Atlantic	27	27	24	22
26	25	You Won't See Me (3:07) Anne Murray—Capitol	24	25	22	27
36	▲ 26	Hollywood Swinging (4:35) Kool and the Gang—Delite	31	23	31	24
20	27	My Girl Bill (3:12) Jim Stafford—MGM	23	29	26	31
25	28	If You Wanna Get to Heaven (3:04) Ozark Mtn. Daredevils—A&M	26	30	27	30
39	▲ 29	LaGrange (3:15) Z. Z. Top—London	32	24	28	25
29	30	I'm Coming Home (3:22) Spinners—Atlantic	21	32	29	33
53	▲ 31	Don't Let the Sun Go Down on Me (5:33) Elton John—MCA	30	28	30	29
35	32	Radar Love (2:53) Golden Earrings—MCA	33	31	32	28
41	33	Taking Care of Business (3:13) Bachman-Turner Overdrive—Mercury	36	33	36	34
28	34	Star Baby (2:37) Guess Who—RCA	34	34	33	35
33	35	One Hell of a Woman (2:52) Mac Davis—Columbia	29	35	37	39
22	36	Save the Last Dance for Me (2:58) De Franco Family—20th Century	35	36	35	36
50	▲ 37	I'm the Leader of the Gang (3:09) Brownsville Station—Big Tree	43	38	34	32
42	38	Come and Get Your Love (3:30) Redbone—Epic	38	47	38	38
14	39	Don't You Worry 'bout a Thing (3:40) Stevie Wonder—Tamla	37	43	39	43
30	40	Already Gone (3:39) Eagles—Asylum	44	41	40	37
48	41	Workin' at the Car Wash Blues (2:30) Jim Croce—ABC/Dunhill	39	46	43	45

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
51	42	Keep on Smiling (3:25) Wet Willie—Capricorn	41	44	41	44
27	43	Oh Very Young (2:33) Cat Stevens—A&M	42	40	45	46
—	▲ 44	Tell Me Something Good (3:30) Rufus—ABC/Dunhill	46	39	44	42
70	▲ 45	Sideshow (3:25) Blue Magic—Aico	49	37	47	41
49	46	If You Talk in Your Sleep (2:25) Elvis Presley—RCA	40	45	46	48
—	▲ 47	Call on Me (4:00) Chicago—Columbia	51	42	42	40
56	48	Please Come to Boston (3:57) Dave Loggins—Epic	45	49	49	52
60	▲ 49	Wild Thing (2:56) Fancy—Big Tree	52	51	48	47
54	50	Come Monday (3:07) Jimmy Buffett—ABC/Dunhill	48	48	52	49
52	51	Feel Like Makin' Love (2:55) Roberta Flack—Atlantic	47	50	50	53
55	52	I Hate Hate (3:15) Razzy—MGM	53	54	54	55
38	53	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	54	55	56	57
44	54	TSOP (3:18) MFSB—Phila. Int'l.	50	*	51	62
—	▲ 55	Finally Got Myself Together (3:05) Impressions—Curtom	61	52	58	50
32	56	I Won't Last a Day Without You (3:47) Carpenters—A&M	57	53	55	64
59	57	King of Nothing (2:56) Seals & Crofts—Warner Brothers	55	56	57	61
73	58	I've Had It (2:59) Fanny—Casablanca	58	59	53	60
—	▲ 59	Hang on in There Baby (3:23) Johnnie Bristol (MGM)	59	60	59	51
64	60	This Heart (3:22) Gene Redding—Haven	75	58	62	54
—	▲ 61	The Night Chicago Died (3:30) Paper Lace—Mercury	60	61	60	66
62	62	One Tin Soldier (3:14) Coven—MGM	64	63	61	63
—	▲ 63	Machine Gun (2:45) Commodores—Motown	63	62	66	65
—	▲ 64	You & Me Against the World (3:08) Helen Reddy—Capitol	65	64	63	75
75	▲ 65	Hooked on a Feeling (2:54) Blue Swede—EMI	56	*	*	58
61	66	Georgia Porcupine (2:38) George Fishoff—United Artists	67	68	65	70
47	67	Son of Sagittarius (3:12) Eddie Kendricks—Tamla	73	65	69	67
58	68	Bennie and the Jets (5:00) Elton John—MCA	*	57	*	56
—	69	Wildwood Weed (2:40) Jim Stafford—MGM	70	69	70	74
63	70	If You Go Away (2:30) Terry Jacks—Bell	*	66	68	71
—	71	Put out the Light (3:07) Joe Cocker—A&M	68	67	74	*
74	72	Rock Me Gently (3:28) Andy Kim—Capitol	66	*	*	69
67	73	Baller (3:25) War—United Artists	*	74	73	59
—	74	Tell Me a Lie (2:59) Sami Jo—MGM South	71	75	71	73
68	75	Making the Best of a Bad Situation (2:46) Dick Feller—Asylum	62	*	*	*

Alphabetical list (with this week's over-all rank): The Air that I Breathe (14), Already Gone (40), Annie's Song (11), Ballero (73), Band on the Run (1), Be Thankful (for What You Got) (7), Bennie and the Jets (68), Billy Don't Be a Hero (2), Call on Me (47), Come and Get Your Love (38), Come Monday (50), Dancing Machine (9), Don't Let the Sun Go Down on Me (31), Don't You Worry 'bout a Thing (39), The Entertainer (18), Feel Like Makin' Love (51), Finally Got Myself Together (55), For the Love of Money (17), Georgia Porcupine (66), Hang on in There Baby (59), Haven't Got Time for the Pain (15), Help Me (12), Hollywood Swinging (26), Hooked on a Feeling (65), I Hate Hate (52), I Won't Last a Day Without You (56), If You Go Away (70), If You Love Me (Let Me Know) (13), If You Talk in Your Sleep (46), If You Wanna Get to Heaven (28), I'm Coming Home (30), I'm the Leader of the Gang (37), I've Had It (58), Keep on Smiling (42), King of Nothing (57), LaGrange (29), Loco-Motion (10), Machine Gun (63), Making the Best of a Bad Situation (75), Midnight at the Oasis (8), My Girl Bill (27), My Mistake Was to Love You (53), The Night Chicago Died (61), Oh Very Young (43), On and On (23), One Hell of a Woman (35), One Tin Soldier (62), Please Come to Boston (48), Put out the Light (71), Radar Love (32), Rikki Don't Lose that Number (22), Rock the Boat (3), Rock Me Gently (72), Rock Your Baby (6), Rock & Roll Heaven (19), Save the Last Dance for Me (36), The Show Must Go On (21), Sideshow (45), Son of Sagittarius (67), Star Baby (34), The Streak (16), Sundown (4), Taking Care of Business (33), Tell Me a Lie (74), Tell Me Something Good (44), This Heart (60), Train of Thought (20), TSOP (54), Waterloo (24), Wild Thing (49), Wildwood Weed (69), Workin' at the Car Wash Blues (41), You & Me Against the World (64), You Won't See Me (25).

The King Biscuit Flower Hour presents:

JAMES TAYLOR

On June 30, 1974, The King Biscuit Flower Hour will present a special radio show featuring James Taylor,* recorded live in New York City on his recent tour.

This 90 minute special will be hosted by Richard Robinson. Check the listing below for time and station in your area.

For further information/contact Bob Meyrowitz or Alan Steinberg at DIR Broadcasting, 527 Madison Ave., N.Y. 10022. Or call 212-371-6850.

*James Taylor's new album "Walking Man" available on Warner Brothers records and tapes.

Abbeville, La.	KROF FM	104.1	9 P.M.	Ft. Lauderdale/	WSHE FM	103.5	9	New York, N.Y.	WNEW FM	102.7	9 P.M.
Aberdeen, Wash.	KDUX FM	104.7	10**	Miami, Fla.	KISR FM	93.7	10	Norfolk, Va.	WOWI FM	103	10
Ada, Okla.	KTEN FM	93.3	7	Ft. Smith, Ark.	WPTH FM	95.1	8	Oklahoma City, Okla.	KOFM FM	104.1	7***
Albany, N.Y.	WHSB FM	106.5	10	Ft. Wayne, Ind.	KFCF FM	101.1	10	Omaha, Neb.	KRCB FM	98.5	7
Albuquerque, N.M.	KRST FM	92.3	9	Fresno, Calif.	WFBC FM	105.5	9	Orlando, Fla.	WORJ FM	107.7	9
Ashland, Ky.	WAMX FM	94	9	Gainesville, Fla.	KRFB FM	93.5	9	Panama City, Fla.	WP FM	107.9	9:30
Athens, Ga.	WDOL FM	104.7	6	Greenfield, Mo.	WRQR FM	93.7	7	Peoria, Ill.	WWTO FM	105.7	9:30
Athens, Ohio	WATH FM	105.5	8	Greenville, S.C.	WHCN FM	105.9	7	Philadelphia, Pa.	WMMR FM	93.3	9
Atlanta, Ga.	WPLO FM	103.3	7	Greenville/Farmville, N.C.	WHPE FM	95.5	9	Phoenix, Ariz.	KDKB FM	93.3	7
Auburn, Ala.	WFR1 FM	97.7	10	Hartford, Conn.	WVBR FM	93.5	7	Pittsburgh, Pa.	WYDD FM	104.7	10
Austin, Tex.	KRMH FM	103.7	7	High Point, N.C.	WVBR FM	93.5	7	Portland, Ore.	KGON FM	92.3	10
Baltimore, Md.	WKTK FM	105.7	9***	Houston, Tex.	WVBR FM	93.5	7	Presque Isle, Me.	WDHF FM	96.9	10*
Bellingham, Wash.	KISM FM	93	9	Indianapolis, Ind.	WVBR FM	93.5	7	Pullman, Wash.	KUGR FM	95	10
Big Rapids, Mich.	WBRN FM	100.9	10	Ithaca, N.Y.	WZZQ FM	102.9	9	Reno, Nev.	KGLR FM	105.7	9
Binghamton, N.Y.	WALB FM	99.1	10***	Jackson, Miss.	WPDQ FM	96.9	8	Richmond, Va.	WRVU FM	94.5	10
Birmingham, Ala.	WZZK FM	104.7	9**	Jacksonville, Fla.	WQUT FM	101.5	9	Rochester, N.Y.	WCMF FM	96.5	9
Bloomington, Ill.	WHNN FM	96.7	10***	Jacksonville, Fla.	KSYN FM	92.5	9	Rochester, Ill.	WKWL FM	104.9	10
Boise, Idaho	KBBK FM	10*	7	Johnson City, Tenn.	KJCK FM	94.5	9	Sacramento, Calif.	KZAP FM	98.5	11**
Boston, Mass.	WBOS FM	104.1	10	Joplin, Mo.	KUDL FM	98.1	11	San Angelo, Tex.	KIXY FM	94.7	9
Brainerd, Minn.	KLIZ FM	95.7	8***	Junction City, Kan.	WSP1 FM	95.9	10	San Lake City, Utah	KCPX FM	98.7	10
Buffalo, N.Y.	WPHD FM	103.3	8	Kansas City, Mo.	WRHY FM	92.7	10	San Antonio, Tex.	KEXL FM	104.5	8
Carmel, Calif.	KLRB FM	101.7	8	La Crosse, Wis.	WVIC FM	94.9	8	San Bernardino, Cal.	KOLA FM	99.9	10
Champaign, Ill.	WPGU FM	107.1	11	Las Vegas, Nev.	KLUC FM	98.5	9	San Diego, Calif.	KPRI FM	106.5	8
Charleston, S.C.	WKTM FM	102.5	8	Las Vegas, Nev.	WVVC FM	94.9	8	San Jose, Calif.	KOME FM	98.5	7
Charlotte, N.C.	WROQ FM	95	11:30	Las Vegas, Nev.	KLUC FM	98.5	9	San Juan, P.R.	WCAD FM	105.1	9
Chicago, Ill.	WSDM FM	97.9	8	Lewiston, Me.	WBLM FM	107.5	9	San Rafael, Cal.	KTJM FM	100.9	9
Chicago, Calif.	KFMF FM	93.7	9	Lincoln, Neb.	KFMQ FM	101.9	8	Santa Barbara, Calif.	KTVD FM	99.9	10
Cincinnati, Ohio	WEBN FM	102.7	9	Little Rock, Ark.	KLAZ FM	98.5	9	Savannah, Ga.	WZAT FM	102.1	8
Cleveland, Ohio	WMMS FM	100.7	8	Longview, Tex.	KHER FM	105.7	7	Seattle, Wash.	KISW FM	99.9	9
Columbia, Mo.	KFMZ FM	98.3	9	Los Angeles, Calif.	KMET FM	94.7	10	Spokane, Wash.	KHQP FM	98.1	9
Columbia, Ohio	WNCI FM	97.9	9	Louisville, Ky.	WLR5 FM	102.3	7	Springfield, Mass.	WAQY FM	102.1	11
Dallas, Tex.	KZEW FM	97.9	10	Lubbock, Tex.	KSEL FM	93.7	9	St. Louis, Mo.	KSHE FM	94.7	10
Davenport, Iowa	KLIK FM	103.7	10	Mammoth Lakes, Cal.	KMMT FM	106.3	9*	Syracuse/Utica, N.Y.	WOUR FM	96.9	9
Dayton, Ohio	WVUD FM	99.9	9	Martinsville, Va.	WMAA FM	100	9	Tampa/St. Petersburg/Sarasota, Fla.	WQSR FM	102.5	8
Denver, Colo.	KBPI FM	105.9	10	Memphis, Tenn.	WMC FM	100	9	Terre Haute, Ind.	WVTS FM	100.7	10
Des Moines, Iowa	KFMG FM	94.9	9	Meridian, Miss.	WDAL FM	101.3	9	Thibodaux, La.	KXOR FM	106.3	9
Detroit, Mich.	WABX FM	99.5	9	Milwaukee, Wis.	WNOW FM	99.1	9	Toledo, Ohio	WIOT FM	104.7	8:30
Donaldsonville, La.	KSMI FM	105	10:30	Minn./St. Paul, Minn.	KQRS FM	92.5	9	Tucson, Ariz.	KWFM FM	92.9	9***
Duluth, Minn.	WDTH FM	103.3	9	Mobile, Ala.	WABB FM	97.5	9	Tulsa, Okla.	KTBA FM	92.1	10
Durham, N.C.	WDBS FM	107.1	8***	Monroe, La.	KNOE FM	101.9	8	Waco, Tex.	KECF FM	95.5	8
Eau Claire, Wis.	WBIZ FM	100.7	11	Montgomery, Ala.	WHYF FM	101.9	9	Warren, Pa.	WRRN FM	92.3	9***
El Dorado, Ark.	KRIL FM	99.3	10**	Merphysboro, Ill.	WTAQ FM	104.9	10***	Washington, D.C.	WMAL FM	107.3	9
Elmira, N.Y.	WXXY FM	104.9	10	Nashville, Tenn.	WKDA FM	103.3	8	Wausau, Wis.	WFCS FM	95.5	8
El Paso, Tex.	KINT FM	97.5	8	New Haven, Conn.	WYBC FM	94.3	9**	Wichita, Kan.	KEYN FM	103.7	9
Evanston, Ind.	KZEL FM	96.1	9	New Orleans, La.	WRNO FM	99.5	9	Willmar, Minn.	KQIC FM	102.5	9
Fargo, N.D.	WKDQ FM	99.5	10					Winona, Minn.	KAGE FM	95.3	10
Fayetteville, Ark.	KWIM FM	98.7	9					Worcester, Mass.	WAFF FM	107.3	9
Flint, Mich.	KKEG FM	92.1	9								
Florence, Ala.	WWCF FM	105.5	9								
	WQLT FM	107.3	9								



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June 28* June 29** July 1*** July 7****

Breaking In

Desperado—Linda Ronstadt (*Elektra/Asylum*) ■ Linda Ronstadt has been coming so close to the top of the charts for so long now that fans are always predicting her next single will be "the one." With *Desperado*, a slow, sorrowful ballad introduced as the title cut of the last album by the Eagles, even those less enchanted with Miss Ronstadt are foretelling success.

The fierce loyalty inspired by this pop-country "thrush," as Miss Ronstadt is often called, has continually been tempered by those who insist her greatest asset is her appearance, not her voice. Then there were the reports about how ambitious she was. But the mood is changing now and so is Miss Ronstadt's approach to singing. Practically gone, in *Desperado* and its equally fine flip side, *Colorado*, are those Theresa Brewer-Connie Francis groans at which Miss Ronstadt was so adept. *Desperado* is performed with total control, huge feeling and a lot of class.

It's a haunting melancholy song, the third cut off her latest LP, released last September, *Don't Cry Now* (her first album with Elektra/Asylum).

Desperado was released June 6. Stations reported on it last week included: WGNU(AM) Wilmington, N.C., WBZ-AM-FM Boston, WPNO(AM) Boston, WEIM(AM) Fitchburg, Mass., KWWL(AM) Waterloo, Iowa, KISD(AM) Sioux Falls, S.D.

Dance Master—Willie Henderson (*Playboy*) ■ Nobody at Brunswick Records, where Willie Henderson was a successful producer, was interested in *Dance Master* when it was written last year. So Mr. Henderson left that company and put the number—which he wrote, produced and sang—on his own label, Now Sound Records. Contempo Records in London picked it up and it enjoyed large success there. Two months ago, four major U.S. record labels (including Columbia and United Artists) bid for it, but Willie Henderson turned to his friend, Hillary Johnson, head of R&B at Playboy Records.

"I couldn't give it away a year ago," Mr. Henderson says. "It's fantastic!" He was speaking from his home town, Chicago, where he's producing two new LP's for Playboy. One of them is *I'll Make It All Right* by his own church choir. Mr. Henderson still produces (his Brunswick credits include Lionel Hampton, Tyrone Davis and the ShiLites) and will soon produce his own album.

"Funky" describes everything but the technical precision of *Dance Master*, a largely instrumental disco piece that features Mr. Henderson, in an eerie Wolfman Jack voice, identifying himself as the "Dance Master." A female choir echoes ecstatically. It's the kind of song only a corpse could sit still to.

Released two-and-a-half weeks ago, *Dance Master* is now on KLIF(AM) Dallas, WIXY(AM) Cleveland, WNOX(AM) Knoxville, Tenn., WLAC(AM) Nashville, WGST(AM) Atlanta, WHHY(AM) Montgomery, Ala., and WBZ(FM) Boston.

Tracking the 'Playlist.' There are 18 bolts on this week's chart as programmers scramble to inject fresh product into their playlists for the benefit of that once-a-year special audience—youth on summer vacation. Breaking top 10 are George McCrae's *Rock Your Baby* (six, with a bolt) and William DeVaughn's *Be Thankful* (seven). Songs in the top 40 that are also bolted are John Denver's *Annie's Song* (11), Cher's *Train of Thought* (20), ABBA's *Waterloo* (24), Kool and the Gang's *Hollywood Swinging* (26), Z. Z. Top's *LaGrange* (29), Elton John's *Don't Let the Sun Go Down on Me* (31 in its second week on the "Playlist") and Brownsville Station's *I'm the Leader of the Gang* (37). Coming on the chart high enough to merit bolts are Rufus's *Tell Me Something Good* (44), Chicago's *Call on Me* (47), the Impression's *Finally Got Myself Together* (55), Johnnie Bristol's *Hang On In There, Baby* (59), Paper Laces' *The Night Chicago Died* (61), Commodore's *Machine Gun* (63), and Helen Reddy's *You and Me Against the World* (64). Other singles bolted this week are Blue Magic's *Side Show* (45, up from 70), Fancy's *Wild Thing* (49) and Blue Swede's *Hooked on a Feeling* (65 as it kicks around the bottom of the chart on its way off).

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

- AIR DISASTER, Albert Hammond (Mums).
- CAJUN MOON, J. J. Cale (Shelter).
- CAN YOU HANDLE IT, Graham Central Station (Warner Brothers).
- CATCH ME, I'M FALLING, Engelbert Humperdinck (Parrot).
- DANCING ON A SATURDAY NIGHT, Flash Cadillac (Epic).
- FLIGHT 309 TO TENNESSEE, Vickie Britton (Bell).
- GOLDEN AGE OF ROCK & ROLL, Mott the Hoople (Columbia).
- OLD HOME FILLER-UP KEEP ON A 'TRUCKIN' CAFE, C. W. McCall (MGM).
- LONE RANGER, Oscar Brown Jr. (Atlantic).
- MR. PRESIDENT, Dickie Goodman (Rainy Wednesday).
- RHINESTONE COWBOY, Larry Weiss (20th Century).
- SONG FOR ANNA, Herb Ohta (A&M).
- SWEET CHILD, Johnnie Mathis (Columbia).
- THAT SONG IS DRIVING ME CRAZY, Tom T. Hall (Mercury).
- (I THINK YOU BETTER) THINK ABOUT FORGETTING ME, Ronn Price (Bang).
- WAKE UP AND LOVE ME, April (A&M).
- WHAT'S YOUR NAME, Andy and David Williams (Barnaby).
- WHITE BIRD, Martin & Finley (Motown).

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Knoxville UHF seeks switch to VHF drop-in

WTVK-TV wants OTP's proposed ch. 8, claims inability to compete with VHF's

Citing proposals for VHF additions in the Office of Telecommunications Policy's drop-in report, a Knoxville, Tenn., UHF station has petitioned the FCC to reassign it to a dropped-in VHF channel in the same city.

South Central Broadcasting Corp., licensee of WTVK-TV, asked the commission last week to add channel 8 to the two VHF assignments allocated to Knoxville, to permit the station to move from channel 26 to channel 8 and to reassign channel 26 as a noncommercial channel. To clear the way for the channel 26 reassignment, South Central asked the commission to reassign the currently unused channel 15 as a commercial UHF.

The key to the move would be the channel 8 drop-in, and South Central said that possibility was provided for in last year's OTP proposal. An update of the proposal, submitted the FCC last month, "inexplicably excluded Knoxville" for the drop-in, South Central said, but the exclusion was based on a miscalculation since corrected. OTP separation criteria will permit a transmitter site approximately 15 miles northeast of Knoxville that would be short-spaced to co-channel stations WDCN-TV Nashville and WGRV-TV Athens, Ga., South Central said.

Noting that the FCC had rejected in 1963 a similar proposal by South Central in order "to foster optimum conditions for the growth of UHF," the company said events have not borne out the commission's optimism. South Central cited figures showing WTVK-TV consistently losing revenues to the two local VHF's, and claimed that the station, because of the inherent physical disadvantage of UHF, cannot compete successfully in the Knoxville market.

The company said further that if the FCC approves the reassignments, it would make its facilities available to the University of Tennessee for educational broadcasting on channel 26, thus providing "an educational television service in Knoxville for the first time."

Sarnoff again asks creation of science-technology board

Wider sharing of satellites by government and commercial users and better planning of all satellite developments has been urged by RCA Chairman Robert W. Sarnoff to "avoid growing confusion and needless duplication of effort in space."

He told the meeting in Washington of the Armed Forces Communications and Electronics Association, which awarded him its Distinguished Service Gold Medal, that new technology is adding many new capabilities to individual spacecraft and is paving the way to multipurpose systems for functions that require many separate vehicles and costly

launchings. He renewed his suggestion for the establishment by Congress of a new independent agency—a Science and Technology Board—to coordinate the diverse research and development activities of the government and to maintain close ties with the general scientific and engineering community.

He pointed out that in another decade, "the space shuttle may enable us to service and supply satellites in orbit." He said it would then become "practical to build many different operational functions into a single vehicle, and to maintain multipurpose manned space workshops and laboratories for 65 service applications and scientific experiments."

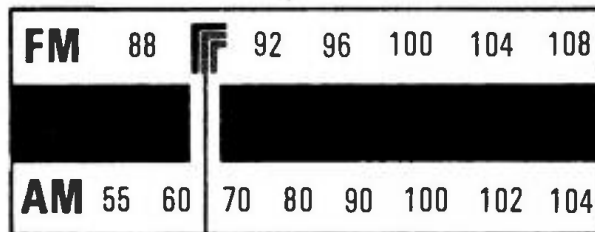
A new look for the FCC Office of Chief Engineer

The FCC announced last week that it has reorganized its Office of Chief Engineer, effective Aug. 1.

The office will then comprise five units: immediate office of the chief, international and operations division, research and technical division, laboratory division and spectrum management task force.

The immediate office will assist the chief in his functions and will be composed of the chief engineer, the deputy chief, a planning and coordinating staff,

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a spectrum allocations staff and an administrative section.

The international and operations division will comprise the frequency registration and notification branch, the treaty branch, and the RF-devices-experimental services branch. It will regulate experimental radio services, review patents that may dominate radio services regulated by the FCC, provide liaison between the commission and the Interdepartment Radio Advisory Committee, coordinate frequency allocation for government uses of radio with the Office of Telecommunications Policy, and give notification of U.S. frequency allocation to the International Telecommunications Union.

The research and technical division will include the branches of applied propagation, space systems, special projects, and technical standards. It will review technical and scientific data relating to terrestrial and space communications; conduct studies in wave propagation, satellite and space communications; study new radio technology, and represent the FCC at national and international conferences.

The laboratory division will be responsible for all type-acceptance activities in Washington.

The spectrum allocations staff will conduct engineering, economic and social studies of spectrum use.

One step at a time—Comsat

The Communications Satellite Corp. last week urged the FCC not to consider first whether Comsat rate reductions should be passed on to customers, but to worry initially about the rate cut itself and later about how it should be implemented and whom it should benefit.

While it would "hope and expect" that carriers would pass the cut through to their customers (including the TV networks), Comsat said that should not be a sticking point. "We suggest what should be obvious to all users—that a rate reduction by Comsat is necessarily the first step, without which there will be no benefit to either the carriers or their customers."

Comsat was more concerned that the commission might reject the rate proposal of the Common Carrier Bureau in favor of one proffered by the bureau's trial staff. Whereas the bureau had proposed a 20% reduction with a two-year hiatus on rate hearings for time to study effects of the reduction, the trial staff suggested a 43% cut, passed through, with expedited "paper proceedings" to bring about a speedy final decision.

Comsat said that, contrary to assertions of the trial staff, it will lose sub-

stantial revenues in overseas traffic in the next few years. Both a lesser cut and a period for analysis are needed to account for these and other future market conditions, Comsat said.

Technical Briefs

\$500,000 replacement. RCA Broadcast Systems reports that KCRG-TV Cedar Rapids, Iowa, has ordered 50 kw RCA transmitter and antenna at total value of almost \$500,000 to replace its transmitting facility.

New. Micromega Division, Bunker Ramo Corp. announces new 28450 series low-noise microwave signal sources covering frequencies from 1 ghz to 12.6 ghz. Models are available both free-running and crystal-controlled. Typical applications include transmitter exciters and stable local oscillators for receivers. 12575 Beatrice Street, Los Angeles 90066.

Unveiled. Sadelco Inc. introduces FS-3SB VHF field strength meter that provides full CATV band coverage and has built-in loudspeaker plus precision gear drive and IDB accuracy. 299 Park Avenue, Weehawken, N.J. 07087.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
ASI Communications Inc.	year 12/31	9,521,024	+ 2.6%	(379,800)	-220 %	(.21)	9,279,722	315,469 ¹	.04
Athena Communications	5 mo 12/31/73	2,053,000		(4,815,000)					
	year 7/31/73	3,410,000	+ 42.3%	(5,642,000)	- 63 %	(3.35)	2,397,000	(3,445,000)	(2.42)
Burnup & Sims Inc.	year 4/30	124,525,000	+ 39.4%	7,548,000	+ 44.7%	.91	89,280,000	5,218,000	.64
Concert Network Inc.	year 12/30	1,259,261	+ 20.1%	76,077	- 57.0%	.03	1,048,058	176,711	.05
Doyle Dane Bernbach	6 mo. 4/30	181,387,000	+ 19.0%	1,661,000	- 10.3%	1.13	152,405,000	1,852,000	1.08
Kaiser Industries Corporation	30 mo. 3/31	59,899,000	+ 35.6%	10,853,000	+ 123.4%	.36	44,167,000	4,857,000	.17
Outlet Co.	3 mo. 4/30	19,584,689	+ 8.5%	322,030	- 1.9%	.17	18,051,565	328,131	.17
Telemation Inc.	3 mo. 3/31	3,945,357	- 6.1%	23,169 ¹	- 17.8%	.02	4,201,277	28,187	.03
Wetis, Rich, Green Inc.	6 mo. 4/30	91,268,000	+ 1.3%	1,738,260	- 2.5%	1.07	90,100,000	1,783,861	1.10
Westinghouse	3 mo. 3/31	1,452,864,000	+ 14.5%	29,412,000	- 28.0%	.33	1,268,081,000	40,878,000	.46

¹ Includes \$250,293 gain on sale of KMAK(AM) Fresno, Calif.

² Both five-month and year-end figures are reported due to a change in Athena's fiscal year to coincide with the calendar year. Comparable year-ago figures

for five-month period were unavailable.

³ Excludes \$7,100 federal income tax reduction from carryforward of prior years' operating losses.

Broadcasting's index of 137 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. June 19	Closing Wed. June 12	Net change in week	% change in week	High	1974		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
							Low	High			
Broadcasting											
ABC	ABC	N	24 5/8	26 1/8	- 1 1/2	- 5.74	28 3/8	21 5/8	9	16,582	408,331
CAPITAL CITIES++	CCB	N	35 1/4	37 3/4	- 2 1/2	- 6.62	39 1/4	22 3/4	13	7,164	252,531
CBS	CBS	N	37 3/4	39 3/8	- 1 5/8	- 4.12	40	25	11	28,092	1,060,473
CONCERT NETWORK*	O		3/8	3/8		.00	7/8	1/4	8	2,200	825
COX	COX	N	14	14 3/8	- 3/8	- 2.60	19 3/8	13 1/2	8	5,831	81,634
FEDERATED MEDIA+++	O		5 3/4	5 3/4		.00	5 3/4	5	19	820	4,715
GROSS TELECASTING++	GGG	A	9 1/2	9 1/2		.00	13 5/8	8 1/2	6	800	7,600
LIN	LINB	O	3 3/4	4	- 1/4	- 6.25	6 3/4	3 3/4	4	2,296	8,610
MOONEY*	MOON	D	2 5/8	2 5/8		.00	3 5/8	2 1/4	7	385	1,010
PACIFIC & SOUTHERN	PSOU	D	4 1/2	4 1/2		.00	6 1/4	3 1/8	38	1,750	7,875
RAHALL	RAHL	O	4 1/4	4 3/4	- 1/2	- 10.52	6	3 3/4	8	1,297	5,512
SCRIPPS-HOWARD	SCRIP	O	16	15 1/2	+ 1/2	+ 3.22	17 1/2	14 1/2	8	2,589	41,424
STARR	SBG	M	4 3/4	5 1/2	- 3/4	- 13.63	9	4 3/4	4	1,069	5,077
STORER	SBK	N	15 1/8	16 5/8	- 1 1/2	- 9.02	17 3/8	11 1/4	7	4,751	71,858
TAFT	TFB	N	18 1/4	19 3/4	- 1 1/2	- 7.59	23 3/8	16 1/2	7	4,106	74,934
WOODS COMM.*	O		1	3/4	+ 1/4	+ 33.33	1	1/4	8	292	292
TOTAL										80,024	2,032,701

Stock symbol	Exch.	Closing Wed. June 19	Closing Wed. June 12	Net change in week	% change in week	1973-1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting with other major interests											
ADAMS-RUSSELL**	AAR	A	1 3/4	1 7/8	- 1/8	- 6.66	2 1/2	1 3/4	5	1,259	2,203
AVCO	AV	N	4 3/4	5 1/8	- 3/8	- 7.31	8 7/8	4 3/4	4	11,481	54,534
BARTELL MEDIA	BMC	A	1 1/2	1	+ 1/2	+ 50.00	2 3/8	1	4	2,257	3,385
JOHN BLAIR	BJ	N	5 1/8	5 1/2	- 3/8	- 6.81	7 1/2	5	4	2,403	12,315
CAMPTOWN INDUSTRIES*	O		1/4	3/8	- 1/8	- 33.33	7/8	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N	2 3/4	2 5/8	+ 1/8	+ 4.76	4 1/4	2 1/8	31	4,162	11,445
COMBINED COMM.	CCA	A	9 1/2	10 1/2	- 1	- 9.52	13	8 7/8	7	3,280	31,160
COWLES	CWL	N	6 7/8	7 1/8	- 1/4	- 3.50	7 1/8	5 5/8	13	3,969	27,286
DUN & BRADSTREET	DNB	N	30 3/8	31 3/8	- 1	- 3.18	36	24 1/2	20	26,204	795,946
FAIRCHILD INO.	FEN	N	6 3/4	6	+ 3/4	+ 12.50	6 3/4	4 1/8	14	4,550	30,712
FUQUA	FOA	N	7 5/8	8	- 3/8	- 4.68	10 3/4	6 3/4	4	7,273	55,456
GENERAL TIRE	GY	N	14 1/8	15	- 7/8	- 5.83	18 1/4	13	4	21,515	303,899
GLORETROTTER	GLBTA	O	3	3 1/8	- 1/8	- 4.00	4 3/4	3	4	2,759	8,277
GRAY COMMUN.*	O		7 3/8	8 1/4	- 7/8	- 10.60	8 1/2	6 1/2	6	475	3,503
HARTE-HANKS	HHN	N	10 1/4	10 3/8	- 1/8	- 1.20	14 1/4	8 1/4	8	4,330	44,382
JEFFERSON-PILDOT	JP	N	26 1/8	26 1/4	- 1/8	- .47	38 1/4	24	12	24,126	630,291
KAISER INDUSTRIES*	KI	A	6 3/4	7	- 1/4	- 3.57	8 1/2	6	4	27,487	185,537
KANSAS STATE NET.*	KSN	O	3 3/4	3 3/4		.00	3 7/8	3 1/4	7	1,741	6,528
KINGSTIP	KTP	A	4 1/8	4	+ 1/8	+ 3.12	6 3/4	3 7/8	4	1,154	4,760
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12	12 1/8	- 1/8	- 1.03	13 1/4	10 3/4	8	3,352	40,224
LIBERTY	LC	N	11 1/8	11 3/8	- 1/4	- 2.19	15 5/8	11 1/8	5	6,632	73,781
MCGRAW-HILL	MHP	N	8	8 5/8	- 5/8	- 7.24	9	6	7	23,426	187,408
MEDIA GENERAL	MEG	A	24 3/8	24	+ 3/8	+ 1.56	26 1/2	20 1/8	10	3,552	86,580
MEREDITH	MOP	N	9 3/4	9 7/8	- 1/8	- 1.26	11 3/8	8 1/4	4	2,908	28,353
METROMEDIA	MET	N	7 1/8	7 5/8	- 1/2	- 6.55	10 5/8	6	6	6,447	45,934
MULTIMEDIA	MMED	O	12 1/2	13	- 1/2	- 3.84	14 1/4	10 1/2	9	4,388	54,850
OUTLET CO.	DTU	N	8 1/2	9 1/8	- 5/8	- 6.84	9 3/4	8	4	1,379	11,721
POST CORP.	POST	O	7 1/2	7 1/2		.00	10 3/4	6 1/4	4	882	6,615
PSA	PSA	N	7	7 1/4	- 1/4	- 3.44	10	6 3/8	21	3,181	22,267
REEVES TELECOM	RBT	A	1 1/4	1 3/8	- 1/8	- 9.09	1 3/4	1 1/8	11	2,376	2,970
RIDDER PUBLICATIONS	RPI	N	12 3/4	12 3/8	+ 3/8	+ 3.03	15 5/8	11	8	8,305	105,888
ROLLINS	RDL	N	11 1/2	14 3/8	- 2 7/8	- 20.00	19 3/4	11 1/2	10	13,305	153,007
RUST CRAFT	RUS	A	7	7 1/8	- 1/8	- 1.75	10 1/4	7	5	2,366	16,562
SAN JUAN RACING	SJR	N	10	9 5/8	+ 3/8	+ 3.89	13 3/8	8 7/8	9	2,367	23,670
SCHERING-PLDOUGH	SGP	N	67 3/4	74 1/4	- 6 1/2	- 8.75	74 3/8	61 3/4	33	52,574	3,561,888
SONDERLING	SOB	A	7 7/8	8	- 1/8	- 1.56	10	7	4	788	6,205
TECHNICAL OPERATNS**	TO	A	4 7/8	4 7/8		.00	6 3/4	4 1/2	5	1,344	6,552
TIMES MIRROR CO.	TMC	N	15 1/4	14 3/4	+ 1/2	+ 3.38	17 5/8	13 3/8	9	31,385	478,621
TURNER COMM.***	O		3 3/8	3 3/8		.00	3 5/8	3	6	1,373	4,633
WASHINGTON POST CO.	WPD	A	22 1/2	22 3/8	+ 1/8	+ .55	24 3/8	14 3/4	8	4,749	106,852
WOMETCO	WOM	N	8 5/8	9	- 3/8	- 4.16	10 1/4	8	6	6,034	52,043
TOTAL									335,151	7,289,120	
Cablecasting											
AMECD**	ACD	O	7/8	7/8		.00	1 7/8	1/4		1,200	1,050
AMER. ELECT. LABS**	AELBA	O	1 1/2	1 1/4	+ 1/4	+ 20.00	2 1/8	3/4		1,673	2,509
AMERICAN TV & COMM.	AMTV	O	9 1/2	10 1/2	- 1	- 9.52	19 1/4	7 3/4	22	3,181	30,219
ATHENA COMM.**	O		3/8	3/8		.00	3/4	3/8		2,374	890
BURNUP & SIMS	BSIM	O	14 3/4	16 7/8	- 2 1/8	- 12.59	24 1/8	13 3/4	17	7,907	116,628
CABLECOM-GENERAL	CCG	A	2 1/2	2 1/2		.00	4 1/2	1 3/4	31	2,560	6,400
CABLE FUNDING*	CFUN	O	5 3/4	6 1/2	- 3/4	- 11.53	7 3/8	5 1/2	48	1,121	6,445
CABLE INFO.	O		1/2	1/2		.00	3/4	1/2	1	987	493
CITIZENS FIN.****	CPN	A	2 1/8	2 1/4	- 1/8	- 5.55	4 1/4	2 1/8		2,697	5,731
COMCAST*	O		2	2		.00	2 1/4	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 7/8		.00	3 3/8	1 3/4	21	4,761	8,926
COX CABLE	CXC	A	6 3/8	6 3/4	- 3/8	- 5.55	15 1/4	6 3/8	12	3,560	22,695
ENTRON*	ENT	O	5/8	3/4	- 1/8	- 16.66	3/4	1/2	4	1,358	848
GENERAL INSTRUMENT	GRL	N	10 1/4	11 1/2	- 1 1/4	- 10.86	17 1/8	10 1/4	6	7,060	72,365
GENERAL TV*	O		1 1/4	1 1/2	- 1/4	- 16.66	1 1/2	3/4	63	1,000	1,250
LVO CABLE	LVOC	O	3	3 1/8	- 1/8	- 4.00	4 5/8	2 3/4	60	1,879	5,637
SCIENTIFIC-ATLANTA	SFA	A	7 1/2	7 1/4	+ 1/4	+ 3.44	9 1/2	6 3/4	8	917	6,877
TELE-COMMUNICATION**	TCOM	O	2 3/8	2 3/4	- 3/8	- 13.63	5 3/4	2 1/8	10	4,852	11,523
TELEPROMPTER**	TP	N	4 1/8	4 1/4	- 1/8	- 2.94	8 1/4	4	24	16,013	66,053
TIME INC.	TL	N	38	38 3/4	- 3/4	- 1.93	40 1/4	30 3/4	8	10,381	394,478
TODCOM**	TODCM	O	3 1/8	3 1/4	- 1/8	- 3.84	4 7/8	3 1/8	7	634	1,981
UA-COLUMBIA CABLE**	UACC	O	5 5/8	5 5/8		.00	6	3 3/4	13	1,795	10,096
VIA	VIA	N	4 7/8	5 1/8	- 1/4	- 4.87	7 1/2	4 5/8	8	3,850	18,768
VIKOA***	VIK	A	2 1/8	2 1/8		.00	4	2		2,591	5,505
TOTAL									86,056	800,777	
Programing											
COLUMBIA PICTURES**	CPS	N	2 3/8	2 3/8		.00	4 3/4	2 1/4		6,748	16,026
DISNEY	DIS	N	43 1/2	48 1/2	- 5	- 10.30	54 1/2	35 1/8	27	29,155	1,268,242
FILMWAYS**	FWY	A	3	3 1/8	- 1/8	- 4.00	6	3	5	1,790	5,370
FOUR STAR			3/4	7/8	- 1/8	- 14.28	1 3/8	3/4	1	665,950	499,462
GULF + WESTERN	GW	N	24 5/8	25	- 3/8	- 1.50	29 1/8	22 1/4	5	14,088	346,917
MCA	MCA	N	24 1/2	26 1/8	- 1 5/8	- 6.22	26 1/2	19 1/4	7	8,386	205,457
MGM	MGM	N	15 7/8	15 3/4	+ 1/8	+ .79	15 7/8	9 1/4	11	5,918	93,948
TELE-TAPE**	O		1/2	1/2		.00	3/4	1/8		2,190	1,095
TELETRONICS INTL.*	O		3 1/4	3 1/4		.00	4 1/8	3 1/4	7	943	3,064
TRANSAMERICA	TA	N	7	7 1/2	- 1/2	- 6.66	10 3/8	7	6	65,115	455,805
20TH CENTURY-FOX	TF	N	6 1/2	6 3/8	+ 1/8	+ 1.96	9 1/8	5 1/4	9	8,280	53,820
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116

	Stock symbol	Exch.	Closing Wed. June 19	Closing Wed. June 12	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
WARNER	WCI	N	11 5/8	11 5/8		.00	18 1/2	9 5/8	5	16,317	189,685
WRATHER	WCO	A	6 1/4	7	- 3/4	- 10.71	8 1/8	4 3/8	69	2,229	13,931
TOTAL										831,576	3,153,938
Service											
BRDO INC.		O	13 1/2	13 1/2		.00	14 1/4	10	6	2,513	33,925
COMSAT	CO	N	30 1/2	31 3/8	- 7/8	- 2.78	40 3/8	30 1/2	8	10,000	305,000
CREATIVE MANAGEMENT	CMA	A	3 3/4	4	- 1/4	- 6.25	6 5/8	3 3/8	5	1,016	3,810
DOYLE DANE BERNBACH	DOYL	O	9 3/4	9 3/4		.00	11 1/2	8 3/4	5	1,799	17,540
ELKINS INSTITUTE****	ELKN	O	3/8	3/8		.00	5/8	1/4	5	1,897	711
FOOTE CONE & BELOING	FCB	N	9 3/8	9 1/2	- 1/8	- 1.31	11 1/4	8 5/8	6	2,065	19,359
GREY ADVERTISING**	GREY	O	7 1/8	7 5/8	- 1/2	- 6.55	8 3/8	6 3/4	4	1,255	8,941
INTERPUBLIC GROUP	IPG	N	10 3/4	10	+ 3/4	+ 7.50	13	9 5/8	4	2,319	24,929
MARVIN JOSEPHSON*	MRVN	O	7 1/4	7 1/2	- 1/4	- 3.33	8 1/2	6 3/4	5	957	6,938
MCI COMMUNICATIONS+	MCIC	O	2 3/4	3 1/2	- 3/4	- 21.42	6 1/2	2 5/8	5	12,825	35,268
MOVIELAB	MOV	A	1	7/8	+ 1/8	+ 14.28	1 5/8	5/8	6	1,407	1,407
MPD VIDEOTRONICS****	MPD	A	1 5/8	1 7/8	- 1/4	- 13.33	2 5/8	1 5/8	3	539	875
NEEDHAM, HARPER	NOHMA	O	5 1/2	5	+ 1/2	+ 10.00	7 1/2	4 3/4	3	918	5,049
A. C. NIELSEN	NIELB	O	17 5/8	16 5/8	+ 1	+ 6.01	28	14 1/8	16	10,598	186,789
OGILVY & MATHER	OGIL	O	16 1/2	16 3/4	- 1/4	- 1.49	17 1/4	12 3/4	6	1,807	29,815
PKL CO.***	PKL	O	1 1/4	1 3/4	- 1/2	- 28.57	1 3/4	1/4	8	818	1,022
J. WALTER THOMPSON	JWT	N	8 3/4	9 1/4	- 1/2	- 5.40	12	7 1/4	13	2,624	22,960
UNIVERSAL COMM.***		O	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH. GREENE	WRG	N	7 5/8	7 5/8		.00	9 5/8	7 1/4	4	1,632	12,444
TOTAL										57,704	717,228
Electronics											
AMPEX	APX	N	3 3/8	3 5/8	- 1/4	- 6.89	4 7/8	3 3/8	7	10,796	36,436
CCA ELECTRONICS*	CCAE	O	1 1/8	1	+ 1/8	+ 12.50	1 1/8	5/8	2	881	991
COHU, INC.	COH	A	2 1/2	2 3/4	- 1/4	- 9.09	3 7/8	2 1/2	5	1,542	3,855
COMPUTER EQUIPMENT	CEC	A	1 3/8	1 1/2	- 1/8	- 8.33	2 1/8	1 3/8	8	2,333	3,207
CONRAC	CAX	N	16 1/2	17 5/8	- 1 1/8	- 6.38	21	13 1/4	7	1,261	20,806
GENERAL ELECTRIC	GE	N	48 5/8	50 1/2	- 1 7/8	- 3.71	65	7 1/2	15	182,114	8,855,293
HARRIS CORP.	HRS	N	22 3/4	25	- 2 1/4	- 9.00	33 1/2	22 3/4	7	6,229	141,709
INTERNATIONAL VIDEO	IYCP	O	4 3/8	4	+ 3/8	+ 9.37	7 1/2	3 1/4	15	2,728	11,935
MAGNAVOX	MAG	N	5 1/8	5 1/8		.00	9 7/8	4 7/8	21	17,799	91,219
3M	MMM	N	76 1/4	77 5/8	- 1 3/8	- 1.77	80 1/2	68 1/2	28	113,100	8,623,875
MOTOROLA	MOT	N	52 7/8	55	- 2 1/8	- 3.86	61 7/8	40 1/2	17	27,968	1,478,808
OAK INDUSTRIES	OEN	N	12 3/8	12 1/4	+ 1/8	+ 1.02	12 7/8	9 1/2	5	1,639	20,282
RCA	RCA	N	15 3/8	16 1/8	- 3/4	- 4.65	21 1/2	15 3/8	7	74,444	1,144,576
ROCKWELL INTL.	RDK	N	27 1/4	27 3/8	- 1/8	- .45	28 3/8	25 1/8	6	30,315	826,083
RSC INDUSTRIES	RSC	A	1 1/4	1 3/8	- 1/8	- 9.09	2 1/8	1 1/8	7	3,458	4,322
SONY CORP	SNE	N	19 1/4	19 1/8	+ 1/8	+ .65	29 7/8	19 1/8	14	165,625	3,188,281
TEKTRONIX	TEK	N	42 1/2	41 5/8	+ 7/8	+ 2.10	47 3/4	34 3/8	17	8,646	367,455
TELEVISION**	TINT	O	1 7/8	1 7/8		.00	2 3/4	1 3/4	1	1,050	1,968
TELEPRO IND.*		O	6	8	- 2	- 25.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	9 1/8	9	+ 1/8	+ 1.38	13 1/4	8 3/4	8	6,617	60,380
WESTINGHOUSE	WX	N	15 3/4	16 1/8	- 3/8	- 2.32	26	15 1/2	9	87,876	1,384,047
ZENITH	ZE	N	22	23 1/2	- 1 1/2	- 6.38	31 5/8	22	9	18,797	413,534
TOTAL										765,693	26,681,912
GRAND TOTAL										2,156,204	40,675,676
Standard & Poor's Industrial Average			100.64	104.17	-3.53						

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange
††Stock did not trade on Wednesday;
closing price shown is last traded price.

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

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

* P/E ratio computed with
earnings figures for last 12
months published by company.
† No annual earnings figures
are available.
** No P/E ratio is computed;
company registered net losses.

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Media

Eric Bremner, general manager, KING-AM-FM-TV Seattle; Forest Amsden, general manager, KGW-AM-TV and KINK(FM) Portland, Ore.; Dean Woodring, general manager, KREM-AM-FM-TV Spokane, Wash.; and George V. Willoughby, law partner in Riddell, Williams, Voorhees, Ivie & Bullit, elected VP's of King Broadcasting Co., licensee of stations.

Mr. Willoughby assumes newly created position of VP and general counsel. Alexander M. Fiskien, VP, facilities planning and engineering, Weyhauser Co., elected to board of directors, King Broadcasting.

Rick Devlin, general sales manager WPLJ(FM) New York, named general manager WXLO(FM) New York.

Jane Perlman, TV sales research director, Avco Television Sales, New York, joins

WPIX-TV New York as director of research.

Ken Martin, production manager, KIFI-TV Idaho Falls, joins KPVI(TV) Pocatello, Idaho, as operations manager.

Paul J. Steen, acting general manager, noncommercial KPBS-FM-TV San Diego since November 1973, named general manager.

Denise Sosso, assistant promotion man-



Hollywood headliners. Newly elected officers of the Hollywood Radio & Television Society (*Broadcasting*, June 17) map initial plans for 1974-75. They are (l to r) Paul J. Flaherty, Technicolor Inc., elected president; Lee M. Rich, Lorimar Productions, vice president; James M. Loper, president KCET(TV) Los Angeles, treasurer, and Lydia R. Reeve, vice president-media director, Honig-Cooper & Harrington, secretary.

ager, KSFO(AM) San Francisco, named promotion manager. Tina Dobbertin, secretary to KSFO general sales manager, named Mrs. Sosso's assistant.

Ray Blanchard, University of Illinois senior; **Martha Gray**, Northwestern University junior; **Catherine Hinton**, University of Southern California senior; **Lana Mitchell**, Wilberforce University junior; **Michael Nowacki**, University of Southern California senior, and **James Schoonmaker**, Cornell University senior, named scholarship winners in summer intern program sponsored by International Radio and Television Foundation.

Broadcast Advertising



Gerbracht

Richard E. Gerbracht, senior vice president/area manager of McCann-Erickson Inc., London, (Interpublic Group of Companies), appointed president and chief executive officer, Griswold-Eshleman Co., Cleveland.

Steve Phelps, media supervisor, D'Arcy-MacManus & Masius Inc., St. Louis, named associate media director, handling seven Ralston Purina brands and MFA Insurance Companies. **Greg Ottersbach** appointed assistant media planner on all Ralston Purina brands.

Patricia V. Shoemaker, sales coordinator and TV show host, KSL-TV Salt Lake City, named director of sales research and development. She will continue on-air duties.

Neil Pugh, national sales manager, WHIO-TV Dayton, Ohio, named general sales manager. He succeeds **Jack McCarthy**, named assistant general manager and station manager. **Malcolm T. Lorimer** named national sales manager and **Donald Kemper Jr.** named local sales manager.

Mal Kahn, director of Eastern sales, WCAU-TV Philadelphia, joins S. Jay Reiner

Co., New York media buying and marketing firm, as VP.

Alfred S. Altman, account executive, Spiro & Associates Inc., Philadelphia, named executive VP of Wall Associates Inc., Malvern, Pa., agency.

Robert J. Kohlbrenner, director of production and traffic, N.W. Ayer & Son, New York, named VP.

Arthur Adler, VP and general manager, WXLO(FM) New York, appointed VP, retail marketing, for parent RKO Radio.

Dalton B. Lawrence, account executive, WTOP(AM) Washington, named to newly created position of weekend sales manager.

Rodney C. Pennington, University of Illinois 1974 graduate, joins Arnold E. Johnson Associates, Chicago, as media buyer.

Walt Davis, program manager, KJEO(TV) Fresno, Calif., named sales manager.

Joseph Sweeney, traffic manager, Elkman Advertising Inc., Bala Cynwyd, Pa., named production manager.

Programing

Charles Robert McLain, director of special programs, CBS Television Network, New York, named director of movies-of-the-week specials, MGM Television, Los Angeles. **Joseph Goodson**, director of program development, Columbia Pictures Television, Los Angeles, named executive producer, MGM Television.

James A. Henry, law associate in Regan Goldfarb Heller Wetzler & Quinn, joins CBS Television Network as talent and program negotiator, business affairs, New York.

Helen Geisbuhler, radio traffic manager, WWJ-AM-FM Detroit, named to newly created position of director of broadcast standards, WWJ-AM-FM-TV.

Raymond M. Napier, VP-general manager, WSHH-FM Pittsburgh, named VP-general sales manager, Kintel Productions & Sound Studios, Atlanta.

John N. Heim, VP-domestic sales, National Telefilm Associates, has resigned to established Omniproducts, 6418 Springpark Avenue, Los Angeles, handling TV program distribution.

Noah Jacobs, Eastern division manager for Metromedia Producers Corp., named

sales executive for Avco Program Sales, Cincinnati.



Coss

W stations.

Ray Scott, sportscaster with CBS, joins KCMO(AM) Kansas City, Mo. as play-by-play voice of Kansas City Chiefs for 1974 football season.

Gary Vautin named program manager, KJEO(TV) Fresno, Calif.

Broadcast Journalism



Mayo

News, New York, named manager of the CBS News bureau in Beirut, Lebanon.

Gerald G. Conway, news manager, WOR(AM) New York, named news director, succeeding **George R. Brown** who retired May 31.

Jon Bascom, from NBC and WRC(AM) Washington, joins Mutual Broadcasting System as network anchorman.

Tony Pepper, anchorman, KOA-TV Denver, named to newly created position of co-anchorman, WBZ-TV Boston.

Ruth Worth Hazlitt, newspaper and TV journalist, appointed medicine and science reporter for CBC-TV Toronto.

Sharon Owens, news writer, noncommercial carrier current station at California State College, KBLA Los Angeles, named

Paul D. Coss, program manager, WBZ-TV Boston, named program manager, KABC-TV Los Angeles. **Alan Frank**, executive producer for programming, KPX(TV) San Francisco, succeeds Mr. Coss as program manager at WBZ-TV. Last two are Group

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to newly created position of director of consumer affairs and news reporter, KMPC(AM) Los Angeles.

Ron Kershaw, assistant news director, WBAL-TV Baltimore, promoted to news director.

Meredith W. Lewis, reporter, WCKT(TV) Miami, joins WUC-TV Pittsburgh as reporter.

Charles Seraphin, news director, WMYQ(FM) Miami, and **Robert McCormick**, news director, WOKY(AM) Milwaukee, join KFRC(AM) San Francisco as reporters-anchors. **Jan Yanehiro**, news-public affairs reporter, named KFRC's director of public affairs, succeeding **Jerry Kay**, who resigned to head Environmental Interchange, producers of public service programs and announcements.

Sandra Dose, news assignment desk supervisor, WBAL-TV Baltimore, named assistant news director. **Sharon Sakson**, Georgetown University 1974 graduate, joins WBAL-TV as news producer.

Gene Pell, chief of Group W foreign news service, London, named a Nieman Fellow in journalism to study at Harvard University, 1974-75 academic year, only

broadcast journalist of 13 newsmen awarded fellowships.

Equipment & Engineering

Thomas H. Creighton III, Eastern regional sales manager, McMartin Industries, named director of sales and marketing, Broadcast Electronics Inc., Silver Spring, Md.

Joseph W. Curran, acting head of marketing, RCA Corp., New York, elected VP, RCA Marketing Services.

Allied Fields



Balis

joins Arbitron Radio Sales, New York, as Eastern account executive.

C. Wanton (Tony) Balis III named to new post of director of National Advertising Review Board, New York. He was previously executive assistant to executive director of NARB, William H. Ewen.

John W. Britten, VP, Trigon Tape Systems Inc., New York, joins Arbitron Radio Sales, New York, as Eastern account executive.

Bruce P. Sawyer, general manager, Time Inc.'s corporate circulation division, named executive VP and chief operating officer, Home Box Office, Inc., pay TV network subsidiary of Time Inc.

Howard M. Liberman, FCC Cable Television Bureau attorney, joins Washington law firm, Cohn & Marks.

Deaths

Clifford L. Hedberg, 68, Minnesota broadcaster, died June 7 of cancer at Morris, Minn. He was president and general manager of KMRS(AM) Morris, which is under common ownership with KBWE-AM-FM Blue Earth, Minn., and KQAD-AM-FM Luverne, Minn., where son, Paul C. Hedberg, is president-general manager. Survivors also include wife, Florence, and two daughters, Katherine and Alice.

Pamela Britton, 50, who played title role in *Blondie* TV series and regular on *My Favorite Martian*, died June 17 of cancer in Arlington Heights, Ill., where she had been appearing in play. Survivors include her husband, Arthur Steel; her mother, former radio personality Ethel Owens, and daughter, Kathy.

For the Record®

As compiled by BROADCASTING, June 10 through June 14 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. MEOV—maximum expected operation value. 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

Rulemaking petitions

FCC received following petitions to amend TV table of assignments as shown (ann. June 10):

- John Hartrampf, Atlanta—Seeks to assign ch. 63 to Atlanta (RM-2383).
- Georgia State Board of Education, Chatsworth, Ga. (amended)—Delete request to assign ch. *69 to Hartwell and requests assignment of ch. *68 to Toccoa, Ga. (RM-2340).

Existing TV stations

Final actions

- KUDO(TV) San Francisco—Broadcast Bureau granted authority to operate trans. by remote control from Radio Road, Bruno Mountain, approximately 2 miles south of San Francisco (BRCTV-176). Action June 10.
- WMBD-TV Peoria, Ill.—Broadcast Bureau granted authority to operate trans. by remote control from 212 S.W. Jefferson Avenue, Peoria (BRCTV-185); granted CP to change ERP to 1020 kw vis. and 204 kw aur.; change type trans., and ant. and ant. system; ant. height 640 ft. (BPCT-4700). Action May 31.
- KARD-TV Wichita, Kan.—Broadcast Bureau granted CP to install precise frequency control equipment (BPCT-4730). Action June 10.
- WDAF-TV Kansas City, Mo.—Broadcast Bureau

granted CP to change ERP aur. 20 kw; type trans. (BPCT-4710). Action June 5.

■ WLWC(TV) Columbus, Ohio—Broadcast Bureau granted CP's to change type trans. for main trans. and install alt. main trans. at main trans.-ant. location (BPCT-4708-9). Action June 17.

■ *KLNE-TV Lexington, Neb.—Broadcast Bureau granted CP to install precise frequency control equipment (BPET-489). Action June 10.

■ KATU Portland, Ore.—Broadcast Bureau granted authority to operate trans. by remote control from 2153 N.E. Sandy Boulevard, Portland (BRCTV-186). Action June 5.

■ WPVI-TV Philadelphia—Broadcast Bureau granted authority to operate trans. by remote control from 4100 City Line Avenue, Philadelphia (BRCTV-183). Action June 10.

■ KIII(TV) Corpus Christi, Tex.—Broadcast Bureau granted CP to change type ant. (BPCT-4723). Action June 12.

■ KARD-TV Wichita, Kan.—Broadcast Bureau granted P to install precise frequency control equipment (BPCT-4730). Action June 10.

Actions on motions

■ Administrative Law Judge Thomas B. Fitzpatrick in Miami (Post-Newsweek Stations, Florida [WPLG-TV] and Tropical Florida Broadcasting Co.) TV proceeding, dismissed amendment by Tropical without prejudice to its resubmission and full compliance with section 1.522(b) of rules (Docs. 20008-9). Action June 6.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General [WNAE-TV], et al.), TV proceeding, granted petitions of RKO General to amend application to reflect changes by Video Independent Theatres, discontinuance by its subsidiaries of KUTV and WKAT(AM), and filing of civil antitrust actions involving two subsidiaries of General Tire (Docs. 18759-61). Action May 31.

■ Administrative Law Judge Chester F. Naumowicz Jr. in New York (RKO General [WOR-TV], Multi-State Communications) TV proceeding, granted petition by RKO General to amend application to report changes in media holdings of subsidiary and on status litigation, and accepted amendments (Docs 19991-92). Action May 28.

■ Administrative Law Judge Herbert Sharfman in Philadelphia (CBS Inc. [WCAU-TV], First Delaware Valley Citizens Television) TV proceeding, in statement and order after prehearing conference held May 17, cancelled hearing set for July 8, set time limitations for discovery, and scheduled further prehearing conference for June 4 to hear

oral argument on pending discovery matters (Docs. 20010-11). Action May 17.

Other actions

■ Jackson, Miss.—FCC denied petition by Channel 3 Inc. to dismiss with prejudice application of Lamar Life Broadcasting Co. for authorization to operate TV station on ch. 3 in Jackson. (Docs. 18845-9). Action June 12.

■ Review board in Dallas TV proceeding denied request by WADECO Inc. to add employment practice and section 1.65 issues against Belo Broadcasting Corp., applicant for renewal of license of WFAA-TV Dallas (Docs. 19744, 5). Action June 12.

Call letter application

■ KYAY-TV West Monroe, La.—Seeks KLAAs.

Call letter actions

- KHQL-TV Albion, Neb.—Granted KCNA-TV.
- KHPL-TV Hayes Center, Neb.—Granted KWNB-TV.
- KHOL-TV Kearney, Neb.—Granted KHGI-TV.
- KHTL-TV Superior, Neb.—Granted KSNB-TV.

New AM stations

Application

■ Gilmer County Broadcasting Co., Ellijay, Ga.—Seeks amendment of application to change frequency of new station from 1530 khz to 1560 khz. Ann. June 10.

Final actions

- Iowa City—FCC denied application by Johnson County Broadcasting Corp. (KXIC Iowa City) for review of Feb. 8 review board grant of CP to Braverman Broadcasting Co. for new AM on 1560 khz at Iowa City (Docs. 19596-7). Action June 12.
- Sandy Creek-Pulaski, N.Y.—Oswego-Jefferson Broadcasting Inc.—Broadcast Bureau granted 1070 khz, 1 kw-D, P.O. address Box 158, 9190 Main Street, Sandy Creek 13145. Estimated construction cost \$32,716; first-year operating cost \$25,467; revenue \$55,000. Principals: Stephen C. Sattler and James J. Foederer (each 50%). Mr. Sattler owns ranch and Mr. Foederer owns grocery store, both Sandy Creek (BP-19517). Action May 28.

Other actions

■ Review board in Ridgefield, Conn., AM pro-

ceeding, denied request by Radio Ridgefield, applicant for new AM on 850 khz, Ridgefield, for appeal from adverse ruling of Administrative Law Judge (Doc. 19687). Action June 7.

■ Review board in San Juan, Rio Grande and Isabel Segunda, Vieques, Puerto Rico, AM proceeding, denied petition by Cavallaro Broadcasting Corp., applicant for new AM station at San Juan, to modify financial issue in comparative hearing involving it and four competing applicants (Docs. 19897-01). Action June 10.

Call letter applications

- O. M. Broadcasting, Inc., Parker Ariz.—Seeks KZUL.
- Gladwin Broadcasting Co., Gladwin, Mich.—Seeks WJEB.
- Oswego-Jefferson Broadcasting, Sandy Creek-Pulaski, N.Y.—Seeks WSCP.

Existing AM stations

Applications

- KTRT Truckee, Calif.—Seeks CP to increase input power to 250 w, 1 kw-LS, and delete reduced power requirement. Ann. June 14.
- WMIX Mt. Vernon, Ill.—Seeks CP to add nighttime operation with 500 w, 5 kw-LS, DA-2, unlimited, and add new night site 0.5 miles south of Route 64, Mt. Vernon, Ill. Ann. June 14.
- KKSJ Mt. Pleasant, Iowa—Seeks mod. of CP (BP-17,571) to ch. trans. site to 0.3 miles west of city limits on rural extension of Clay Street, Mt. Pleasant. Main studio and remote control site 123 South Jefferson, Mt. Pleasant. Ann. June 10.
- WKYO Caro, Mich.—Seeks CP to erect new FM tower at AM site to be utilized by WKYO. Trans. site on East Dayton Road, 0.3 miles east of Pierce Road, 2.3 miles east of Caro. Ann. June 10.
- WBFN Quitman, Miss.—Seeks CP to side mount FM ant. and increase tower height to 325 ft. Ann. June 10.
- WCIN Cincinnati—Seeks CP to add MEOV's to day and night directional patterns. Ann. June 10.
- WVOY Charlevoix, Mich.—Seeks mod. of CP (BP-17,835) to change main studio location and operate by remote control from 211 Bridge Street, Charlevoix. Ann. June 13.
- KRUN Ballinger, Tex.—Seeks mod. of license to change hours of operation to unlimited from specified. Ann. June 11.
- WLRV Lebanon, Va.—Seeks mod. of CP (BP-19,459) to change trans. site to 1.65 miles northwest of Lebanon in Spring City. Ann. June 10.
- WOKY Milwaukee—Seeks CP to change main studio and trans. site to 12100 West Howard Avenue, Greenfield, Wis. Ann. June 14.

Start authorized

- Following station was authorized program operating authority for changed facilities on date shown: WHTH Heath, Ohio (BP-19,437) May 29.

Final actions

- KYAK Anchorage—Broadcast Bureau granted CP to install new aux. trans. (BP-19685). Action June 10.
- KLAM Cordova, Alaska — Broadcast Bureau granted mod. of license covering change of SH to: 7:30 a.m. to 12:00 noon daily and 5:00 p.m. to 10:00 p.m. daily and Sunday from May 1 to Nov. 15 each year, and 7:30 a.m. to 9:30 a.m. daily, 5:00 p.m. to 10:00 p.m. daily and Sunday Nov 16 to April 30 each year (BML-2513) Action June 12.
- KCVN Williams, Ariz.—Broadcast Bureau granted mod. of license covering change to SH with 6:00 a.m. sign-on to 8:00 p.m. sign-off daily (BML-2516). Action June 12.
- KIQI San Francisco—Broadcast Bureau granted permit to install new alt. main trans. (BP-19689). Action May 31.
- WAVS Fort Lauderdale — Broadcast Bureau granted mod. of license covering change in main studio location outside corporate city limits of Fort Lauderdale to 1881 N.E. 26th Street, Wilton Manors, Fla. (BML-2515). Action May 31.
- WITI Dalton, Ga.—Broadcast Bureau granted CP to eliminate CH; condition (BP-19,669). Action May 31.
- KPUA Hilo, Hawaii—Broadcast Bureau granted CP to change frequency to 670 khz (BP-19630). Action June 6.
- WMPP Chicago Heights, Ill.—Broadcast Bureau granted involuntary control of licensee corp from Charles J. Pinckard Sr. to Charles J. Pinckard Jr., administrator of estate (BTC-7406). Action May 31.
- WKYO Caro, Mich.—FCC granted application of Tuscola Broadcasting Co., licensee of WKYO, requesting change to increase hours of operation, install new trans. and ant. and make related changes (BP-19499). Daytime on 1360 khz, will increase

Summary of broadcasting

According to the FCC, as of May 31, 1974

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,385	2	21	4,408	52	4,463
Commercial FM	2,491	0	43	2,534	166	2,700
Commercial TV-VHF	505	1	8	514	4	520**
Commercial TV-UHF	191	0	2	193	35	241
Total commercial TV	696	1	10	707	39	761**
Educational FM	644	0	35	679	80	759
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	130	0	12	142	3	148**
Total educational TV	218	0	15	233	7	244**

* Special temporary authorization

** Includes off-air licensees

power from 500 w to 1 kw and initiate nighttime operation. Action June 12.

■ WMPC Lapeer, Mich.—Broadcast Bureau granted CP to change ant. trans. site to 1790 North Lapeer, Lapeer, Mich. (BP-19674). Action June 12.

■ WOR New York—Broadcast Bureau granted CP to install aux. ant. and trans.; conditions (BP-19471). Action June 12.

■ WISE Asheville, N.C.—Broadcast Bureau granted CP to install new trans. for aux. day-alt. main night and operate by remote control from studio location (BP-19689). Action June 12.

■ KVIN Vinita, Okla.—Broadcast Bureau granted license covering new station (BL-13594). Action June 6.

■ KHYM Gilmer, Tex.—Broadcast Bureau granted CP to install new alt. main trans. to be operated by remote control from main studio location (BP-19598). Action June 12.

■ KSVN Ogden, Utah—Broadcast Bureau granted mod. of license covering change of main studio and remote control site outside corporate limits of Ogden to 925 West Rivergate Road, Riverdale, Utah, and waived section 73.30(a) of the rules (BML-2518). Action June 12.

■ WRRL Rainelle, W. Va.—Broadcast Bureau granted license covering new station; trans. location, Simms Mountain Road, Rainelle (BL-13617). Action June 6.

■ WLOT Marinette, Wis. — Broadcast Bureau granted request for waiver of rules to identify as Marinette, Wis.-Menominee, Mich. Action May 20.

Actions on motions

- Administrative Law Judge Lenore G. Ehrig in Stamford, Conn. (The Western Connecticut Broadcasting Company (WSTC), Radio Stamford) AM proceeding, granted petition by Radio Stamford to amend application to reflect resignation of Edmond W. Davis as director and election of Nathaniel Dickerson as director and his consent to purchase shares of Edmond W. Davis; granted petition by Radio Stamford to amend its application to reflect change of employment of Edward W. Dooley, treasurer (Docs. 19872-73). Action May 29.
- Administrative Law Judge William Jensen in Madisonville, Tenn. (Monroe Broadcasters), renewal of license for WKYZ, due to death in applicant's family, postponed without date hearing scheduled for May 29 (Doc. 19829). Action May 28.
- Administrative Law Judge James F. Tierney in Birmingham, Ala. (Hertz Broadcasting of Birmingham [WENN-AM-FM] Johnston Broadcasting Co. [WJLD(AM)-WJLN(FM)]), renewal of license scheduled hearing for Nov. 12 in Birmingham (Docs. 19874-75). Action May 24.

Other actions

- WNJR Newark, N.J.—In order to carry out mandate of D.C. Circuit Court of Appeals, commission has invited for consideration alternative proposals for interim operation of WNJR. Commission said it would entertain proposals submitted by any eligible applicant or group of applicants within next sixty days. Action June 12.
- WPMH Portsmouth, Va.—FCC denied petition by Chesapeake-Portsmouth Broadcasting Corp., holder of CP for WPMH, for reconsideration of designation order and request for expedited consideration and its petition for waiver of rules. Action June 12.

Fines

- KDFN Doniphan, Mo.—Jack G. Hunt, licensee of KDFN, has been ordered by FCC to pay forfeiture of \$500 for repeated violation of rules in that two operators who held third-class radiotelephone licenses without broadcast endorsements were in charge of trans. on regular schedule from Jan. 1, 1972, through Aug. 23, 1972. Action June 13.
- KRBN Red Lodge, Mont.—Broadcast Bureau by letter, notified of apparent liability for forfeiture of

\$300 for willful or repeated violation of rules by failing to make equipment performance measurements at least once each calendar year. Action June 7.

■ KWSH Wewoka, Okla.—Tri-Cities Broadcasting Co., licensee of KWSH, has been ordered by commission to forfeit \$500 for repeated failure to keep available field measuring equipment and failure to measure monitoring point field intensities as required by license. Action June 12.

Call letter application

- WMWM Wilmington, Ohio—Seeks WFKI.

Call letter actions

- WRCK Tusculumbia, Ala.—Granted WZZA.
- WWSD Monticello, Fla.—Granted WTBJ.

Designated for hearing

- KWBY Edna, Tex.—FCC waived rules and application of Cosmopolitan Enterprises, permittee of KWBY Edna, for CP to reduce power from 10 kw to 5 kw, has been accepted for filing as minor change and designated for hearing (Doc. 20075). In petition to deny, International Broadcasting Corp., licensee of co-channel KWKH Shreveport, La., claimed that even at 5 kw, KWBY array could not be adjusted and maintained to prevent interference to KWKH. Action June 5.

New FM stations

Application

- Media, Pa.—Greater Media Radio Co. seeks 100.3 mhz, 50 kw. HAAT 500 ft. P.O. address: 24 Penarth Road, Bala Cynwyd, Pa. 19004. Estimated construction cost \$120,000; first-year operating cost \$80,000; revenue \$80,000. Principals: Daniel M. Lerner 100%. Mr. Lerner also owns 25% of WLLH (AM)-WSSH-FM Lowell, Mass. Ann. May 27. (Corrects June 10 item.)

Starts authorized

- *KAUG Salinas, Calif.—Authorized program operation on 90.9 mhz, TPD 10 w. Action June 3.
- WIGL Miami—Authorized program operation on 107.5 mhz, ERP 92.4 kw, HAAT 464 ft. Action June 3.
- KAOI Wailuku, Hawaii—Authorized program operation on 95.1 mhz, ERP 100 kw, HAAT 1170 ft. Action June 3.
- KLGR-FM Redwood Falls, Minn.—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 295 ft. Action May 30.
- *KCHC Central Point Ore.—Authorized program operation on 91.7 mhz, TPO 10 w. Action May 31.
- *KSUC Keene, Tex.—Authorized program operation on 88.3 mhz, ERP 1.85 kw, HAAT 235 ft. Action June 3.

Final actions

- Birmingham, Ala.—FCC denied petition by First Security and Exchange Co. for rehearing and reconsideration of commission decision released March 15 granting competing application of Voice of Dixie for new FM at Birmingham. Action June 12.
- *Idaho Falls, Idaho—Bonneville School District #93—Broadcast Bureau granted 91.9 mhz, TPO 10 w. P.O. address: Route 1, Box 460, Idaho Falls 83401. Estimated construction cost \$800; first-year operating cost \$900. Principal: Willis G. Nelson, superintendent. (BPED-1797). Action June 7.
- Pocatello, Idaho—Southern Idaho Stereo FM Corp. Broadcast Bureau granted 94.9 mhz, 100 kw, HAAT 900 ft. P.O. address: Suite 215, Shane Building, Idaho Falls, Idaho 83401. Estimated construction cost \$54,546; first-year operating cost \$37,000; revenue \$53,445. Principals: Eugene A. Piquet (30.8%), manager of KGVM(FM) Idaho Falls; Thomas Mitchell (15%), pathologist; Wesley L. Clarke (20%), appraiser (BPH-6765). Action June 6.

- *Jackson, Miss.—Educational Broadcasters of Mississippi. Broadcast Bureau granted 91.5 mhz, 10 w. P.O. address: Box 6567, Jackson 39212. Estimated construction cost \$2,700; first-year operating cost \$7,700. Principal: Robert Sanders is president of Educational Broadcasters (BPED-1775). Action June 7.
- *Columbia, S.C.—Columbia Bible College Broadcasting Co. Broadcast Bureau granted 89.7 mhz, 60 kw. HAAT 410 ft. P.O. address: Box 3122, Columbia 29703. Estimated construction cost \$42,590; first-year operating cost \$19,200. Principal: Rashie Kennedy, director electronic media, Columbia Bible College (BPED-1054). Action June 7.
- Sioux Falls, S.D.—John L. Breece. Broadcast Bureau granted 104.7 mhz, 100 kw. HAAT 700 ft. P.O. address 100 North Phillips Avenue, Sioux Falls 57102. Estimated construction cost \$119,416; first-year operating cost \$60,000; revenue \$60,000. Principal: Mr. Breece (100%) also owns KXRB(AM) Sioux Falls. (BPH-8818). Action June 6.
- *Southwest Texas Public Broadcasting Council, San Antonio, Tex.—Application for new FM on 89.1 mhz dismissed by request of applicant attorney. Ann. June 10.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone in Westbrook, Maine (Japat, Inc.), FM proceeding, designated Administrative Law Judge Lenore G. Ehrig to serve as Presiding Judge, and scheduled prehearing conference for July 8 and hearing for Aug. 19 (Doc. 20053-54). Action May 29.

Other actions

- Review board in Bloomington, Ind., FM proceeding denied petition by Bloomington Media Corp. to add issue to inquire into ascertainment of community needs by Indiana Communications, competing applicant for FM station in Bloomington. (Docs. 19813-5). Action June 7.
- Carthage, Tenn.—Mileage separation requirement of rules has been waived by FCC and application of Carthage Broadcasting Co., licensee of WRKM(AM) Carthage, for new FM on 102.3 mhz at Carthage, has been accepted for filing. Proposed station's trans. site would be 4 miles short-spaced with WHAL-FM Shelbyville, Tenn. Action June 12.
- Review board in Harriman, Tenn., FM proceeding, granted motion by Folkways Broadcasting Co., to amend application to reflect that Kenneth J. Crosthwait, 100% owner of Folkways, transferred his 75% interest in Bluefield Broadcasting Co., licensee of WKJC Bluefield, Va., on May 8. Folkways and Harriman Broadcasting Co. are competing applicants for new FM at Harriman. Docs. 18912-3. Action June 13.

Rulemaking petition

FCC received following petition to amend FM table of assignments as shown (ann. June 10):

- KVBR(AM) Brainerd, Minn.—Seeks to assign ch. 294 to Brainerd (RM-2384).

Call letter applications

- Southern Maine Broadcasting Corp., Sanford, Me.—Seeks WSME-FM.
- Logan D. Matthews, Las Cruces, N.M.—Seeks KASK.
- *East Texas State University, Commerce, Tex.—Seeks KETR.

Call letter actions

- James M. Strain, Pismo Beach, Calif.—Granted KPGA.
- Desert Horizons, El Paso, Tex.—Granted KUOE.

Designated for hearing

■ Jacksonville, Fla.—Mutually exclusive applications of Mel-Lin, Mark L. Wodlinger, Bold City Broadcasting Co. and Diamond T. Coal and Realty Co. for new FM on 107.3 mhz at Jacksonville have been designated for hearing by Broadcast Bureau. Issues include financial qualifications of Wodlinger and standard comparative issue. Action June 7.

Existing FM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KRON-FM San Francisco (BPH-8179) May 29; WITZ-FM Jasper, Ind. (BPH-8328) May 29.

Final actions

- KKOP Redondo Beach, Calif.—Broadcast Bureau granted mod. of license covering change of remote control outside city limits at 1957 West 144th Street, Gardena, Calif. (BRCH-1213). Action June 12.
- KEZR San Jose, Calif.—Broadcast Bureau granted CP to install new aux. trans.; ERP 9.5 kw; ant. height 330 ft.; remote control permitted (BPH-8951). Action May 31.
- KQIX Grand Junction, Colo.—Broadcast Bureau granted license covering new station; ERP 25 kw; ant. height 170 ft. (BLH-5992). Action May 24.
- *WVOF Fairfield, Conn.—Broadcast Bureau granted license covering new station (BLED-1246). Action June 5.
- WMYO Miami—Broadcast Bureau granted CP to replace expired permit (BPH-8948). Action May 31.
- WDUN-FM Gainesville, Ga.—Broadcast Bureau granted CP to install new ant. and make changes in transmission line (BPH-8950). Action May 31.
- *WBHI Chicago—Broadcast Bureau granted license covering new station (BLED-1248). Action June 5.
- *WWQC Quincy, Ill.—Broadcast Bureau granted license covering new station (BLED-1247). Action June 5.
- WQFL Rockford, Ill.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. (BLH-6224). Action June 12.
- WQHI Jeffersonville, Ind.—Broadcast Bureau granted license covering new station; ERP 34 kw; ant. height 580 ft. (BLH-6215). Action June 12.
- WKME Gardiner, Me.—Broadcast Bureau granted license covering new station; ERP 14.5 kw; ant. height 340 ft. (BLH-6170). Action June 12.
- *WMEA Portland, Me.—Broadcast Bureau granted license covering new station; ERP 49 kw; ant. height 1920 ft. (BLED-1242). Action June 5.
- *WMHB Waterville, Me.—Broadcast Bureau granted license covering new station (BLED-1241). Action June 5.
- *WAVM Maynard, Mass.—Broadcast Bureau granted license covering new station (BLED-1239). Action June 5.
- *WZBC Newton, Mass.—Broadcast Bureau granted license covering new station (BLED-1244). Action June 5.
- WGER-FM Bay City, Mich.—Broadcast Bureau granted CP to install new aux. trans. at new main trans. site on 102.5 mhz; ERP 51 kw; ant. height 740 ft., for aux. purposes only; remote control from main studio at 100 Center Street, Bay City (BPH-8960). Action June 5.
- *WCMU-FM Mount Pleasant, Mich.—FCC affirmed March 30, 1973, grant by Broadcast Bureau of license covering CP for major changes (increase to 100 kw) in facilities of WCMU-FM (BLED-

1085), and dismissed petitions in opposition. Action June 12.

■ WKJR-FM Muskegon Heights, Mich.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. (BLH-6192). Action June 12.

■ KRFG Greenfield, Mo.—Broadcast Bureau granted license covering new station; ERP 2.35 kw; ant. height 330 ft. (BLH-6184). Action June 10.

■ *KTLX Columbus, Neb.—Broadcast Bureau granted license covering new station (BLED-1216). Action June 4.

■ KBRX-FM O'Neill, Neb.—Broadcast Bureau granted license covering new station; trans-studio location 250 North Jefferson, O'Neill; ERP 3 kw; ant. height 225 ft. (BLH-6063). Action June 4.

■ *WGVH Flemington, N.J.—Broadcast Bureau granted license covering new station; trans. location redesignated Thatcher's Hill Road, approx. 2 miles northwest of Flemington; studio and remote control location Hunterdon Central High School, N.J., Route 31, Raritan township, N.J.; ERP 69 w; ant. height 300 ft. (BLED-1252). Action June 5.

■ KSPV-FM, Artesia, N.M.—Broadcast Bureau granted license to resume operation according to BPH-6251; ERP 50 kw; ant. height 1090 ft. (BLH-6188). Action June 10.

■ *WCEB Corning, N.Y.—Broadcast Bureau granted license covering new station (BLED-1249). Action June 5.

■ *WVCR-FM Loudonville, N.Y.—Broadcast Bureau granted CP to change trans. location to Pineacle Road, RD 1, Voorheesville, N.Y.; change transmission line; change ant. system; ERP 360 w; ant. height 860 ft. (BPED-1821). Action June 11.

■ KWGD Idabel, Okla.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 300 ft. (BLH-5999). Action June 4.

■ KOMS Lebanon, Ore.—Broadcast Bureau granted license covering new station; ERP 30 kw; ant. height 285 ft. (BLH-6183). Action June 10.

■ WKOI Pittsburgh—Broadcast Bureau granted mod. of license covering change of corporate name to WKOI Inc. (BMLH-494). Action June 12.

■ *WYEP-FM Pittsburgh—Broadcast Bureau granted license covering new station; studio and remote control location 4 Cable Place, Pittsburgh; ERP 840 w; ant. height 520 ft. (BLED-1257). Action June 5.

■ WRPC San German, Puerto Rico—Broadcast Bureau granted CP to change trans. and studio location to Road 120, KM. 14.3, 3 miles south of Maricao, Puerto Rico; delete remote control; install new trans. and ant.; change ant. system; waive section 73.210 of rules; ERP 25 kw; ant. height 1970 ft. (BPH-8714). Action June 10.

■ KQHU Yankton, S.D.—Broadcast Bureau granted license covering new station; ERP 100 kw; ant. height 430 ft. (BLH-5899). Action June 11.

■ KWAM-FM Memphis—Broadcast Bureau granted CP to install new aux. trans. at main trans. location on 101.1 mhz; ERP 11 kw; ant. height 390 ft., for aux. purposes only (BPH-8957). Action June 5.

■ *WQOX Memphis—Broadcast Bureau granted license covering new station; ERP 2.15 kw; ant. height 510 ft. (BLED-1240). Action June 5.

■ WOKI-FM Oak Ridge, Tenn.—Broadcast Bureau granted license covering new station; ERP 100 kw; ant. height 2000 ft. (BLH-6211). Action June 12.

■ KRSP-FM Salt Lake City—Broadcast Bureau granted CP to install new aux. trans. at present main trans. location on 103.5 mhz; ERP 29 kw; ant. height -120 ft., for aux. purposes only (BPH-8959). Action June 5.

■ *WJSC-FM Johnson, Vt.—Broadcast Bureau granted CP to install new ant. (BPED-1814). Action June 5.

Fine

■ Tulsa, Okla.—Broadcast Bureau, by memorandum opinion and order, rescinded notice of apparent liability sent to Turnpike Broadcasting Corp., former licensee of KMOD(FM), Tulsa, dated Nov. 3, 1971, for \$100 forfeiture for violation by filing its renewal application 34 days beyond due date, in view of its response to notice, advising commission of late filing resulting from sale of KXXK and KLYX, and its petition for relief filed in court. Action June 6.

Call letter application

WJOL-FM Joliet, Ill.—Seeks WLLI-FM.

Call letter actions

- WKRX Louisville, Ky.—Granted WVEZ.
- *WQOW Oak Park, Mich.—Granted WOPR.
- WYMI-FM Biloxi, Miss.—Granted WQID.
- WSVA-FM Harrisonburg, Va.—Granted WQPO.

Renewal of licenses, all stations

■ *KNME-TV Albuquerque, N.M.—FCC granted application by regents of University of New Mexico

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and board of education of Albuquerque for renewal of license for 3KNME-TV. Objections to renewal application filed by Alianza Federal de Pueblos Libres and William L. Higgs were denied. Alianza and Higgs had raised questions in areas of past programming and alleged fairness doctrine violations. Action June 5.

Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

- KUUL(FM) Madera, Calif.—Change trans. and ant.; add circular polarization; ERP 3 kw; ant. height 185 ft. (BMPH-14122). Action June 11.
- KLRO(FM) San Diego—Change trans. location to San Miguel Mountains, 13 miles East of San Diego; change type ant. and transmission line; change ant. system; ERP 2.15 kw; ant. height 1,760 ft.; remote control permitted (BMPH-13313). Action June 7.
- *WCAE-TV St. John, Ind.—Change ERP to 603 kw (vis.), 120 kw (aur.); ant. height 430 ft.; change type trans., ant. and ant. structure (BMPET-820). Action June 6.
- WECL(FM) Elkhorn City, Ky.—Change ant.; ERP 3 kw (BMPH-14123). Action June 11.
- *WWPB-TV Hagerstown, Md.—Extend completion date to Dec. 12 (BMPET-821). Action June 12.
- WGPR-TV Detroit—Change ERP 759 kw (vis.), 75.9 kw (aur.); ant. height 1070 ft.; change trans. location to Northend and Ithaca Streets, Royal Oak township, Mich.; change studio location to same as trans.; change type trans. and ant.; change ant. structure; condition (BMPCT-7498). Action June 12.
- KPOB-TV Poplar Bluff, Mo.—Change ERP, type ant. and ant. structure (BMPCT-7532). Action June 11.
- WCGR-FM Canandaigua, N.Y.—Change trans. and ant.; change modulation monitor and delete frequency monitor (BMPH-14128). Action June 11.
- KWHP(FM) Edmond, Okla.—Operate trans. by remote control from studio site at 700 South Kelly Street, Edmond, Okla. (BMPH-14114); granted mod. of license to operate by remote control (BRCH-1203). Action June 4.
- WBBJ-TV Jackson, Tenn.—Extend completion date to Dec. 5 (BMPCT-7517), and change ant. system (BMPCT-7521). Action June 5.

Translators

Applications

- K09CW Healy, Usibelli and Suntranna, Alaska—Seeks CP to change frequency from ch. 9 to ch. 13. Ann. June 4.
- Mono County Superintendent of Schools, Topaz Lake (region), Calif.—Seeks CP for a new station: ch. 13, rebroadcasting KVIE-TV Sacramento, Calif. Ann. June 4.
- K04HG Lake City South, Colo.—Seeks CP to change trans. location to Round Top Mt., 3 miles south of Lake City. Ann. June 4.
- K76BV rural Wayne county, Utah—Seeks CP to change frequency from ch. 76 to ch. 65. Ann. June 4.
- Blue Ridge ETV Association, Bland, Va.—Seeks CP for a new station: ch. 2, rebroadcasting WBRA-TV Roanoke, Va. Ann. June 14.

Final actions

- K04HR, King Cove, Alaska—King Cove School District—Broadcast Bureau granted CP for new VHF translator to serve King Cove on ch. 4, rebroadcasting KUAK-TV Bethel, Alaska, and KUAC-TV Fairbanks, Alaska (BPTTV-4993). Action May 21.
- K67AJ Twentynine Palms, Twentynine Palms Marine Corps and nearby area, Calif., Morongo Basin TV Club—Broadcast Bureau granted CP for new UHF translator to operate on ch. 67, rebroadcasting KTTV Los Angeles (BPTT-2599). Action June 7.
- K68AR Hartsel, Colo., Chaffee County TV Translator Association—Broadcast Bureau granted CP for new UHF translator on ch. 68, rebroadcasting KOA-TV Denver (BPTT-2537). Action June 7.
- W72AB (ch. 72), W77AB (ch. 77), W80AE (ch. 80), and W83AD (ch. 83), all Athol, Mass.—License authorization canceled and call letters deleted at request of licensee. Ann. June 4.
- Roundup, Mont.—FCC granted application of Roundup TV Tax District for new VHF translator to serve Roundup and surrounding area by broadcasting signals of ATS-F earth satellite on ch. 4, with 10 w. (BPTTV-4924). Roundup had proposed 100 w. Action June 12.
- K06DI Lynndyl and Oak City, Utah—License authorization canceled and call letters deleted at request of licensee for ch. 6, rebroadcasting KUED Salt Lake City. Ann. June 13.

Ownership changes

Applications

- WVOV(AM) Huntsville, Ala. (1000 khz, 10 kw, DA-D)—Seeks assignment of license from Tennessee Valley Broadcasting Co. to Powell Broadcasting Co. for \$630,000. Seller: Tom G. Thrasher, VP, et al., are leaving broadcasting. Buyers: Edwin W. Powell (99.8%), et al. Mr. Powell is Huntsville cattle farmer and investor. Ann. June 12.
- WLVN(AM) Luverne, Ala. (1080 khz, 500 w-D)—Seeks assignment of license from Ned N. Butler to Joe R. Sport for \$86,000. Seller: Mr. Butler (100%) owns WTLS(AM) Tallahassee, Ala. Buyer: Mr. Sport (100%) is farmer and Luverne superintendent of education. Ann. June 12.
- WEEW(AM) Washington, N.C. (1320 khz, 500 w-D)—Seeks transfer of control of Radio Washington from Roy D. Wooster, Roy Jr., and Margaret B. Wooster (100% before, none after) to Joy Communications (none before, 100% after). Consideration: \$150,000. Principals of Joy Communications: Charles W. Carawan (50%), announcer at WINC(AM) Jacksonville, N.C.; Arthur Carawan (25%), seafood wholesaler, and Joseph M. Hudson (25%), owner of well drilling business. Ann. June 12.
- WARV(AM) Warwick, R.I. (1590 khz, 1 kw-D)—Seeks assignment of license from Warwick Radio Station Inc. to Glee A. Duff II and Sally A. Duff for \$160,000. Seller: Scott McQueen, president of Warwick, which also owns WCVR(AM) Randolph, Vt. Mr. Duff was vice president-Philadelphia of Eisaman, Johns and Laws, Los Angeles-based advertising agency. Ann. June 12.
- KSEL-TV (ch. 28) Lubbock, Tex.—Seeks transfer of control of McAlister Television Enterprises from Tolbert Foster, Allan Shivers, et al. (55% before, none after) to Bill B. and R. B. McAlister (45% before, 100% after). Consideration: McAlister's 41.6% interest in KVVE-TV Austin, Tex. Principals: Msrs. Foster, et al., have controlling interest in KVUE-TV. McAlister also owns KSEL-AM-FM Lubbock. Stock trade leaves both TV's under increased local control. Ann. June 10.

Actions

- KKZZ(AM) and KOTE(FM) Lancaster, Calif. (AM: 1380 khz, 1 kw-D; FM: 106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from North Antelope Broadcasting Co. to Lancaster-Palmdale Broadcasting Corp. for \$272,300. Seller: Albert and Fraun Medlinsky (100%). Mr. Medlinsky has interest in KFRD Marysville, Calif. Buyer: David A. Rodgers (100%). Mr. Rodgers owns KKEE(AM) Salinas, KWYT(FM) Salinas-Monterey, both California (BAL-8113). Action May 31.
- KHOT(AM) and unassigned FM, Madera, Calif. (1250 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Glamor Music Broadcasters to KHOT Inc. for \$128,400. Sellers: Gloria L. Moran (75%), et al. Buyer: Raymond I. Kandel, through 2588 Newport Corp. (100%), previously owned WKLC-AM-FM St. Albans, W. Va., and WERT-AM-FM Van Wert, Ohio (BAL-8111). Action May 31.
- WKIZ(AM) and WFYN(FM) Key West, Fla. (AM: 1500 khz, 250 w, DA-I; FM: 92.5 mhz, 25 kw)—Broadcast Bureau granted transfer of control of Florida Keys Broadcasting Corp. from R. E. Hook and R. C. Cobb (68% before, none after) to Gayle D. Swofford and Norman D. Artman (15% before, 83% after). Consideration: \$306,900. Principal: Mr. Hook is president of licensee. Mr. Swafford is vice president and Mr. Artman is real estate associate in Key West (BTC-7390). Action May 31.
- WFAG(AM)-WRQR(FM) Farmville, N.C.—FCC conditionally granted application of Carl V. Venters Jr., for transfer of control of Farmville Broadcasting Co., licensee of WFAG and permittee of WRQR, to L. Gene Gray, trustee (BTC-7093). Mr. Venters proposed placing his 61.47% controlling interest in Farmville Broadcasting in voting trust with Mr. Gray, stations' general manager, to enable him to accept position as president and director of Durham Life Broadcasting Service, licensee of WPTF(AM)-WQDR-FM Raleigh, N.C., where Mr. Venters is presently general manager. Trust would be for nine years or until Mr. Venters is no longer officer and director of WPTF licensee. FCC said grant would be subject to condition that trust instrument be revised to provide it is irrevocable during term of Mr. Venters' employment at WPTF and that appropriate revisions be executed and filed within 20 days. (Section 73.35(a) of rules provides that person may not "own, operate, or control" two AM stations whose 1 mv/m contours overlap.) Action June 12.
- KRDR(AM) Gresham, Ore. (1230 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Action Broadcasting Co. from John E. Grant and George O. DeWitz (each 50% before, none after) to Community Communications Corp. (none before, 100% after). Consideration: \$575,000. Principals: David J. Benjamin (38.5%), Charles W. Banta (38.5%), et al. Mr. Benjamin is broadcasting consultant in New York. Mr. Banta was executive assistant to budget director, mayor's office, New York (BTC-7350). Action June 6.

Cable

Applications

- The following operators of cable TV systems have requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):
- Rogers TV Cable, Box 190, Rogers, Ark. 72756, for Rogers (CAC-3904); Add KYTV, KOLR Springfield, Mo.
 - Auburn Cable Co., 108 East Washington Street, Indianapolis, 46204, for Auburn, Ind. (CAC-3903); WANE-TV, WPTA, WKJG-TV Fort Wayne, Ind.; WSNS, WGN-TV Chicago; WBGU-TV Lima, Ohio; WIPB Muncie, Ind.
 - Louisiana CATV, 2716 North Seventh Street, West Monroe, La. 71291, for Monroe (CAC-1455) and West Monroe (CAC-1640); Delete KXTX-TV Dallas.
 - General Television of Minnesota, 2021 Hennepin Avenue, Minneapolis, 55413, for St. Cloud, Minn. (CAC-3466); Add WGN-TV Chicago.
 - Hardin Cable TV, 6 West Third Street, Hardin, Mont. 59034, for Hardin (CAC-3902); Add KSL-TV Salt Lake City.
 - Service Electric Cable TV, Main and Pine Streets, Mahoney City, Pa. 17948, for Allentown (CAC-3905), Bethlehem (CAC-3906), Bethlehem township (CAC-3907), Catawauqua borough (CAC-3908), East Allen township (CAC-3909), Fountain Hill (CAC-3910), Hanover township (CAC-3911), Hellertown (CAC-3912), Lower Macungie (CAC-3913), Lower Saucon township (CAC-3914), Moore township (CAC-3915), Salisbury township (CAC-1916), South Whitehall township (CAC-3917), Upper Macungie township (CAC-3918), Upper Saucon township (CAC-3919), Whitehall township (CAC-3920), Alburtis (CAC-3921), Coopersburg (CAC-3922), Lower Milford township (CAC-3923), Springfield (CAC-3924), all Pennsylvania; Add WHP-TV, WTPA Harrisburg, WGAL-TV, WLYH-TV Lancaster, Pa.; WNJU-TV Linden, N.J.; WXTV Paterson, N.J.
 - Teleonic CATV, Box 127, Brookline, Pa. 18525, for Horton (CAC-3900) and Snyder (CAC-3901) townships, Pa.; Add WOPC Altoona, Pa.; WPGH-TV Pittsburgh.
 - Peters Cable TV, 2661 Garfield Avenue, Silver Spring, Md. 20910, for Peters township, Pa. (CAC-3899); WGAL-TV Lancaster, Pa.; WITF-TV Hershey, Pa.; WMAR-TV, WBAL-TV, WJZ-TV, WMPB Baltimore; WWPB-TV, WHAG-TV Hagerstown, Md.; WRC-TV, WMAL-TV, WTOF-TV, WTTG Washington.
 - New Worlds Cable TV, Box 288, Rockdale, Tex. 76567, for Somerville, Tex. (CAC-820); Add KTVV Austin, KUHT Houston.
 - Northeast Minnesota Cable TV, 25 West First Street, Duluth, Minn. 55802, for Duluth (CAC-2536) and Superior, Wis. (CAC-2537); Delete CBWCT Ft. Frances, Manitoba, and add WVTV Milwaukee.
- ### Final actions
- Orange City, Lake Helen, Deltona, Debarry and adjacent portions of Volusia county, Fla.—FCC authorized Teleprompter of Florida to carry following signals on its cable systems within Orlando-Daytona Beach, Fla., market: WESH-TV Daytona Beach, *WEDU-TV Tampa, *WDBO-TV, WFTV, *WMEF-TV and *WSWB-TV Orlando, *WJCI Jacksonville, WLTU Miami, WTOG St. Petersburg, all Florida, and WTGG Atlanta (CAC-1936-40). Teleprompter of Florida granted partial waiver of rules until March 31, 1977, to provide common set of access channels for five communities to be served from single headend at Deland, Fla. Action June 12.
 - Mishawaka, Ind.—FCC denied application by Valley Television Corp. for certification and petition for special relief to add distant signals of WBMM-TV, WMAQ-TV and WLS-TV Chicago and WKZO-TV Kalamazoo, Mich., to existing cable system to Mishawaka. Action June 12.
 - Reno and Sparks, Nev.—FCC denied applications by Teleprompter Cable Communications Corp. for certificates of compliance to add distant independent signals of KTLA, KHJ-TV, KTTV and KCOP Los Angeles to its cable systems at Reno and Sparks, located in smaller TV market of Reno. Carriage of Los Angeles signals was opposed by Washoe Empire (KTVN-TV) Reno, Circle L Inc. (KCR-L-TV Reno), and Nevada Radio-Television (KOLO-TV Reno). Action June 5.
 - Richwood, W. Va.—FCC denied request by Richwood TV Cable Co. for waiver of network program exclusivity rules. Petition was filed in response to carriage and program exclusivity request submitted by Withers Broadcasting Co. of West Virginia, licensee of WDTV Weston, W. Va. Action June 12.
 - W. Va.—FCC denied petitions by Bettervision Systems, operator of cable systems at Shinnston and Buckhannon, W. Va., and Telepic Inc., operator of cable systems at Philippi and Farmington, W. Va., for waiver of network program exclusivity rules. Action June 12.
- ### Action on motion
- Administrative Law Judge Reuben Lozner in Hamburg, Pa. (Hamburg TV Cable), cease and desist order, granted petition by KYW-TV to intervene in proceeding (Doc. 20015). Action May 30.

Classified Advertising

Effective August 1, 1974—New Classified Rates:
Situations Wanted—40¢ a word. \$5.00 minimum.
Help Wanted—50¢ a word and All Others 60¢ a word
with a \$10.00 minimum. BROADCASTING Box Num-
ber—\$2.00. Display: Situations Wanted—\$25.00 an
inch. 1 time All Others—\$45.00 an inch.

RADIO

Help Wanted Management

Syndicator Radio/Television programs seeking management/sales executive for major market office. Equity offer included. Resume, references to Box F-201, BROADCASTING.

"Go West Young Man"—Productive, sales-orientated station manager. Must be capable administrator with proven sales record. Automated, number one rated contemporary operation. Beautiful and booming market. Dan Libeg, KSNN-AM-FM-SCA, Pocatello, ID.

Sales Manager—Street fighter. WOKO Albany-Schenectady-Troy. Necessary qualities: dedication, persistence, imagination, maturity. Send Bill Musser your ideas and goals.

Looking for higher income? Our associates frequently double their previous income levels in three years. This is a straight commission business. You must have good credit and character, a successful record in either sales or management, and have plenty of initiative. Please write: Chapman Company Inc., 5 Dunwoody Park, Atlanta, GA 30341.

Help Wanted Sales

Sales manager for AM-FM combination. You can grow into manager position. We are in competitive market, 5 radio, 3 TV. You must have proven track record and ability to build sales. State starting pay expectations keeping in mind we are doing modest business now. That's why we need a pro to make us grow, and you can profit accordingly. Box F-132, BROADCASTING.

Illinois medium market station wants aggressive salesperson. Excellent opportunity in fast growing market. Box F-218, BROADCASTING.

Salesperson for metropolitan Toronto AM radio station recently granted a ten-fold increase in power. Those wishing golden opportunity to sell radio time in the heart of the richest radio market in North America should have high degree of initiative, self-motivation and willingness to work on accounts now on the air and new advertisers. Advance against commissions for successful candidates who apply in person during business hours to CHIC Radio, 2 Ellen St., Brampton, Ontario, Canada. If you prefer to apply by mail, send detailed resume of your experience. We may send you return air-ticket for interview, in our sole discretion.

If you have been working like sweat and tension, selling local advertisers radio commercials; if you are tired of "no results" or "I tried it and it didn't work"; if you would like to have your same selling effort give you personal monthly billing of \$20,000+; give a move to Southern California a thought. KEZY Anaheim needs two local salespeople. KEZY's salesmen have more opportunity, more support and better money than you have now. I'll bet they don't work as hard as you do. Turn your sales ability into profit and prestige. Call me today. Daniel P. Mitchell, Exec. VP and GM. 714-776-1191.

Aggressive salesperson with sales manager capabilities. Send resume to KFLY, Corvallis, OR.

Southwest New Mexico—Beautiful music FM stereo station looking for a top-notch salesperson. A great opportunity in a growing market. Guarantee: commission, 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 Dave Button, General Manager, KSVP AM/FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Intelligent, aggressive salesperson wanted for Miami-Ft. Lauderdale. You can earn \$20,000-\$25,000 yr. Call or write: Lew Krone, WGLO, P.O. Box 5333, Ft. Lauderdale, FL 33310.

10th Growth area in the South seeking experienced salesperson for high quality, good music operation in W.P.B., Fla. Complex 1/2 million population and growing. If you want to live in sunny Fla. and make money, send resume to WKAO Radio, P.O. Box 1510, Boynton Beach, FL 33435, or call Mark Prichard, 305-737-5000.

Young, attractive individual for radio sales, with ability to sell, write and produce own spots. Must have pleasant telephone personality and must be rapid typist. Excellent earnings potential for enthusiastic go-getter. Send full particulars along with audition tape and recent photo to WTWA, Box 591, Thomson, GA 30824.

Help Wanted Sales Continued

Help—if you live in Ala., Fla., Ga. or Tenn. and want sales, love radio, and want to work for a station on the move, let's get together. Position is new. Good salary and you can make big money this year. Send resume or call Glenn Buxton, General Manager, 205-745-4656 collect. An equal opportunity employer.

Help Wanted Announcers

Entertainer—Voice, experience, 3rd phone for East Coast 50,000-watt stereo FM. Afternoon drive. Send photo and resume. Box F-78, BROADCASTING.

Morning A.P./Sales. Southwest Florida. Bright humorous delivery for up-tempo MOR. EOE. Complete resume to Box F-141, BROADCASTING.

Personality jock for daytime rocker in Ohio. Mature, possible PD position, good production drive, shift. Prefer 1st license. Send photo, resume and salary requirements, Box F-157, BROADCASTING.

Somewhere in the United States there is a good up tempo MOR announcer who is interested in working at a good small market station with above average pay. Good living area, close to a metro. area. Send resume to Box F-207, BROADCASTING.

Experienced pro for busy morning shift, C&W format position open now. W. Atchison KFFA Helena, AR. 501-338-8361.

Wanted—Experienced jock immediately. Must have good commercial voice. Send resume, photo and tape to Greeley N. Hilton, Owner, WBUY-WLXN Radio, Lexington, NC 27292. An equal opportunity employer.

Personality morning person with big voice for contemporary operation. Send tape and resume to Mr. Vester, WDNC, Box 2126, Durham, NC 27702.

Morning announcer—Experienced for suburban major market contemporary format AM. WKMB, 1390 Valley Rd., Sirling, NJ 07980.

Experienced announcer for contemporary formatted station. If interested in sales and/or sports, include this information. Pulse rated #1. Send aircheck and resume to: WJJJ Radio, P.O. Box 30, Christiansburg, VA 24073.

South Florida modern country seeks announcer. News writing and gathering ability helpful, but not necessary. Tape and resume to: Ron Hayes, Program Director, WOKC, Box 1247, Okeechobee, FL 33472.

Announcer—Sports-pbp for aggressive sports-minded station in medium market. EOE. Send resume and tape to Charles Doss, WROM, P.O. Box 1546, Rome, GA 30161.

Morning DJ for AM-FM station in medium market. First phone desirable but not necessary. EOE. Send resume and tape to Charles Doss, WROM, P.O. Box 1546, Rome, GA 30161.

Fast-growing modern country AM/FM in Washington, DC area is looking for an air personality with good commercial production abilities. Experience preferred. Send tape and resume to WSMD, Box 19, La Plata, MD 20646.

Network affiliate with easy listening format has immediate opening for experienced, mature-sounding announcer. Excellent fringe benefits. Rush tape, resume, photo to Bob Wells, WVEC, Box 400, Hampton, VA 23669.

You are in a small Texas market now—going nowhere. Spend one year with us, follow instructions and you will be on your way. Medium market full-time country station. Send aircheck, resume and photograph to: Houston Radio, 3911 Knottynold Lane, Houston, TX 77045.

Leading East Coast Top-40 seeks male and female jocks who can read news, do production and handle a board. Send resume and tape to P.O. Box 1137, Atlantic City, NJ. An equal opportunity employer.

Help Wanted Technical

Chief Engineer who knows what he is doing and is willing to work and be compensated. Salary range \$900. 5 kw, directional. Remote Control. SW area. Write Box F-29, BROADCASTING.

Technical Director—Chief Engineer for two well-equipped AM-FM operations in Midwest resort area. Must be experienced and knowledgeable with automation, proofs, construction. Resume and requirements to Box F-39, BROADCASTING.

Help Wanted Technical Continued

Technical help wanted. Radio coordinator for office of telecommunications in major metropolitan center. General working knowledge of local government two-way radio systems is desired and technical background in broadcast radio and television is preferred. Send resume with references to Box F-134, BROADCASTING.

Chief engineer for 5 kw directional Daytimer in mid east market. Supervise staff and perform studio and transmitter maintenance. Salary open. Box F-138, BROADCASTING.

Chief engineer. New Jersey AM-FM. Strong transmitter and studio maintenance ability. Salary 18-22K, depending on experience. Box F-154, BROADCASTING.

Experienced chief engineer for leading Connecticut AM-FM. Salary \$20,000. Submit resume and references to Box F-156, BROADCASTING.

If you are a tech who wants to chance to be a CE, and you know FM Stereo from mike to antenna, you are our individual. Salary geared to learner's level but open. Chance to do engineering for AM in same market. Northern California. Box F-174, BROADCASTING.

Chief Engineer for Washington, D.C. suburban metro area station, non-directional. Prefer someone already near our market. Include all information first letter. Box F-181, BROADCASTING.

Broadcast technician—FCC first phone required. Someone who likes to keep equipment and studios in tip-top shape. Also dubbing and commercial production assistance. \$165 per week. Northeast. Box F-186, BROADCASTING.

First phone engineer-announcer. WAMD, Aberdeen, MD 21001.

Chief Engineer—East Coast AM and automated FM stereo. Maintenance experience on transmitter and studio equipment required. Salary open and benefits. An equal opportunity employer. Send resume to P.O. Box 1137, Atlantic City, NJ.

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 WNAB, Broadcast Center, Bridgeport, CT 06608

Chief, experienced, needed at 5kw midwest radio. Good pay, benefits. Call 812-425-2221. EOE.

Experienced coordinator of television-radio production/training for radio and color TV facilities in the Arab world. Must be university graduate with knowledge of commercial aspects and latest techniques in industry plus ability to train personnel. RTV Management, 212-421-0680.

Assistant chief engineer—Expanding broadcast group seeks #2 man with some DA and NDA Xmr experience, first phone, build and maintain AM-FM operation in top 60 Midwest market. No board shift. An equal opportunity employer. Contact: Glenn Anderson, Box 119, Topeka, KS 66601, or call 913-272-3456.

Help Wanted News

Medium market station needs part-time newscaster for summer vacation replacements. Send resume. An equal opportunity employer. Box F-184, BROADCASTING.

\$200 news director for Southeast contemporary station in five state market. Must have quick wit for ad lib conversational newscasts. Will also air phone talk show. Must be extremely industrious. One year professional experience required. All replies answered. Box F-198, BROADCASTING.

Van Amburg and Roger Grimsby, where are you? KLOK Radio, a 50-kw San Francisco bay area station, is looking for a personality news man or woman. Send tapes and resumes to: Don Welsh, P.O. Box 6177, San Jose, CA 95150. Please, no calls.

WKVT-AM, Brattleboro, Vermont, has opening for combination newscaster/sales representative. Send tape, resume, picture, salary requirements, and copies of some stories written.

Dedicated, hard-working news reporter with a minimum of three years commercial experience. Prefer college grad. Must be very strong on digging, writing and airing news, and have mature voice. Only professional, career-oriented broadcast journalists should apply. New Jersey radio station that has built a solid reputation on local and regional news coverage. Up to \$200 a week. Send tape and resume to Greater New York Radio, 509 Madison Ave., NYC 10022.

Help Wanted Programing Production, Others

Program Director, medium/small market. Announcer, know MOR programing; supervise 4-man staff; ramrod production; handle board shift; handle interview show; fully responsible for programing; prefer 1st phone; must know logging rules; decent salary; lovely upper Midwest town. Do not reply without heavy experience. Box F-34, BROADCASTING.

Farm Director—Long-established, full-time CBS 5,000-watt station. Central USA. Prefer agricultural college graduate or person with minimum agricultural broadcast experience. Move up. Send resume now to Box F-42, BROADCASTING.

Medium market, 24 hr. contemporary needs strong voice with personality. Must communicate with 18-35 audience and take directions. Send photo/resume to Box F-17B, BROADCASTING.

Southeast regional station in 72nd market seeking knowledgeable, experienced and aggressive program director. Contemporary MOR. Excellent opportunity with good benefits. Box F-190, BROADCASTING.

MOR program director—Established station top South-west market. Great opportunity for experienced PD who knows music and MOR. Experience and references required. Salary open. Needed immediately. Box F-219, BROADCASTING.

Jazz producer/announcer and classical producer/announcer needed for 20,000-watt public radio station. Bachelor's degree, 2-5 years' experience, and 3rd phone. Send resume and audition tape to Boston University Personal Department, 128 Bay State Road, Boston, MA 02215.

Writer/producer or PD-type—We have a Midwest AM/FM operation in need of a talented writer/producer who can turn out exciting, creative commercial spots—and PSAs—that sell as good as they sound. Excellent growing opportunity for person with proven track record and/or exceptional potential. Rush tape, resume, salary requirements and phone number to Mel Bailey, Kaye-Smith Radio, P.O. Box 22106, Portland, OR 97222. An equal opportunity employer.

Situations Wanted Management

General manager—Country music specialist. Extensive experience constructing and upgrading stations. Versatile salesman, administrator, engineer. Prefer Midwest. Box F-217, BROADCASTING.

Station manager, with impressive record of success in building medium market stations, will be available later this year. Nine years with present station, includes sales supervision. Not interested in metros. Box F-226, BROADCASTING.

Futuristic programmer that is what I consider myself—but with a difference. I'm doing budgets, payrolls, manpower allocation, traffic scheduling at the network in NY. Look toward the future. Harriet Cohen, 212-LT 1-7777, Ext. B055, or Box 1154, Ansonia Station, NYC 10023.

Situations Wanted Sales

Mature salesman/salesmanager—13 years' experience. Write to Box F-153, BROADCASTING.

Salesman—Aggressive, young professional wants to sell single station in major market. Prefers East coast. Now selling for national rep. in New York City. Available immediately. Box F-192, BROADCASTING.

Michigan managers—Knowledgeable, young salesman with highly diversified communications background for hire. Radio/TV degree and graduate school, 2B, veteran. Sales experience less than one year, during which I managed a new small market station through a strong first two quarters and then moved up to combo sales/management slot with major group station in top-25 market. Unavoidably caught up in top level management shuffle soon after joining organization. Seeking a first-rate sales opportunity with a professionally managed station. Good references. Available for immediate interview. Call 616-947-8715.

Situations Wanted Announcers

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

Unique Top 40 superjock in 100,000 market, ready to move up! Well developed, can follow directions, excellent references. Box F-18, BROADCASTING.

Big voice adult rocker or MOR. Friendly, references, news too, stable, non-egotist. Box F-54, BROADCASTING.

Experienced professional, intelligent, confidence, aggressiveness, positive mental attitude, enthusiasm. Married, seeking settlement. Available June 30th. Box F-124, BROADCASTING.

Situations Wanted Announcers Continued

Golden voice. Third endorsed with experience in copy, production, news, traffic, air time, special programing. Good personality, hard worker, enthusiastic, and dependable. Seeks uptempo MOR in eastern market. Solid investment. Box F-125, BROADCASTING.

Midwest, 23, married, seeking full time employment. Third phone endorsed, 5 years other profession. College radio work, MOR, progressive rock, adult rock, willing to relocate. Prefer personal interview. Enthusiastic and hard working, impeccable references. Box F-162, BROADCASTING.

Got the small market blues. Ready to grow with your organization. BA in radio. Married. 3 years comprehensive experience as program news, and sports director. Steady morning shift. 3rd endorsed. Youth and experience are yours. Box F-167, BROADCASTING.

Need that break! Radio school, two college stations, automation experience. Top-forty preferred. Help! Box F-182, BROADCASTING.

Experienced radio personality desires weekend part-time within 150 miles of Cincinnati. Write Box F-194, BROADCASTING.

Professional programmer available—One-third of fee acts as retainer on 18 month agreement. Remainder of fee paid in equal amounts on proof of performance basis as ratings and revenue increase. Return mail details to owners and managers only. Box F-195, BROADCASTING.

East Coast personality jock or PD—5 years' experience. All phases programing. Every show prepared. Management degree, first phone, 24. Presently small market PD. Leave message, 212-442-8467, or Box F-204, BROADCASTING.

Entertainer/announcer/PD—Cont. MOR or mature top-40, uses all facilities to be creative including phone. First ticket. Medium/major. Prefer Upper Midwest. Box F-205, BROADCASTING.

DJ, tight board, good news, commercials, looking for first break, willing to go anywhere, ready now. Box F-210, BROADCASTING.

Air staff at #1 med. market looking. Four personalities, one newsman, 25 yrs. total experience. Box F-214, BROADCASTING.

23, married, dependable, 7 years' experience MOR, Q, oldies formats. Former production director, currently top-50 market announcer. Will relocate. Box F-220, BROADCASTING.

Experienced all formats. Good trained voice. Three years' experience, some college, endorsed third. Speech, acting background. Box F-228, BROADCASTING.

Young, 5 yrs.' experience, top-rated morning show, 3 years sales, strong promotions, national awards, college educated, seek larger market. Box F-235, BROADCASTING.

Announcer-DJ—3rd endorsed, 3 years' experience, married. Looking for small market to settle down. Prefer MOR, modern country. Others considered. Box F-238, BROADCASTING.

Let's be honest. I'm a broadcasting graduate with no commercial experience, looking for a start at a small station. No ego trip, no floating, just solid dependable work. Pay less important than position. Dave Jenkins, 5259 Kercheval Drive, Lawrence, IN 46226. 317-547-4443 after 5.

Young, hard-working, creative announcer-DJ with 3rd endorsed and some experience, seeks small Mich. or Northern Ohio station. Fast learner. Harold, 15309 Maddelein, Detroit, MI 48205. 313-839-5877.

Female DJ, traffic manager, secretary, girl Friday, desires employment in small market station. Third class endorsed. Serious inquiries only. Willing to relocate. Tapes available. References furnished. Write: Rikki at 801 Third St., SW, Apt. 6, Roanoke, VA 24016.

3rd phone trained single beginner looking for start in progressive radio. Michigan area preferred, others definitely considered. Bob Ferrari, 7767 Rutherford, Detroit, 48228. Phone 1-313-582-0047.

Hil I'm a top-rated, medium-market, beautiful music announcer, 23, looking for something more challenging at your MOR station. Let's get together. Fred Missman, 5216 N. Sixth St., #204, Fresno, CA 93710, or 209-224-7435.

First phone announcer, 1 year's experience. John Cook, 45 South 760, East Kaysville, UT. 801-376-4050.

Top-40 cooker, 2 years' experience, voice, talent, college grad., 3rd. Seeks small-medium rocker or contemporary. 301-653-1716.

Youth plus experience, news anchorman, sports director, play by play. B.A. communications, 4 years experience. For info, Gene Blahut, 3223 Harcums Way, Pittsburgh, PA 15203. 412-481-7323.

Situations Wanted Announcers Continued

Soul jock, first phone, 8 years experience. Worked New York. Jody Gill, 922 Brook Ave., Bronx, NY 10457.

1st phone. 4 years experience. Smooth, tight board. Personable. Single. Sonny Stevens, 1-513-825-2430.

Prepared, college experienced announcer, age 22, immediately available to contribute 100% to your listeners. B.A. in broadcasting from Marquette and third endorsed. 3 years college radio all phases. Single, able to relocate. I believe in "personality" radio and getting involved. Let's talk. Call or write Tom Struhar, 312-677-5518 or 675-1281, 8646 N. Harding, Skokie, IL 60076. Tape, resume and pic upon request.

Ambitious beginner needs first break. DJ-announcer. Tight board, can do production. Elkins grad., first phone. Jay Knott, 12130 Melody Dr., Denver, CO 80234. 303-451-8613.

Hard-working, 8-year pro. 1st P.D. experience, any music. Available now. Metro. or med. 501-227-0260.

Situations Wanted Technical

Know DA, audio, FM—EE degree, passed EIT. Experience short on years but diversified, understand programing. Travel and TV Ok. Looking for a challenge. Box F-233, BROADCASTING.

Situations Wanted News

Newsman, over 2 years experience in radio and TV news. First phone, college. Prefer West or Midwest. Box F-172, BROADCASTING.

Mature woman—11 years as talk radio moderator and news commentator now available. Reply Box F-188, BROADCASTING.

Experienced newsman and announcer available immediately. BA degree, four years' experience, music director at 5,000-watt medium-market station. Third endorsed. Can do news and music equally well. Prefer West or Midwest. 313-982-1203 or Box F-191, BROADCASTING.

Radio news—Strong on reporting, interviews. 35 with 16 years' experience. Wish major market. Degree and family. Box F-200, BROADCASTING.

College grad. with radio/TV major seeks job with established team in medium/major market. 7 yrs.' experience, digging, writing, talk shows, and stand-up TV film. References from every previous employer. Prefer Mid-Atlantic, but will relocate. 813-689-9171 or Box F-208, BROADCASTING.

Currently news/sports director for very small market, want to move up. Strong voice, great delivery. Box F-216, BROADCASTING.

Broadcast journalist, 5 years 2nd market. 2 as news director. Network Q&O and major chain anchor and street reporting. Talk shows, public affairs pmgm., all phases broadcast journalism. Best references. I will pay relocation fees for right offer in Calif. For resume and tape, reply Box F-225, BROADCASTING.

College grad., 24, completed news writing course with CBS editor, seeks beginning news writing position. Peter Fogel, 39-75 56th St., Woodside, NY 11377, 212-424-6570.

Tired of broken promises. Dedicated medium market news director available. Major reporter, medium directorship. Money not too important, company attitude toward employee is. 602-326-2895, after 6 p.m. MST.

Newsman-sportsman, self-starter, aggressive, award-winning writer and broadcaster, experienced in public affairs. TV and radio sports director, college and H.S. p-b-p. Jack Connors, 512 Anderson, Warrensburg, MO 64093. 816-429-4010.

St. Louis area news-sportsman wants news play-by-play. 3rd, degree, aggressive, will consider all offers. Steve Turner, 10694 Ladue Road, Creve Coeur, MO 63141. 314-432-2742.

Former news director for two small market radio stations seeks reporter position in medium market radio and/or TV. College graduate. Will relocate anywhere but prefers the east. 919-237-8979 collect or write John Bleakly, 406-C Winstead St., Wilson, NC 27893.

Money back guaranteed! Young female, interviews, talk shows, news gathering/delivery, spot production, traffic, automation, board work, I want to move into bigger market. Shirley Kachold, WKYO, Caro, MI 48723.

Los Angeles news director. Black, 31, wants advancement and opportunity. Network experience, top man. Best references. All areas considered, but prefer Coast. Serious replies to Box 5755, Santa Monica, CA 90406.

Situations Wanted News Continued

More than five years experience in writing, reporting and announcing on radio and TV. Dedicated, self-starting newsmen seeks to settle, wants position with career potential. Wide experience in broadcast journalism. Ira Dreyfuss, Apt. 9-C, 610 Sewall Ave., Asbury Park, NJ 07712.

Situations Wanted Programing, Production, Others

Automation, college graduate can plan, format, install and produce your station's automation. Have 3rd working on 1st, 7 years experience. (Don't sound canned.) Box F-114, BROADCASTING.

First phone DJ, over 12 years' experience, looking for challenge as PD in small to medium Midwest market. Box F-213, BROADCASTING.

Major market contemporary mass appeal rock programmer seeks greener pastures. Business, promotion, and sales background. FCC law. 1st phone. All offers considered. Box F-215, BROADCASTING.

Operations manager with more than ten years' experience in network, local and independent production seeks station interested in better coordination between production and engineering departments, improvement in on-air product and better use of videotape and studio facilities. Box F-221, BROADCASTING.

Program director with proven success against major market competition. Four years' experience, first phone, happily married. Salary negotiable around \$10,000. Best at contemporary formats. Would like to locate in Southeast. Box F-234, BROADCASTING.

O&O communicator knows programing, production. Will p.d. MOR station in top 50 market. Box F-237, BROADCASTING.

Remote/in-house: You name it. B'cast & production team. Quick, self-motivating duo. Now in DC, looking for quality gigs at same facility. Tight, ambitious, both with good voices. Separation considered. Dave F., 202-686-2690, Mon.-Thurs. evens.

Operations manager, news director. Sports, telephone talk show, music, production, 1st phone. Your major-market operation can benefit from my solid broadcasting experience. Let's talk numbers. Charles Beach, 4020 Holland, #212, Dallas, TX. 214-521-7877.

Al Casey helps radio stations become money makers. Al Casey has effectively programmed for Buzz Bennett, Bill Drake, George Wilson, RKO, and put 3 FM rockers on the air from scratch for the Bartell Group. Al Casey helped make KSLQ-FM St. Louis #1 12-34 and 18-34 Jan.-March 1974 Pulse, #2 overall, a first for a top 11 market FM station. Al Casey is now offering the best consulting services available for \$50.00 a week. Call Al now and let him help you take \$ away from the competition. 314-968-2529.

Christian operations manager. 5 years present station. Personality, production, automation technical, 1st phone, young, family. Christian, classical or adult FM preferred. 503-258-8605 mornings.

TELEVISION

Help Wanted Management

Community-owned, public television station, WGTE-TV, Channel 30, Toledo, O., is accepting applications for general manager until week of July 1. Send to John Chadwell, Box 1035, Toledo, OH 43666.

Wanted—Transmitter supervisor for Public Television Station WNPB-TV. 2-3 years TV transmitter experience; proven supervisory skill; B.S. in electronics; FCC first class radio telephone license. Excellent fringe benefits. Send resume and salary requirements to: Personnel Department, John D. Pierce, Room 119, Northern Michigan University, Marquette, MI 49855. Telephone: 906-227-2330. An Equal Opportunity Employer.

Anchorage Alaska PTV Station Manager. Broadcasting managerial experience required. Both commercial and public television experience desirable. Ability to plan for station policies, staffing, budgeting necessary. Station funded, expected on air November. Position available on or about August 1. Equal Employment Opportunity Employer. Send resume, references before July 1 to Alaska Educational Broadcasting Commission, 308 "G" Street, Anchorage, AK 99501.

General Manager: Challenging opportunity to construct and operate Public TV Station in Northeast New York State. Minimum 5 years supervisory experience in Public TV required. Development experience desirable. Send complete resume with references to: Henry Gelles, Chairman Northeast New York Educational TV Association, c/o State University College, Plattsburgh, NY 12901. No phone calls. Equal Opportunity Employer

Help Wanted Management Continued

We need young ambitious account executives for a corporate development program at radio and television stations in large and medium markets. As consultants to management, we are helping these stations hire, train and develop their future executives to assure continued corporate growth. Qualifications: high intelligence, demonstrated leadership capability in college or organizations, lots of drive and one to three years media sales experience. Candidates selected will be paid commensurate with experience and income requirements. Submit resume, earnings for past three years and geographical preference to C. L. Mitchell, Ron Curtis Company, 5725 East River Road, Chicago, IL 60631.

Help Wanted Sales

Immediate opening for a young aggressive account executive with a growing Phoenix station. Must have broadcast sales experience. Draw plus commissions. Rush resume to Box F-159, BROADCASTING.

Immediate opening, Southeast VHF group-owned station has challenge for ambitious, aggressive, professional salesperson. Must have strong background in local sales, degree preferred. Established list. Send resume to Local Sales Manager, WSFA-TV, Post Office Box 2566, Montgomery, AL 36105. An equal opportunity employer.

Help Wanted Technical

Director of Engineering major group with both television and radio. Salary \$30-35K. Send complete resume to Box F-155, BROADCASTING.

Needed at once—Top 10 market UHF seeks air operations engineer with active "hands-on" switching experience. Able to operate 2" VTR's, cameras and film chains. Must have 1st phone license. MOR salary offered. Equal opportunity employer. Box F-230, BROADCASTING.

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.

TV Engineer—1st-class FCC license required. Good operations and maintenance background preferred. Contact Chief Engineer, WTCG-TV, 1018 W. Peachtree St., N.W., Atlanta, GA or call 404-873-2242.

Wanted: Transmitter Engineers for Public Television Station WNPB-TV. Prefer A.A.S. Degree or better; 1 year broadcast related experience; require FCC first class license; transmitter experience highly desirable. Excellent fringe benefits. Send resume and salary requirements to: Personnel Department, John D. Pierce, Room 119, Northern Michigan University, Marquette, MI 49855. Telephone: 906-227-2330. An Equal Opportunity Employer.

Chief engineer required for new Anchorage, Alaska public television station. Minimum of 5 years progressive engineering experience. Strong construction and installation experience required. Must be self-starter. Send detailed resume, including: personal and professional references, system experience. Alaska Educational Broadcasting Commission, 308 G Street, Anchorage, AK 99501. Equal opportunity employer.

Creative engineer for new color TV production center for broadcast, CATV, videocassette uses. CEI, Richmond-Hill, IVC, CVS, Tektronix equipment. Administration, supervision, maintenance duties with unparalleled growth opportunities. ETL Inc., 1170 Commonwealth Avenue, Boston, MA 02134. 617-731-2990.

TV engineer wanted to work in all color, remote control UHF public station in Western Michigan. Must have 1st class license in TV experience. Send resume to: Paul Bock, Chief Engineer, WGVC-TV, Grand Valley State College, Allendale, MI 49401. An equal opportunity employer.

Help Wanted News

Experienced TV news director. Top-50 Midwest market with strong administrative abilities. Must be able to put together a top product and should have some on-air experience. Salary \$25K to \$28K. Box F-82, BROADCASTING.

Weathercaster/Meteorologist, experienced in TV presentations, but with strong background in Weather Forecasting and Meteorology. If you have a current AMS Seal and/or Membership, it would be a benefit. We are a top rated station with excellent salaries if you qualify. Southeast large market. All applications will be answered. Send complete resume and photo to Box F-126, BROADCASTING.

Help Wanted News Continued

Wanted. News Director. VHF station in top 100 markets. Dynamic station with group ownership. On air personality not necessary. Heavy journalism and TV experience necessary plus ability to direct and stimulate and innovate with reasonably large staff. Salary open. Please send written resume and letter with salary request to Box F-142, BROADCASTING.

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Needed—Mature anchor person. Top 50 market. Salary up to \$20,000. Send resume to Box F-231, BROADCASTING.

Medium size market is seeking news person with strong on-air ability. Send resume and VT to News Director, Wisconsin TV Network, Box 100, Madison, WI 53701.

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Help Wanted Programing, Production, Others

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Situations Wanted Management

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Help Wanted News

WHAS-TV

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Profile

Ashton Hardy: a religious Republican running hard to catch up with FCC's general counsel's job

FCC Chairman Richard E. Wiley has a funny way of showing his friendship. He chooses from among his friends young lawyers he admires and respects, men who are making important money with important law firms and who are evidently happy with their lifestyles, and asks them to take on the heavy burdens of the job of general counsel of the FCC at a significant cut in pay. He did it with John Pettit, who succeeded Mr. Wiley as general counsel when Mr. Wiley moved up to the commission, and who after more than two years at the agency is now again making important money with an important firm and etc. Now he has done it with Ashton Hardy of New Orleans.

As Mr. Hardy sits in his sixth-floor, corner office with the depressing government-issue furnishings that adorn all staff offices at the commission, the handsome newcomer, speaking in the rich, accented baritone that was probably useful in catching and holding the attention of Louisiana juries, likes to give the impression there is something wrong with his mental powers. There he was, he says, making good money as a partner in a prestigious firm (whose shingle reads like the line-up of a hockey team: Jones, Walker, Waechter, Poitevent, Carrere & Denegre), in a city whose charms he finds irresistible. Now here he is in Washington, a city President Kennedy once said was known for its Northern charm and Southern efficiency, more than a month into the job yet working long hours—8 a.m. to 7 p.m., then reading until midnight or later just to acquire the education he needs to discharge his responsibilities. All this with his wife and two young daughters not yet moved up from New Orleans, and a \$2,200 nonreimbursable furniture-moving bill facing him when they do arrive.

"I told you I was crazy," he says.

Crazy he's not. At bottom, he accepted the chairman's offer, he says, because of a desire to do some public service. He is not a politician and does not expect to run for office, he says; he just wants to do something for a country he feels has been good to him. But the "crazy" remark is indicative of the kind of self-effacing humor that is part of his style.

Mr. Hardy and Mr. Wiley have been friends for about seven years; they met through their membership in the Young Lawyers section of the American Bar Association. And it is easy to see why Mr. Wiley, in scouting around for a general counsel, would think of Ashton Hardy. For he has the qualities Mr. Wiley seems to look for in his senior staff members—



Ashton Richard Hardy—general counsel, FCC; b. Aug. 31, 1935, Gulfport, Miss.; BBA, business administration, Tulane University, 1958; LLB, Tulane Law School, 1962; U.S. Navy, 1960-62; lawyer with Jones, Walker, Waechter, Poitevent, Carrere & Denegre, New Orleans, 1962-1974 (partner, Jan. 1, 1967); present post, May 1974; m. Katherine Ketelsen, Sept. 4, 1959; children—Karin, 10, Katherine, 8.

youth (he is not yet 40), ability, ambition, a degree of success, attractiveness and Republican party membership. Indeed, Mr. Wiley thought of Mr. Hardy once before, in 1972, when Nixon campaign managers wanted names of likely aides to assist in the re-election of President Nixon; Mr. Hardy served as a volunteer advancement man for the President and his daughter Julie.

Mr. Hardy (who now says: "Class me a conservative Republican") was not born a Republican; he became one through conversion. He grew up a Democrat in Democratic country where Franklin D. Roosevelt was regarded as a hero. But Franklin D. Roosevelt was a long time ago, and as his parents and others in Louisiana and the deep South became increasingly conservative and disaffected with the national Democratic party, young Ashton Hardy did too.

His political background should not be taken to mean that Mr. Hardy would be averse to regulation. He is at home with the commission's re-regulation policy; relieving small broadcasters, especially, of the need for complying with obsolete or unduly burdensome rules he regards as truly in the public interest. And he would prefer to see broadcasters operate in a manner that would obviate the need for regulation. But new as he is to the business of regulation, he feels it is here to stay, at least until the millennium. He recalls that when he watched children's

television programming with his children at home in New Orleans, he would sometimes wonder why "somebody" did not do something about it. Now he is part of the "somebody" with responsibility for acting, at least in the area of commercials. Enforcement of the fairness doctrine, too, he feels represents a legitimate and necessary government activity. "Man in government is trying to establish a code of ethics man wouldn't apply to himself without that regulation."

There may be in those remarks more than meets the ear, a faint echo of a characteristic of Mr. Hardy's personality that should be factored into any attempt to understand the man, one that does not fit the mold of a typical Wiley selection. And that is that he is deeply religious, not in the formal, go-to-church-on-Sunday sense, necessarily, but rather in the sense of being, as he puts it, "a strong Christian" who takes "a fundamental Bible approach" to life. About a year and a half ago, he met a man through his wife's Bible class, Weldon Buce, regional director of New Life, a Bible study group, who created "an awakening" in Mr. Hardy. Now, he says, "I've turned my life over to Christ. He runs it. I direct my whole attention to being a better man."

Mr. Hardy does not discuss that side of himself unless he is asked about it; then he is likely to go on at some length, articulately and in utmost, but not dead, seriousness. "I probably know more Bible citations than I do communications law," he says.

But that state of affairs may not last long. The hours he has been putting in learning his new job are paying off. He is beginning to recognize docket numbers, and terms are coming into focus.

As for the staffers around and under him, they are showing not only the necessary tolerance, patience and even sympathy, but a growing respect, as well. He is said to "relate" to others well; lawyers feel his experience as a trial lawyer—he represented firms and self-insured companies against casualty claims—will have given him the skill to master any subject quickly. And in coming, in effect, cold from New Orleans, he is regarded by some as likely to provide the fresh perspective a federal agency can always use.

And although Mr. Hardy's personality as a regulator is yet to be shaped, it seems a safe bet that fresh perspective is what he will provide, for while he is in many respects a typical Wiley Young Republican type, it is not often that the commission comes up with a general counsel who is a Bible fundamentalist and a "conservative Republican" who sees the need for government regulation to assure the kind of service broadcasters might not otherwise provide. The next two or three years, the length of time Mr. Hardy expects to be on hand, should be interesting.

Editorials

Reconciliation

The National Association of Broadcasters and major television program distributors have patched up differences that should never have been allowed to materialize. Broadcasters and their program sources will be back together at the NAB convention next year.

The meeting at which the rapprochement was achieved (*Broadcasting*, June 17) occurred only a week before an appellate court stayed the FCC's modification of prime-time access, which had closed some periods to syndicated program use (see story elsewhere in this issue). For the distributors, things are looking up.

As was proved last March in Houston, NAB conventions aren't the same without a program market. In Las Vegas next spring, that essential ingredient will be restored. The NAB leaders who initiated the repairs were acting with mature judgment.

Inconsistency

It doesn't make sense. For most of one morning an audience of 800 executives, mostly from national advertisers and top agencies, heard one speaker after another explain how he had used radio to achieve impressive, sometimes spectacular, sales results. And yet national radio advertising business continues to slog along, showing signs of perking up now and then but for the most part wallowing in the doldrums.

It is too early to say with absolute certainty that the audience in this particular case, a workshop co-sponsored by the Association of National Advertisers and the Radio Advertising Bureau (*Broadcasting*, June 17), was not fired with a new determination to use radio for all it's worth — which, as the speakers had made clear, is much more than it costs. But it's a reasonable assumption that no great outbreak of national radio advertising will ensue, because this was the eighth such annual event and no outbreak has followed in the past.

This is not to belittle the workshops. At least they produce momentary enthusiasm and serve as forceful reminders of what radio can do. It may even be argued that national spot's doldrums would be worse without them, or, more positively, that they may generate some new buys. The illogical part is that, given these and countless other case histories of radio success, so many national advertisers still use radio only skimpily if at all.

The missing link, by most accounts, is the advertising agency or, more specifically, the economics of the agency business. Radio's costs are so low, the number of stations to be evaluated so large and the paperwork so complex that, however much radio may produce for the advertiser, its return for the agency is relatively small. The obvious answer is that the agencies involved in all those case histories must have found a solution to these problems and that other agencies should be able to do so, too. Unfortunately, the chart of spot radio's progress these past few years, if it can be called progress, suggests a better answer is needed.

We do not profess to know what the answer is, but we heartily encourage a search for it. We know, and from time to time have reported, that a number of station reps and and RAB in particular have been quietly engaged in exploring possible solutions. Would it help, for instance, if agencies were paid 20% commission instead of 15% on radio buys? Would it be worth while, in fact, to increase the

rep's commission as well? In what new ways might the computer be used to expedite the buying and selling of radio time and the servicing of radio accounts?

These are just some of the questions that may be asked, and need to be. If enough questions are asked, a pattern of logical answers may begin to emerge. When a room full of advertiser and agency executives can applaud radio success stories and thereafter ignore them, something is wrong.

Belated salute

Enlightened members of the Senate are trying once again to readmit radio and television to the company of media that the military may use for recruitment advertising. The purpose is to give the armed forces at least a fighting chance to keep their manpower levels up to authorization in the absence of conscription.

That all seems reasonable enough — except that there are still members of the Congress who think that broadcasting ought to carry military advertising at no charge while other media get regular payment. In practice, of course, military advertising suffers. The free spots that broadcasters air, with more generosity than we think is called for, are placed with less attention to target audiences than would be paid if they were in conventional advertising schedules. Meanwhile, other media are used with less efficiency than could be applied if the whole thing were conducted as an honest advertising effort.

To take an example that happened to cross our desk: The June issue of *Popular Science* contains a four-color double-truck for the Navy, a four-color page for the Air Force, a four-color page and black-and-white page for the Army, a four-color page for the Air National Guard and a black-and-white page for the Coast Guard. That is a lot of advertising to direct at a readership that contains a heavy proportion of males well above recruiting-prospect age.

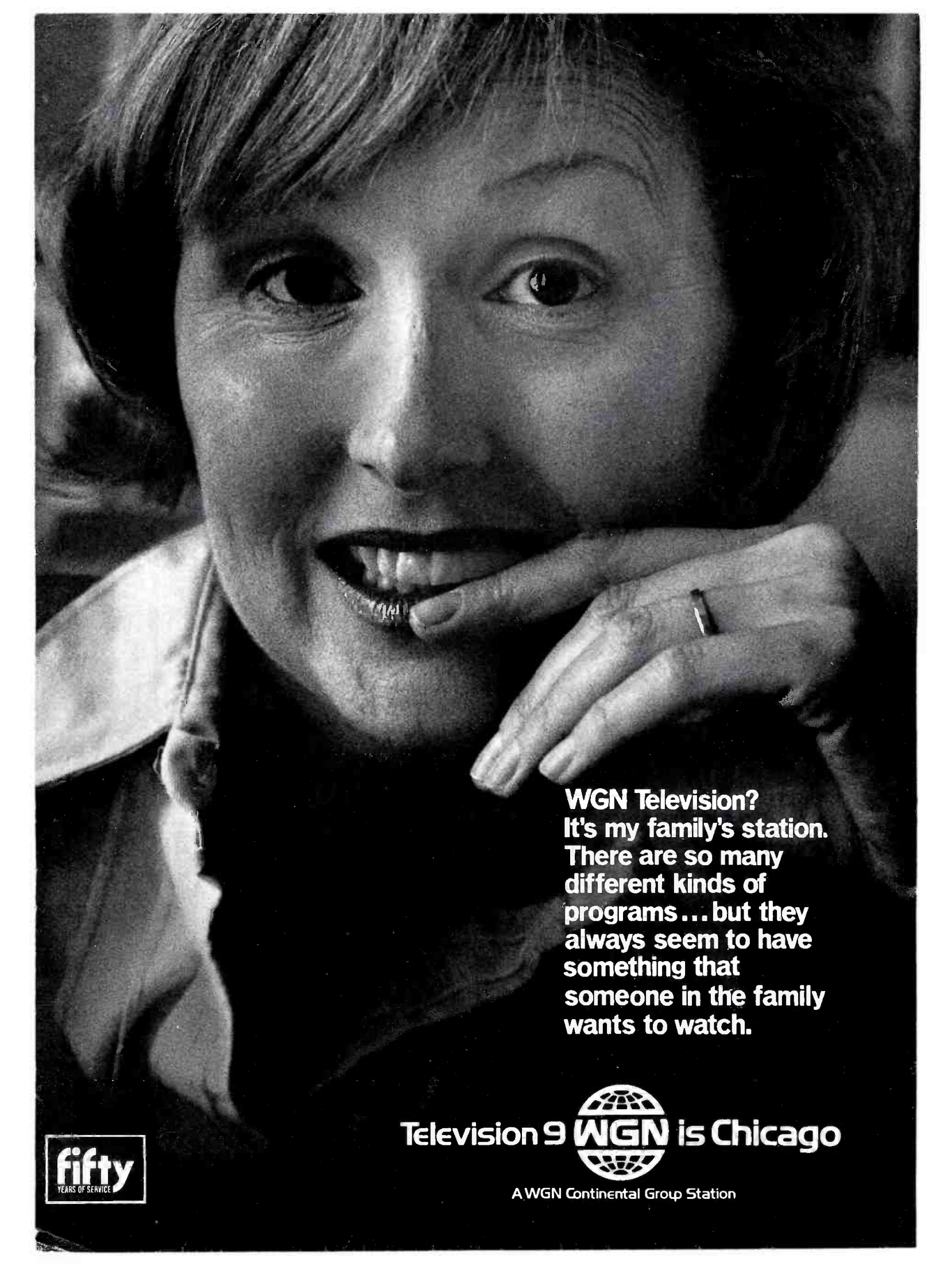
(The same issue of *Popular Science* also contains eight color pages of cigarette advertising, which is outlawed from the air. But that is another sad story from Capitol Hill.)

Senators Birch Bayh (D-Ind.) and Richard Schweiker (R-Pa.) deserve support for the amendment they have introduced to lift the prohibition against broadcast advertising in the 1975 recruitment appropriation. It is in the national interest, more than in the broadcasters', that the military be permitted to use the advertising media that most efficiently can reach the audience recruiters need.



Drawn for *Broadcasting* by Jack Schmidt

"...and this is 'Captain Jack' filling in for Frank, Ted, Rob, Joe and Woody, who are on vacation this week..."



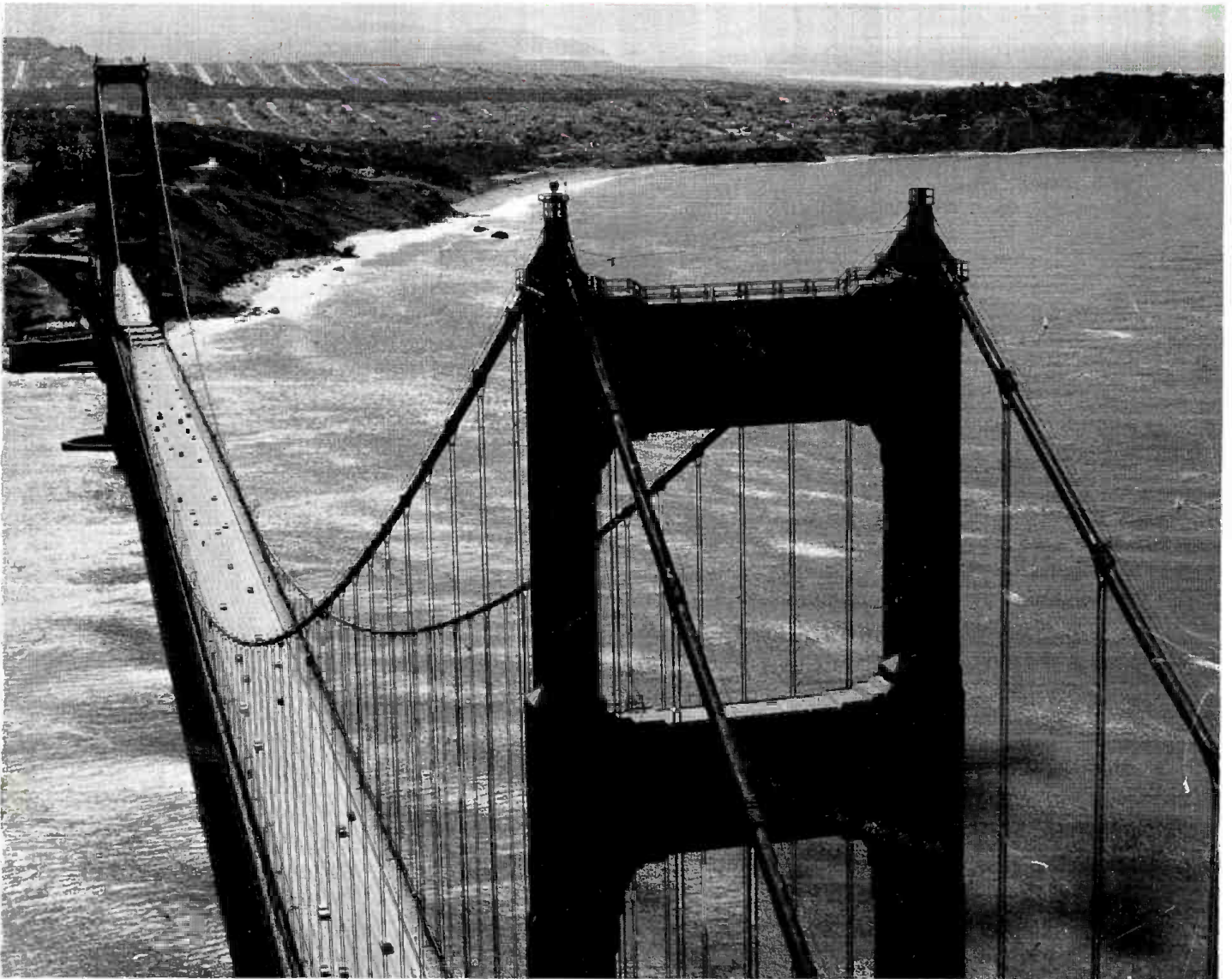
**WGN Television?
It's my family's station.
There are so many
different kinds of
programs... but they
always seem to have
something that
someone in the family
wants to watch.**

Television 9  is Chicago

A WGN Continental Group Station

fifty
YEARS OF SERVICE

*If you lived in San Francisco . . .
you'd be sold on KRON-TV*



San Francisco's Golden Gate

**reaches more Bay Area homes
than any other advertising medium**

Source: 1973 ARB County Viewing Share Study, ADI Average Daily Circulation estimates, subject to survey limitations. Other sources on request.

NBC—Channel 4—Represented by Peters Griffin Woodw