


Transition begins at the FCC: Johnson resigns,
Burch says he's on way out, Quello hearings scheduled

Broadcasting Dec 10

The newsw Weekly of broadcasting and allied arts Our 43d Year 1973

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A U L I R R A R Y
U S A I R F O R C E
S E R I A L A C C S E C T I O N
M O N T G O M R Y A L 3 6 1 1 2



A tree diagram with the Group One logo at the center. The logo is a vertical oval with 'GO' in a stylized font and 'GROUP ONE' below it. Lines radiate from the logo to ten circular nodes representing radio stations. The nodes are arranged in a tree structure: WAKR Akron (top), WAEZ Stereo Akron and WAKR-TV Akron (second level), WONE Dayton and WTUE Stereo Dayton (third level), and KBOX Dallas, KTLC Stereo Dallas, KLZ Denver, and KLZ-FM Stereo Denver (bottom level). The nodes alternate in color: orange, green, orange, green, orange, green, orange, green.

Happy Holidays from Group One Stations
Represented Nationally by: McGavren-Guild



Time for age.

With so much emphasis on youth in today's programming, the Fetzer television station in Lincoln decided to consult the Nebraska Commission on Aging about a weekly program for their listeners over 65.

The resulting programs had special interest news events and guest speakers on such topics as Social Security, travel, housing and post-retirement education. The executive director of the Commission was quoted as saying it was: ". . . to my knowledge, the first undertaking of this type of program by a commercial outlet."

Another example of Fetzer total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WWTV Cadillac
WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac	KMEG-TV Sioux City

The World of Liberace

The world of Liberace is a very special world indeed. Glitter and glamour; sparkle and shine. And, like a multifaceted diamond, the rare qualities that make him one of the world's greatest performers, come shining through in this *very special* special.

Now, available for the first time, a one-hour behind-the-scenes look at this year's "Entertainer of the Year."



"The World of Liberace" premiered in the highly competitive Los Angeles market on KNBC-TV on October 17, 1973. Scheduled in primetime opposite regular network programming, the musical-entertainment special captured 26% share of the audience with an 18.2 rating.

Pre-sold to:

NBC Owned-TV Stations
McGraw-Hill-TV Stations
WTVJ-TV, Miami
WSB-TV, Atlanta
WITI-TV Milwaukee
WFTV Orlando
WBAL-TV Baltimore
WHTN-TV Charleston/Huntington
WTLV-TV Jacksonville
WBNS-TV Columbus
WJBF-TV Augusta
WBAY-TV Green Bay

Pre-sold Overseas in:

Great Britain (B B C)
Canada (C B C)
Australia Norway
Denmark Germany
Sweden Belgium
Holland

"...Not only worthwhile as entertainment but surprisingly enlightening...hour incisive and informative, catches the essence of a major showbiz figure — not an easy task." *Daily Variety*

Watch for other "WORLD OF..." specials in the near future.



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ENTERPRISES INC**

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August 1, 1973

ARB RATING SUMMARY -- SRP CLIENTS

April/May 1973

There are seven (7) SRP client FM stations that are NUMBER ONE in their markets. They lead all other AM or FM radio stations -- Persons 12+, 6 a.m. - Mid., M-S, Total Area Av. ¼ hour or Metro Share.

All five SRP client stations that were NUMBER ONE in the 1972 April/May ARB's repeated their first overall ranking and two additional client stations achieved NUMBER ONE status. The seven NUMBER ONE stations are:

WEAT-FM, West Palm Beach has held number 1 for four consecutive years. WEAT-FM's 21.3 share is the highest FM share in the country -- an honor held by the station for the last three years. The next closest share in West Palm Beach is WEAT(AM) with a 10.1. WEAT-FM is also 1st in every time period as well as weekly cum.

WOOD-FM, Grand Rapids continues its number 1 position in Total Area Av. ¼ hour and cum for the 4th consecutive year with demographics that are almost a carbon copy of last year's April/May ARB; i.e. 1st in 18 - 34 and 18 - 49 women, 10 a.m. - 3 p.m., M-F; and 2nd in Men 18 - 49, 6 a.m. - 10 a.m. and 3 p.m. - 7 p.m., M-F, Total Area Av. ¼ hour.

WLYF, Miami holds number 1 position in the Miami-Ft. Lauderdale Metro with a 9.1 share. WLYF has been number 1 in the Miami-Ft. Lauderdale area 3 of the last 4 ARB's having been edged by Dolphins football on an AM station in the Oct./Nov. 1972 ARB.

KRFM, Phoenix and WDBO-FM, Orlando continue their number 1 overall positions in the Total Area Av. ¼ hour 1st achieved in the 1972 April/May ARB.

New to the growing list of number 1 FM stations is WKBN-FM, Youngstown, which edged out the top AM station 14.7 to 14.5.

Completing the list is WWSH -- 4th overall in Philadelphia and number 1 in Trenton with a 16.0 share...next closest a Trenton station with a 9.8 share.

16 SRP client stations are 2nd or 3rd in their markets. Following is a more detailed analysis with example demographic results:

(Cont'd)

Closed Circuit™

No kidding. FCC is in dead earnest about inquiry and rule-making aimed at divorcing television networks from production of entertainment programming and rental of production facilities to other producers (*Broadcasting*, Dec. 3; see also page 33). It's now learned commission is talking about use of subpoenas to get testimony from producers who won't talk voluntarily, presumably out of fear of network reprisal. Proceeding, expected to be announced next week, will not include proposed rule, but will pose questions intended to elicit information on which action could be taken.

Network-production inquiry is to be issued at same time FCC adopts report and order modifying prime-time-access rule, on which it instructed staff two weeks ago. And coincidentally there'll be third document emerging — notice of inquiry on network reruns. Last is designed as fact-gathering enterprise resulting from petition filed by Hollywood film editor, Bernard Balmuth, seeking rerun cutbacks. President Nixon has also been hot on subject, and White House Office Of Telecommunications Policy has been pushing for action.

Moldy oldies. As shortage of vinyl for phonograph-record manufacture gets worse (*Broadcasting*, Nov. 12), there's talk in record industry of campaign to recycle records. One idea is to give discount on new-record purchase for old record turned in.

Planners. Composition of that special Television Bureau of Advertising committee to conduct study of TVB's long-range objectives, organization and staff (*Broadcasting*, Dec. 3) was nearing completion last week. Kenneth M. Johnson of KTRK-TV Houston, new TVB chairman, hopes to announce members soon. Following eight executives were considered best-bet list from which seven committee seats would be filled: Marvin Shapiro, Westinghouse; James Rupp, Cox; Edward A. Montano, MGM-TV; D. Thomas Miller, CBS-TV stations; Tom Percer, WHNT-TV Huntsville, Ala.; Jack Fritz, John Blair & Co.; Albert J. Gillen, Poole Broadcasting; Terry Lee, Storer.

Departures. FCC's young and eager general counsel, Jack Pettit, had intended to return to private law practice by end of this month, but he'll stick around little while longer — probably until Chairman Dean Burch leaves (see page 19). He has firmly rejected overtures about moving up to seat on commission.

Speculation on successor to Mr. Burch now gets more timely. (It's still assumed Commissioner Richard Wiley will get chairmanship.) New hat in ring is that of Ward White, minority counsel to Senate Communications Subcommittee, who has Senator Howard Baker (R-Tenn.) in his corner. Among those mentioned earlier: Edward C. Lambert, 63, chairman of broadcasting department, University of Missouri; Shosuke Sasaki, retired financial analyst of Seattle; Margita White, 35, assistant director of public information of U. S. Information Agency; Antonin Scalia, former general counsel of Office of Telecommunications Policy and now chairman of Administrative Conference of the U. S., and R. A. Iseberg, 59, consulting engineer of Berkeley, Calif.

Home-town girl. Reports from CBS News indicate major change in status for morning anchorwoman, Sally Quinn. She will spend next two weeks originating stories and live interviews from Washington — experiment that could lead to permanent base there. She was *Washington Post* reporter before celebrated transition to television, is reported planning to marry that paper's executive editor, Ben Bradlee. Further reports that CBS is trying to buy out her three-year, \$70,000-a-year contract are vigorously denied.

Threat to the clears. That defensive perimeter that clear-channel stations have thrown up around 12 remaining unduplicated clears seems to be getting smaller and smaller. Emergency action FCC will take, as soon as year-round daylight-saving bill is enacted, to permit daytimers on U. S. clears to sign on presunrise will result in some erosion of dominant stations' service areas. But that is not worst of it for clears. When proposed solution to daytimer problem was discussed among commissioners, Robert E. Lee expressed concern that commission was moving toward "bust-up" of nation's last clears. But Chairman Dean Burch, reportedly, was undismayed by prospect, indicated he was tired of protecting clears and that maybe time was right for breakdown.

With that as background, commission is expected to begin digging into clear-channel issue early in new year, perhaps by February. Staff is preparing material on issues involved in various applications by broadcasters who want to operate on clear channels that are now exclusive and petitions and applications by clear-channel stations seeking boost in 50 kw limit on their power ("Closed Circuit," Oct. 29). Clear-channel stations may take some heart from expectation that Chairman Burch will not remain with agency for much of 1974 (see page 19). But staffers indicate that it is Chairman Burch's feeling, rather than Commissioner Lee's, that is more reflective of general commission attitude on clear channels.

Telling all about energy. Product-information disclosure, which has received increased attention from top Federal Trade Commission officials within last two months, may find application to advertising related to energy crunch. Small staff is beginning to explore energy-ad questions, according to J. Thomas Rosch, director of Bureau of Consumer Protection, and "principal work" is focusing on affirmative disclosure. Chairman Lewis Engman and Mr. Rosch have been among those asserting FTC's authority to require disclosure of "material facts" — information that would influence buying decisions of significant number of consumers if it were revealed.

Working workshops. Instead of half-dozen regional management conferences it usually conducts in January-February, at which radio-station sales managers swap views, study trends and bone up on new sales ideas, Radio Advertising Bureau is considering scheduling much larger number of local-advertising workshops around country in first part of 1974. Object would be to show local agencies and advertisers, prospective as well as current radio users, how radio can be put to work on short notice to answer changing advertiser needs and problems created by energy crisis, general economic uncertainty.

Top of the Week

Turnover. Long-anticipated reshuffling of the FCC is finally coming to pass. Five months after his term expired, Nick Johnson leaves Washington for Iowa farm — trailing signs he'd like to return as congressman. Senator Pastore shakes out mothballs from confirmation process, sets hearings next month for proposed successor, ex-Michigan broadcaster James Quello. Chairman Dean Burch also has eyes on exit. Page 19. Abrupt Johnson departure kindles recollections of seven-year career as nation's foremost "antibureaucrat" — man who was lauded and lamented with equal ferocity. Page 20.

CBS's Taylor unlimbers guns for all-out attack on pay cable

In all-round denunciation of pay-cable TV, CBS President Arthur R. Taylor proposed that owners of programs not carried on broadcast television in past five years be required to offer them to broadcast TV before selling them exclusively to pay-cable systems that also carry free-TV broadcasts. Offers, he said in speech for delivery Friday night before Arizona Broadcasters Association at Scottsdale "must be at a cost that is equitable and consistent with what free television pays for comparable attractions." He said formulation of such rule might be difficult but should not be impossible and, "once implemented, [it] would insure that, no matter how public tastes might change, the most popular attractions would be accessible free to every television viewer, no matter where he might live or what he might earn."

Proposal was one of three steps Mr. Taylor advocated as further protection for broadcast TV and its viewers against pay-cable, which he described as "a sneak attack on the family pocketbook" and based on notion that "the average television viewer should pay for the programs that he now receives free." Other two proposals: Clearly define CATV's copyright liabilities, requiring it to get copyright owner's permission before transmitting any program, and prohibit pay cable's siphoning of "any program that has appeared on free television in the past five years."

Mr. Taylor said CATV "already possesses the bargaining potential to buy almost any movie it wants" — and, by extension, sports as well — "without adding a single new subscriber." He explained that, based on performance to date, about one-fourth of country's 7.8 million subscribers would sign up for sports and movies if they were offered. And if each home paid "modest fee" of \$1 for movie and that dollar were split 50-50 with movie's producer, latter would receive about \$1 million for pay-cable rights as opposed to about \$750,000 networks pay to show typical movie two or three times.

Though FCC is considering loosening its restrictions on pay cable, Mr. Taylor said, they already "offer grossly inadequate protection to both broadcasters and their public." They can be circumvented entirely, he said, if CATV system integrates its pay-TV charges into its basic subscriber rates rather than billing for pay-TV separately.

Pay TV's inherent "economic discrimination" is already apparent, Mr. Taylor asserted. One-fourth of U. S. families have annual incomes under \$5,000 but only one-eighth of CATV subscribers are in that category, he said, and more than one-third of total families have income under \$7,000 but only one-ninth of those who buy original sports and movies on CATV are in under-\$7,000 group.

Impatient. Justice Dept., growing weary with FCC's slow-motion conduct in crossownership proceeding, asks agency to remove WTMJ licenses. Page 30.

Plusses, minuses in broadcast journalism

Tribute to broadcast journalists who helped make 1972-73 "coming of age" of electronic news media, and condemnation of forces that kept majority of TV and radio journalists from joining their rank, are balanced somberly in interim report for fifth Alfred I. duPont-Columbia University broadcast journalism awards (*Broadcasting*, Dec. 3). Balancing highs and lows, awards director Marvin Barrett notes that local news productions far outran networks (by ratio of 20:4) in award showing. Mr. Barrett balances each measure of praise with equal dose of consternation: Although record number of outstanding broadcasts were viewed, it was found that "the do-nothings outnumbered their betters five to one, and among them were some of the nation's most profitable broadcast operations." Cited as inhibitors: government interference, management intrusion, censure by sponsors, public apathy, lack of concern by stations. Ironically, same factors were noted as stimulating superior reporting.

It was Watergate that "changed the relationship between broadcasters and government drastically and perhaps permanently," Mr. Barrett declares. He says that, after dam broke in Washington, 17% of stations saw marked drop in complaints of station bias. Interim survey gives still another Watergate plus: networks' discovery that "the most firmly entrenched (if least pre-possessing) part of their schedule, the daytime soap operas and game shows, had been outdrawn by Watergate."

On other hand, he says, aroused viewing public was also responding to thinner version of news, embalmed by media consultants injecting chatter, etc., into local product to increase station ratings. More than 120 stations employ consultants, Mr. Barrett says, with resulting "manipulation in local news which neither the networks nor the White House had been able to achieve." In "making great strides in the name of statistics and audience and sponsor approval," consultant-touched newscasts "seemed to have nothing to do with satisfying someone's social bias. But the end result was much the same — to subvert serious coverage of controversial subjects."

Thanks for the frequency. FCC finally comes up with winner of 10-year competitive proceeding for facilities of KRLA(AM) Pasadena. Victor is Western Broadcasting, with Bob Hope, Art Linkletter among principals. Page 32.

Watching. Call them censors and they'll snip off your nose. Networks' vice presidents for broadcast standards agree that TV has matured, but they're keeping blue pencils on hand to see that it doesn't become dirty old man. Page 34.

Being here now. It's time for cable to take realistic look at major markets, and for cities to come back to earth about cable, says Warner's Al Stern. Page 42.

Tidying up. Clay T. Whitehead, director of Office of Telecommunications Policy, has indicated he plans to submit to President Nixon early in new year cabinet-level committee report on cable television and plan for long-range funding of public broadcasting. Mr. Whitehead, in appearance before Radio-Television News Directors Association of Southern California, in Beverly Hills, on Thursday, confirmed reports he plans to leave government service early in new year ("Closed Circuit," July 9). And those two items, he said, are among matters on which he would like to sign off before departing. Later, he said privately that cable report — in preparation for two-and-one-half years — is being prepared for printer.

FTC moves against Dry Ban commercials

Bristol-Myers Co. and its agency, Ogilvy & Mather, both New York, have misrepresented physical characteristics of Dry Ban spray antiperspirant in TV commercials, according to Federal Trade Commission Administrative Law Judge Daniel H. Hanscom. Also at issue: whole question of "responsibility and integrity in advertising," judge said in issuing cease and desist order.

FTC complaint challenged five commercials in "How Dry I Am" series telecast over network and spot TV between July 1969 and September 1970. Commercials used comparative demonstration technique in which competing product, when sprayed on surface, appeared white and thick, while Dry Ban appeared clear and dry. Judge found that commercials falsely implied that "Dry Ban was dry, went on dry and left no discernible or visible residue on application, and that a real demonstration was taking place actually proving those characteristics, and the superiority of Dry Ban. . ."

One provision of order would prohibit both firms from using product-feature or product-superiority demonstrations for any product unless test, experiment or demonstration actually proves claim being made. Second would forbid misrepresentation of physical characteristics of Dry Ban "or any other product applied to the body," in case of Bristol-Myers, and misrepresentation of physical characteristics of Dry Ban "or any other antiperspirant or deodorant," in case of Ogilvy & Mather.

In explaining broad product applicability of first provision, judge said that demonstration technique "is readily adaptable to a large proportion of Bristol-Myers' products, over 40 of which are advertised over television," adding, "the public is entitled to take the most effective action available to close the door [to the possibility of similar violations]." Order estimated total media expenditures of \$225 million for Bristol-Myers and gave \$5,800,000 figure for ad campaign cited in order.

Bristol-Myers responded: that ads have not run in over three years, that \$225-million media-spending figure was inflated by more than half, and that it doesn't think decision will withstand judicial review, which it will ask.

Confidence grows. Pollster Louis Harris, under employ of U. S. Senate, reports on nation's trust in its institutions. TV news still doesn't fare as well as garbage men, but it's doing better than Presidency. Page 46.

Initial decision favors WESH-TV

Cowles Florida Broadcasting Inc. has survived first round in effort to retain license for WESH-TV Daytona Beach, Fla., against challenge of competing applicant. Administrative Law Judge Chester F. Naumowicz Jr., in initial decision Friday, recommended renewal of WESH-TV's license (Docket Nos. 19168-70), and denial of application of Central Florida Enterprises Inc., composed of local area businessmen. Decisive factor in Cowles's favor, in view of Judge Naumowicz, is that, on standard of best practicable service to public station's record of service "has been thoroughly acceptable." Central's showing, he said, "is not strong."

Major problem facing Cowles in bid for renewal is issue of purported criminal mail fraud in sale of magazine subscriptions by licensee's parent, Cowles Communications Inc. Judge Naumowicz concluded that fraud "was rife through the organization." And he said that conclusion would probably be fatal to applicant without broadcast record. But, he said, Cowles Florida was making broadcast record at time CCI's other subsidiaries were "engaging in improper conduct." He also said that station's past record was guide to its future conduct.



CBS News photo
On top of news. One hour after Gerald R. Ford was approved 389-35 by House of Representatives, nation saw Michigan Republican sworn in as Vice President -- at 6:10 p.m. Dec. 6. CBS-TV originated pickup for all three networks.

In Brief

It's unanimous. FCC's reported plan for rulemaking to ban production of entertainment programs by TV networks and perhaps forbid their leasing facilities to outside producers was termed "unnecessary and contrary to the public interest" in statement by ABC. As did earlier NBC and CBS statements (story page 33), ABC's said networks produce so few of their own entertainment programs that FCC's concern is hard to understand, and that networks need to maintain "extensive facilities available at a moment's notice" to cover major news and sports and to develop "innovative and experimental" programming. ABC said it produced less than 10% of its prime-time entertainment programs and "slightly larger percentage" of its daytime programs.

Yesses and noes. FCC has disposed of first, small batch of requests for waiver of rule requiring break-up of crossownership of cable-television system and TV station in same market. It granted four -- two with conditions -- and denied two. One unconditional grant went to Vincennes University, licensee of noncommercial WVUT(TV) Vincennes, Ind., which argued it needed cable system to continue operating UHF television station. Other unconditional grant went to Peninsula Broadcasting Corp., which operates WVEC-TV Hampton, Va., and cable systems in Ahoskie and Murphreesboro, both in North Carolina. (Systems are on fringes of station's Grade B and in another state.) Conditional grants both involved translators; they went to Fort Mason TV Improvement Co., Mason, Tex., and Uvalde Television Cable Co., Uvalde, Tex. Denied requests were those of Thoms Broadcasting Co., which owns WANC-TV Asheville, N. C. and Eastern Oklahoma Television Co., licensee of KTEN (TV) Ada, Okla.

Guilty in Georgia. Two Georgia TV stations were found by FCC to be in violation of fairness doctrine in connection with broadcast of advertisements for Georgia Power Co. Commission ordered WJBF (TV) Augusta and WQXI-TV Atlanta to tell it how they propose to meet fairness obligations.

Advance man. ABC-TV affiliates will get progress report this week on network's development plan for early morning news/entertainment show. Dennis Doty, director of morning program development, briefs ABC affiliates tomorrow (Dec. 11) in New York, Wednesday in Chicago and Friday

in Los Angeles. Targeted for late '74 or early '75, it would be only such network effort supervised by entertainment division. Mr. Doty describes venture as "upbeat, magazine concept," with emphasis on entertainment, although he is working closely with ABC News to get creative, imaginative news presentation.

Renovations. Teleprompter Corp. announced last week complete reorganization of cable TV division (accounting for about 70% of revenues) in latest addition to what company called "drastic" program to reduce expenditures. Chairman Jack Kent Cooke said firm's cable activities will now come under direct supervision of President William Bresnan. Systems have been grouped into 16 districts, whose directors will report to three regional officers in New York: John M. Raines, 39, who formerly headed Teleprompter's New England operations; Frank Webb, 32, formerly Southwest regional manager, and George W. Bohn, 33, who had been firm's corporate director of administration. Closed: regional offices in Los Angeles, Seattle, Atlanta and Hartsdale, N. Y. Some 600 employes have been dismissed reducing roster to 2,500.

Not taking no. Fidelity Television Inc. will appeal FCC decision denying its application for channel 9 Los Angeles and granting renewal of RKO General Inc.'s for KHJ-TV (*Broadcasting*, Dec. 3). Fidelity's attorneys say they will go directly to U. S. Court of Appeals in Washington rather than attempt to persuade commission to change its mind with petition for reconsideration.

Philadelphia story. Viacom International Inc. has been challenged by citizen group in Philadelphia in petition filed with FCC last week. Philadelphia Community Cable Coalition says merger of Viacom, fifth largest cable company in country, with CPI, eighth largest, would violate federal antitrust policy. Coalition also asked commission to solicit Justice Department's views on proposed merger.

Out to buy. Offer in excess of \$6 million for WPGC-AM-FM Morningside, Md. (Washington area), and WMEX(AM) Boston has been made by Richard Marriott, vice president of Marriott Hot Shoppes Inc., as personal investment. First refusal on properties, owned by estate of late Maxwell E. Richmond, is held by Robert Howard, vice president-general manager of Washington-area properties.

Late Fates. Peter M. Robeck, board chairman of Time-Life Films and previously its president and chief executive officer, has resigned, effective Jan. 1 to open own consultancy. David R. Chase, program director, WIIC-TV Pittsburgh, appointed station manager. John H. Rook of John Rook & Associates, programing consultancy, appointed national program director for Heftel Broadcasting, with responsibility for contemporary stations in group. He will succeed Buzz Bennett, who left in policy dispute (*Broadcasting*, Nov. 26). W. Thomas Dawson, director of development, CBS Radio Spot Sales, appointed VP, division services, CBS Radio, succeeding Maurie Webster, who resigned to become executive VP of Compu/Net, New York (*Broadcasting*, Oct. 22). Mr. Dawson will be responsible for advertising, development, promotion, press information and program practices. Timatha S. Pierce, manager of advertising and promotion, NBC Radio Network, and former manager of advertis-

ing and promotion, NBC-owned WRC-TV Washington, named director of equal opportunities programs, NBC. Two long-time members of federal communications bar, both members of Kirkland, Ellis & Rowe, are retiring: Donald C. Beelar, who is leaving at end of month after 40 years with firm, and Percy H. Russell, who will leave in April, after 36 years. Richard Rendell, 67, former newscaster for ABC and Mutual Broadcasting Co., died Dec. 4 in Washington, after stroke. He was with WMAL (AM) Washington, served later as chief, ABC's Far East news staff, covered Congress for Mutual until retirement in 1967. He is survived by wife, Pat. Sir Robert Watson-Watt, 81, leader in development of radar in Great Britain just prior to World War II, and contributor to broadcasting technology, died after long illness in Inverness, Scotland. (*For earlier "Fates & Fortunes,"* see page 54.)

Headliners



Wilson



Bowen



Glancy

Edward B. (Ted) Wilson, chairman of executive committee of J. Walter Thompson Co., New York, named president and chief operating officer, effective Jan. 1, succeeding **Henry M. Schachte**, 60, who has reached retirement age for agency's senior officers. Mr. Wilson, 53, has been with Thompson since 1947 and had been managing director of JWT's office in Chicago before returning to New York earlier this year. **Dan Seymour**, 59, is chairman and chief executive officer of JWT.

John S. Bowen, president of Benton & Bowles, New York, since 1971, elected chief executive officer, effective Jan. 1. **Victor G. Bloede**, who has been chief executive since 1968, continues as board chairman and also will assume direction of agency's international operations formerly handled by executive committee chairman **L. T. (Ted) Steele**, who is retiring Dec. 31.

Kenneth D. Glancy, former managing director of RCA Records, U. K., named president and chief executive officer of RCA Records, New York. He succeeds **Rocco M. Laginestra**, who continues in executive capacity within RCA corporate staff.

Astronaut **Charles (Pete) Conrad Jr.**, board member for four years of American Television and Communications Corp. (group cable owner), named VP-operations and chief operating officer of firm. Mr. Conrad, Navy captain, will retire from National Aeronautics and Space Administration, which he has served as an astronaut since 1962. He was pilot on eight-day Gemini 5 flight, commanded Gemini 11 mission and was Apollo 12 commander for second lunar landing and on Skylab 1 missions.

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STATION	CITY	DAY	TIME
WTVN	Columbus	Sunday	6:30-7:30 P.M.
WESH	Daytona	To be announced	
WOR	New York	Sunday	7:00-8:00 P.M.
WKRC	Cincinnati	To be announced	
WDAF	Kansas City	To be announced	
WPLG	Miami	To be announced	
WTOP	Washington, D.C.	Friday	7:30-8:30 P.M.
WJXT	Jacksonville	To be announced	
WNEP	Wilkes-Barre	To be announced	
KTVK	Phoenix	Monday	9:00-10:00 P.M.
KWGN	Denver	To be announced	
WHAS	Louisville	To be announced	
WTIC	Hartford	Friday	7:00-8:00 P.M.
KSAT	San Antonio	Sunday	10:30-11:30 P.M.
KPRC	Houston	To be announced	
WGN	Chicago	To be announced	
WEWS	Cleveland	To be announced	
KSHO	Las Vegas	Monday	9:00-10:00 P.M.
KHJ	Los Angeles	Sunday	5:00-6:00 P.M.
KOIN	Portland	Thursday	7:00-8:00 P.M.
KBAK	Bakersfield	To be announced	
KTVU	San Francisco	To be announced	

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PROGRAM	STATION	METRO RATING	METRO SHARE
WORLD AT WAR	WTOP	14	30
PROGRAM A	WMAL	11	23
PROGRAM B	WRC	11	24
PROGRAM C	WTTG	10	22

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Evenhandedness

EDITOR: This is written to thank BROADCASTING and correspondent Leonard Zeidenberg for their excellent report [Nov. 19] on the formation of the National Black Media Coalition and its meeting with the FCC commissioners. Your report took no sides—it just told the story. We hope the communications industry as a whole acquires the sensitivity demonstrated by BROADCASTING.—*James McCuller, chairman, National Black Media Coalition, Rochester, N.Y.*

Where it hurts

EDITOR: I guess that some of the end results that I foresee from pay cable in secondary markets are not readily obvious to anybody who hasn't operated a TV station in a secondary market with a CATV system of over 10,000 subscribers right there to battle with for audience. You know, Tyler's ADI melted from an original nine counties down to three, and then we combined it with Lufkin to get back up to six.

The place pay cable can get its quickest start is on those presently established CATV systems where the subscriber count runs from about 8,000 up. Some of the multiple-system owners can start bicycling Sony dubs, which can be made for \$25 an hour, around their smaller markets and come out great on better-than-average movies, and they'll cut into the audiences substantially—even more than the addition of another free TV station.—*Marshall H. Pengra, Palm Desert, Calif.*

(Mr. Pengra, now a consultant, was formerly general manager of KLTW(TV) Tyler, Tex., and its satellite, KTRF-TV Lufkin, Tex.)

Up with the President

EDITOR: As a broadcaster for 25 years, the biased and slanted reporting of the networks is obvious to me. I regret to see BROADCASTING join these people in "cutting down" the President.

The public-opinion polls you describe [BROADCASTING, Nov. 26] have apparently been unable to get down to the "silent majority." The local newspaper received over 31,000 cut-out coupons from its readership—saying, "We are fed up with the networks." That's a sizable figure in a town of this size, for one full-page ad.—*Ed Bell Oberle, vice president, Jones College, and general manager, WKTZ-AM-FM Arlington (Jacksonville), Fla.*

EDITOR: I share your concern and that of our industry over ever-increasing government intervention and regulation. But I find your Nov. 26 editorial, "A Bunch of Second Bananas," [in which you said] that President Nixon's request on Nov. 17 for a few minutes in excess of his

"allotted" network time "bespoke a presidential conception of TV as an instrument to be manipulated" to be self-serving and wide of the real issue by a country mile.

I would expect such overreaction from Dan Rather or other members of the sanctimonious, politically biased network liberals, but I regret finding it coming from such a respected source as BROADCASTING.

Where is the "fairness" in a situation that prohibits anyone—much less the President—from responding to a charge of accepting illegal campaign contributions, or denying him the opportunity to respond to his accusers at a level of exposure equal to or at least approaching that given to the accusations?

When are we going to recognize—to say nothing of acknowledging—that it is the networks that are allowing, if not promoting, the manipulation of opinion via TV by advocacy reporters who won't separate factual news from opinionated half-truths, unsupported news leaks and out-and-out distortions.

It is high time our industry and its spokesmen displayed the candor we demand of the President and admit to our mistakes and shortcomings.—*John J. Miller, manager, KCOL(AM) Fort Collins, Colo.*

It's the same boat

EDITOR: In the Nov. 26 "Monday Memo," Stan Gerber [of Warren, Muller, Dolobowsky, New York] referred to a conversation he had with a mystery woman at a recent newsmaker luncheon of the International Radio Television Society. His comments regarding necessary interaction between the broadcasting industry and the advertising community concluded with tangible evidence of his conviction: He placed an ad for his agency in a publication of an organization which actively supports the broadcast/advertising industry.

Since I am the person with whom he had the discussion, I thought you might like a little background on the conversation to which Mr. Gerber referred. It was based on agency U.S. billings for 1972. For example, the top-10 agencies invested a whopping 63% of their client's measured media in broadcast-advertising budgets. It follows that the agencies have chosen media which they consider viable, strong, productive and in touch with the people and the times.

Doesn't it behoove them to keep their resources—radio and TV—alive and well? Let's all get together and back our industry—personally and corporately—with concrete action.—*Adele Kenyon, publication sales director, IRTS, New York.*

This advertisement, the third in a series, was run in Washington newspapers to inform official Washington and the public of the dangers of the proposals before the FCC that would allow the siphoning of programs from free TV to pay TV. Broadcasters are urged to support this vital effort to preserve free television by republishing these ads in their home newspapers. Requests for high-quality reproduction proofs should be addressed to Public Relations Office, National Association of Broadcasters, 1771 N Street N.W., Washington, D.C. 20036.

—NAB Special Committee on Pay Television

Willard E. Walbridge, Chmn.
Capital Cities Communications, Inc.
Houston, Texas

Richard W. Chapin
Stuart Broadcasting Company
Lincoln, Nebraska

Eugene S. Cowen
American Broadcasting Company
Washington, D.C.

Robert W. Ferguson
WTRF-TV
Wheeling, West Virginia

George J. Gray
Avco Broadcasting Corporation
Washington, D.C.

Richard W. Jencks
Columbia Broadcasting System
Washington, D.C.

Peter B. Kenney
National Broadcasting Company
Washington, D.C.

Dale G. Moore
KGVO-TV
Missoula, Montana

Edwin Pfeiffer
WPRI-TV
Providence, Rhode Island

Ward L. Quaal
WGN Continental Broadcasting Company
Chicago, Illinois

Richard S. Stakes
Evening Star Broadcasting Company
Washington, D.C.

Wilson C. Wearn
Multimedia Broadcasting Company
Greenville, South Carolina

What's the difference between free tv,

Cable TV began in 1948 when John Walson could not get TV pictures from Philadelphia on his TV set in Mahanoy City, Pa., because there was a mountain in the way. So John put an antenna on top of the mountain and ran a wire down to his TV set. Presto! TV just like the big city. Soon his neighbors asked if they could clamp on to his cable ... and he let them.

His neighbors loved it because they were able to get Milton Berle, Hopalong Cassidy and the Roller Derby. The television stations loved it because more people saw their programs. John Walson loved it because he was regarded as a man of some genius by his neighbors.

Soon other people who lived in places where they got poor TV reception or none at all began to do the same thing. There had to be a charge, of course, to pay for the antenna and the wires. But there was no charge for the programs themselves.

So over-the-air broadcasting and cable TV grew up side by side. Oh, there were a lot of problems ... there still are ... but the problems are being worked out by the FCC, the broadcasters and the cable operators.

Now, however, something is being attempted that we don't think is in your interest—whether you receive your television off the air or by cable.

An all out attempt is now being made to take the most wanted programs from cable TV and free over-the-air TV and put them on pay TV.

If this were going to bring you better programs or different programs that would be one thing ... but the result would be that you would have to pay for the same type of programs you now get free.

Pay TV operators want to charge you for movies, college and professional football, baseball, basketball and hockey, and for the kind of entertainment shows now on free TV. They are asking the FCC to change its rules to permit them to do this. If the FCC changes its rules, your TV program schedule could eventually look like this:



cable tv



and pay tv?



- Bonnie and Clyde \$1.50
- Redskins v. Dolphins Super Bowl VIII \$6.00
- Olympics \$3.00 per day
- World Series \$3.00 per game
- Knicks v. Lakers \$1.50
- Boston Bruins v. Chicago Black Hawks \$1.50
- Patton \$1.50
- College Football (every Sat. in the fall) \$2.50 per game

Obviously that can add up to a lot of money for the average family. At least \$25 a month—maybe \$50.

What would happen to free over-the-air TV and cable TV?

Programs would move from free TV to pay TV. All of these popular programs would not disappear overnight from free TV, but over a period of time they would be siphoned away. Eventually those programs and sports events would be gone—to be watched exclusively by the people who could afford to pay for them. Those who could not pay would go without ... whether they received their TV over the air or by cable.

What can you do about it?

- If you want to continue to receive sports, movies and entertainment shows without charge ...
- If you oppose allowing pay TV operators to lock up those programs for the exclusive use of those who can afford to pay ... then—
- Send this to your Congressman and Senators:

Dear Congressman:

We oppose allowing pay TV to siphon away the type of programs we now see on free TV and cable TV and charge for them. Please do not allow this to happen.

Name _____

Address _____

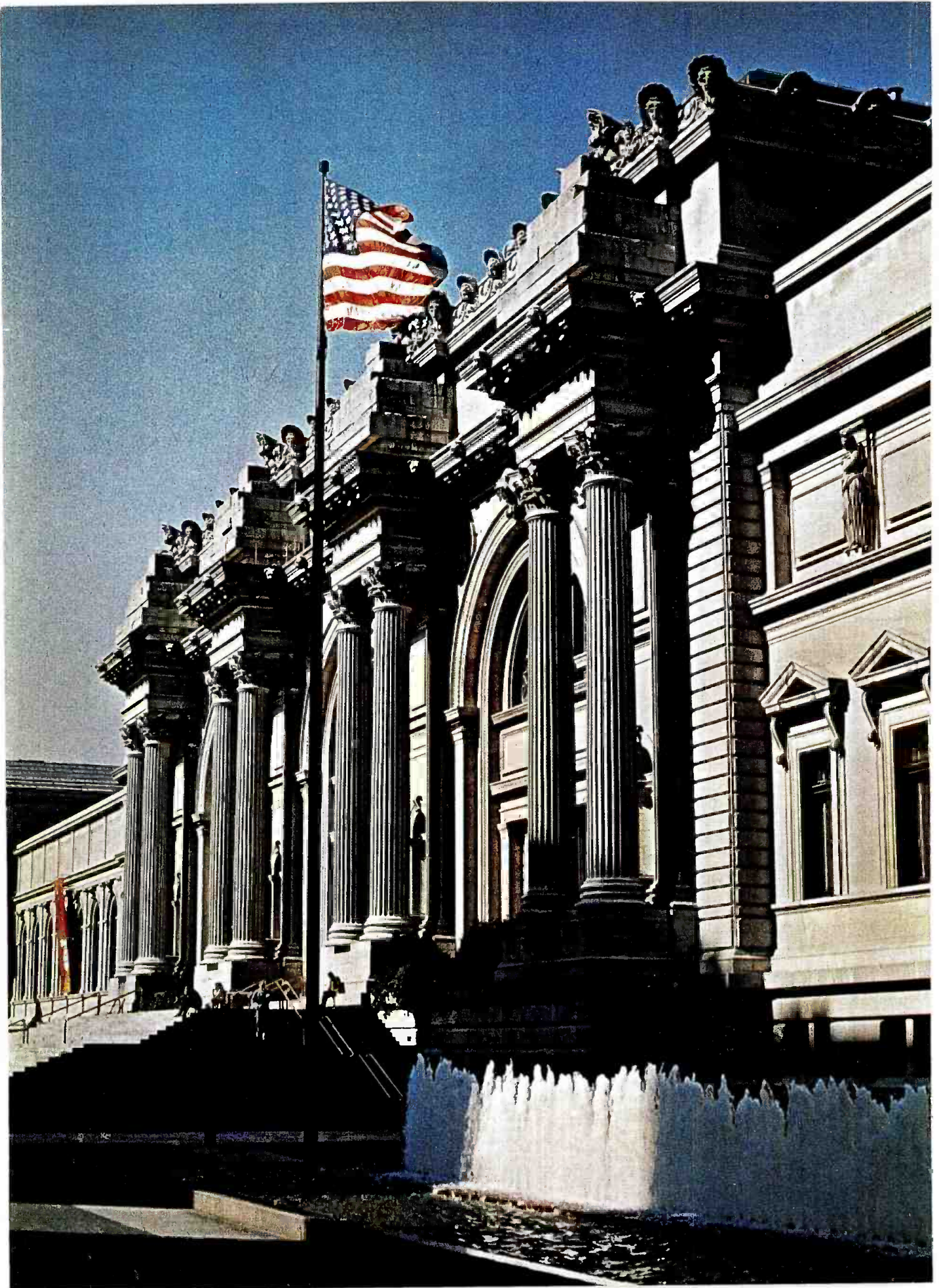
City _____

State _____ Zip _____

...A lot more than meets the eye.



National Association of Broadcasters
1771 N Street N.W.
Washington, D.C. 20036



"ART IS NOT AN END IN ITSELF, BUT A MEANS OF ADDRESSING HUMANITY."

M. P. Mussorgsky/1839-1881

Art is communication. Each work in the Metropolitan Museum of Art says something significant, and says it exceptionally well. Obviously very little of all the world's art meets the Metropolitan's high standards.

Television is communication in the broadest sense. As in every important discipline, only a very small part of it is truly excellent.

The Corinthian Stations often fall short of excellence, even though they strive for it constantly. But excellence is rewarding precisely because it is so difficult and elusive, and our many successes are our greatest sources of pride.

With its imposing façade of Corinthian columns, the Metropolitan Museum of Art has been a landmark on New York's Fifth Avenue ever since its opening in 1880.

It houses the largest collection of art in the United States and is recognized as one of the most important museums in the world.



Corinthian is a Member of
the Dun & Bradstreet Group.

THE CORINTHIAN STATIONS RESPONSIBILITY IN BROADCASTING

- ① KHOU-TV
Houston
- ② KOTV
Tulsa
- ③ KXTV
Sacramento
- ④ WANE-TV
Fort Wayne
- ⑤ WISH-TV
Indianapolis

CBS Affiliates

BROADCASTING PUBLICATIONS INC.

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

Broadcasting

The newsmagazine of broadcasting and allied arts

TELEVISION

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

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Alan Steele Jarvis, Don Richard, Michael Shain,
assistant editors.
Ann Cottrell, Carol Dana, Thomas Hundley,
staff writers.
Monica Dignam, Patricia Thach,
Susan Woolhiser, *editorial assistants*.
Lucille DiMauro, *secretary to the editor*.

BUSINESS

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

SPECIAL PUBLICATIONS

Art King, *director*; Joseph A. Esser, *associate editor*; Howard Moss.

ADVERTISING

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

CIRCULATION

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

PRODUCTION

Harry Stevens, *production manager*.
Bob Sandor, *production assistant*.
Laurie Ender.

ADMINISTRATION

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

BUREAUS

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

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

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

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



* Reg. U.S. Patent Office.

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Datebook®

■ Indicates new or revised listing.

This week

Dec. 10—Advisory Committee of Office of Telecommunications, Bureau of Franchises, New York City, to hold public meeting on pay TV. 10:30 a.m., Board of Estimates Room, City Hall, New York.

Dec. 10—27th annual "Voice of Democracy" broadcast-scriptwriting contest deadline, sponsored by Veterans of Foreign Wars and its ladies auxiliary with cooperation of National Association of Broadcasters and state broadcaster associations. Contact any VFW state headquarters or VFW national headquarters, Kansas City, Mo.

■ **Dec. 10**—Federal Communications Bar Association luncheon meeting. Speaker: Dr. Everett Parker, director, Office of Communication, United Church of Christ. Army-Navy club, Washington.

■ **Dec. 10-13**—Washington Journalism Center conference: "How Much Protection for Consumers?" Speakers include: Senator Frank Moss (D-Utah), Senator Charles H. Percy (R-Ill.), Ralph Nader, consumer advocate, and Miles W. Kirkpatrick, former chairman of Federal Trade Commission. Watergate hotel, Washington.

Dec. 11—FCC and government-industry committee meeting for commission briefing of how jurisdiction over cable should be shared among federal, state and local governments. FCC headquarters, Washington.

Dec. 11—Allied Artists Pictures Corp. annual stockholders meeting. Delmonico's hotel, New York.

Dec. 11—Gulf & Western Industries Inc. annual stockholders meeting. Brown Palace hotel, Denver.

Dec. 11-12—Beginning television production seminar, sponsored by Telemation Inc. Salt Lake City.

Dec. 11—National Broadcasters Club reception honoring Andrew Ockershausen, chairman, and other members of National Association of Broadcasters board. National Broadcasters Club Washington.

Dec. 11-12—New York Society of Security Analysts/Advertising Age financial seminar: "Advertising Agencies and Media as Investments." Featured speaker: Elton H. Rule, president of ABC. New York Hilton hotel, New York.

Dec. 12—Columbia Pictures Industries Inc. annual stockholders meeting. Manufacturers Hanover Trust Co., New York.

Dec. 13-14—Advanced television production seminar, sponsored by Telemation Inc. Salt Lake City.

Also in December

■ **Dec. 17**—CTAC Fund Inc. board of directors meeting. (CTAC is fund collection and disbursement arm of FCC Cable Television Technical Advisory Committee) 9 a.m., room 847. FCC, Washington.

Dec. 18—Chris-Craft Industries Inc. annual stockholders meeting. Plaza hotel, New York.

Dec. 19—New deadline for filing comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

■ **Dec. 20**—Association of Federal Communications Consulting Engineers luncheon meeting. Speaker: Harold Kassens, assistant chief, FCC Broadcast Bureau. Hotel Washington, Washington.

Dec. 31—Deadline for entries in Brand Names Foundation retailers-of-the-year awards competition. Contact BNF, 477 Madison Avenue, New York 10022.

January 1974

Jan. 7—New deadline for filing reply comments

Major meeting dates in 1973-74

Feb. 17-20, 1974—1974 conference, National Association of Television Program Executives. Century Plaza hotel, Los Angeles.

March 17-20, 1974—52d annual convention, National Association of Broadcasters. Albert Thomas Convention and Exhibit Center, Houston.

April 21-24, 1974—23d annual convention, National Cable Television Association. Conrad Hilton hotel, Chicago.

May 8-12, 1974—Annual convention, American Women in Radio and Television. New York Hilton, New York.

June 1-5, 1974—American Advertising Federation annual convention. Statler Hilton hotel, Washington.

with FCC on possible revisions of comparative hearing policies for renewal applicants.

■ **Jan. 8**—Filmways Inc. annual stockholders meeting. Beverly Wilshire hotel, Los Angeles.

Jan. 9—One-day conference, "Electronic Distributor '79," five-year outlook into electronic market sponsored by Electronic Industries Association's distributor products division. Chicago.

Jan. 9—New England Cable Television Association winter meeting. Marriott hotel, Newton, Mass.

Jan. 10-13—Winter Consumer Electronics Show. Conrad Hilton hotel, Chicago.

Jan. 14-18—Winter meeting, joint board of directors, National Association of Broadcasters. Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

Jan. 15-18—Rocky Mountain CATV Association meeting. Scottsdale, Ariz.

■ **Jan. 17-18**—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Del Monte Hyatt house, Monterey, Calif.

Jan. 18—Publicable meeting. Location to be announced, Washington.

■ **Jan. 18-20**—Educational Foundation of American Women in Radio and Television board of trustees meeting. La Mansion motor hotel, San Antonio, Tex.

Jan. 20-22—Idaho State Broadcasters Association midwinter meeting. Rodeway Inn, Boise, Idaho.

Jan. 20-22—National Cable Television Association regional legislative conference. Quality Inn, Washington.

Jan. 21-23—American Committee of International Press Institute seminar on U.S.—European economic problems and NATO. Brussels.

Jan. 22-24—Georgia Association of Broadcasters institute. Featured speakers include Richard Wald, NBC News president, Richard Wiley, FCC commissioner; Sol Taishoff, Broadcasting editor; Jack Anderson; columnist; Senator Herman Talmadge (R-Ga.) and J. Leonard Reinsch, Cox Broadcasting president. Center for continuing education. University of Georgia, Athens.

Jan. 24-26—Alabama Broadcasters Association winter conference. Speaker: FCC Commissioner Richard Wiley. Downtown Motor Inn, Gadsden, Ala.

Jan. 26-27—Midwinter conference, Florida Association of Broadcasters. Lakeland, Fla.

Jan. 27-30—National Religious Broadcasters 31st annual convention. Washington Hilton, Washington.

February 1974

Feb. 1—Sigma Delta Chi Distinguished Service Awards entry deadline. Award categories include radio and TV editorializing and reporting. Contact: Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Feb. 1—Deadline for entries in Medical Journalism Awards competition of American Medical Association. Categories include television and radio reporting on medicine or health. Contact: Medical Journalism Awards committee, AMA, 535 North Dearborn Street, Chicago 60610.

Feb. 1—Mortgage Bankers Association of America Janus awards deadline. Awards are given for excellence in financial news programming in following categories: commercial radio and TV stations and commercial radio and TV networks. Contact: Mark Serepa, MBA, 1125 15th Street, N.W., Washington 20005.

Feb. 3-5—National Cable Television Association, regional legislative conference. Quality inn, Washington.

Feb. 3-5—South Carolina Broadcasters Association annual winter convention. Holiday Inn, Rock Hill.

Feb. 5-7—National Cable Television Association board of directors meeting. Location to be announced. New Orleans.

Feb. 6-8—Texas Cable TV Association convention. Marriott Motor hotel, Dallas.

Feb. 7—Southern Baptist Radio and Television Commission fifth annual Abe Lincoln Awards presentation to distinguished broadcasters. Featured speaker: Frank Stanton, former CBS vice chairman, now chairman, American Red Cross. Place yet to be announced, Fort Worth.

■ **Feb. 13-15**—Colorado Broadcasters Association winter convention. Speakers include William Carlisle, vice president, National Association of Broadcasters. Stouffers Denver Inn.

Feb. 15—Publicable meeting. Location to be announced, Washington.

Feb. 15-18—Arkansas Broadcasters Association convention. Nassau, Bahamas.

Feb. 17-20—1974 conference. National Association of Television Program Executives. Century Plaza hotel, Los Angeles.

Feb. 19—Armstrong Memorial Research Foundation/Columbia University Engineering School Armstrong Awards deadline. Awards offered for FM programs in news, community service, education and music. Contact: executive director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

Feb. 18-20—Broadcast Industry Communications Systems (BIAS) annual seminar. Featured speaker: Benjamin L. Hooks, FCC commissioner. Memphis.

Feb. 18-20—National Cable Television Association regional legislative conference. Quality Inn, Washington.

Feb. 20-23—International Press Institute seminar on U.S.-Canadian economic and political problems, sponsored jointly by American and Canadian IPI committees. Toronto.

Feb. 23-25—Mutual Advertising Agency Network national meeting. Newporter Inn, Newport Beach, Calif.

March 1974

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

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

March 17-19—National Cable Television Association regional legislative conference. Quality Inn, Washington.

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

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

March 26-28—Institute of Electrical and Electronics Engineers annual international convention and exposition. Statler Hilton and Coliseum, New York.

Monday Memo®

A broadcast advertising commentary from Sumner Wyman, chairman, Beckerman Rosner Wyman, New York

Time for TV: how coordinated national-retail ads make Omega tick

Omega is in a unique position in the watch industry. It makes the broadest line of quality men's and ladies' watches in the business—chronometers, electronic watches, automatics, day-dates, underwater watches, dress and fashion models, technical watches and more—priced from \$125 to \$16,000.

But because of that diversified line, Omega faces heavy advertising competition on many fronts. While competitors largely sell specialties, concentrating ad budgets behind fewer items, Omega's ad expenditures must support a wide spectrum of timepieces. A coordinated national-retail TV campaign utilizing Omega's distribution network, quality retail jewelers and fine department stores, has provided the key to stretching the Omega ad dollar.

During the past 50 years the advertising of quality watches developed a traditional presentation that went relatively unchanged until recently. Alfred N. Miller, vice president and director of advertising for Omega, sums up the advertising scene this way: "Most companies in the business had a national advertising program that served as an umbrella. Jewelers were supplied with various materials such as matrix kits to help them run local advertising. But the national program was company-oriented and the local advertising was oriented to the individual store. There was little feeling of being on the same team."

In keeping with that trend, advertising budgets had two separate components: the national budget, administered by the advertising agency, and a co-op budget (usually a 50-50 split between the retailer and the company) spent by the individual stores, and largely uncoordinated and unplanned.

This was the state of quality-watch advertising until very recently, and is indicative of the way advertising is still being practiced in a variety of other retail-oriented industries.

Television helped us change all that. It allowed Omega to reduce the piece-



Sumner Wyman, who began his career in sales as associate publisher of a group of trade magazines, joined the Lawrence C. Gumbinner agency in 1956 as senior vice president-marketing director. With the Gumbinner-North merger in 1963, Mr. Wyman was named executive vice president, with responsibilities in account, new business and general agency management. He joined the deGarmo Agency in 1970 as vice president-corporate planning, and in June of 1972 assisted in the formation of Beckerman Rosner Wyman.

meal spending of the co-op budget and instead to organize and channel the spending of this money in a way that turned it into a powerful tool for multiplying the effectiveness of the national budget.

In the spring of 1972 Al Miller, together with our agency, which represents Omega's distribution arm, the Norman M. Morris Corp., mapped out a three-market TV test to supplement the traditional four-color magazine and Sunday-supplement advertising. We produced a pool of 30-second commercials allowing for a five-second retailer tag at the end of each. The plan was to have the company buy an affordable number of weeks of TV time prior to the big spring-selling season, and then encourage the Omega jewelers to use their co-op budget to run the same commercials in the weeks im-

mediately following. This would, of course, increase the exposure, frequency and reach beyond what the national budget alone would allow—in effect doubling the number of spots.

The jeweler response was overwhelmingly enthusiastic. We were providing a way for them to be on TV during their major selling season—we gave them the commercials and the suggested time periods. The stations and the Omega salesmen did the rest. The number of TV weeks grew. In many cases, the retailer co-op monies exceeded the national expenditure in a market.

I'll never forget the enthusiasm of the salesmen from the test markets as they stood up, one by one, at the semiannual sales meeting, and related their successes with this new TV approach.

Needless to say, every other salesman now wanted a piece of the action. So for the following fall we expanded into 14 television markets, supported by a four-color magazine umbrella campaign. We built up our bank of commercials, demos focusing on the theme of Omega's leadership among watches:

One spot opens on a black screen as a large door rolls up and we see a giant Omega Speedmaster watch poised like a rocket. We watch it move to the launching pad and lift off, while the announcer tells about Omega's involvement in the U.S. space program.

A second message centers on Omega's deep-sea watch, picking out its details with an underwater searchlight, the announcer ticking off its unmatched capabilities.

Another spot focuses on the deep cut crystals of Omega's Great Stone Faces collection of ladies' watches.

With these new commercials added to our pool, we continued to buy schedules aimed at upper-income, serious, news, sports and talk-show programming. And the same thing happened again: universal enthusiasm on the part of jewelers allowing us to extend our national program into more weeks in more markets.

We're now into 30 markets and going strong. Our advertising is much more visible. Our jewelers are excited. The co-op dollars are working hard and with focus. And sales are up 35% so far in 1973. It's enough to make you a believer.

NEW CANDID

FIRESTONE  PROGRAM SYNDICATION CO.

540 MADISON AVENUE
NEW YORK NY 10022

December 5, 1973

PRO

Mr. Allen Funt
Allen Funt Productions
60 West 55th Street
New York, N.Y. 10019

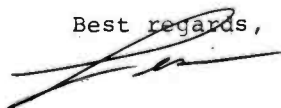
Dear Allen:

When you gave us the "go ahead" for the new Candid Camera series for prime access, we knew the sales response would be great...but actually, WE ARE OVERWHELMED! In less than three weeks of selling, ~~46~~ ⁵⁷ markets have bought and more are pending.

Maybe it's because "Candid Camera" is a classic, one-of-a-kind series...or maybe because it's so thoroughly presold to viewers (who doesn't recognize "Smile, You're On Candid Camera")...or maybe it's simply because it's just one helluva funny show.

For whatever the reason...stations are moving fast to lock it up for their next fall's prime access slots.

Best regards,



Len

LF:js

EXCLUSIVE REPRESENTATION OF

CAMERA

ONCE A WEEK
HALF-HOURS
IN COLOR FOR
FALL 1974 START

PRODUCED AND HOSTED BY **ALLEN FUNT**
...WITH A CELEBRITY CO-HOST EACH WEEK



57
"46 markets* have bought
in 3 weeks of selling..."

* LIST ON REQUEST

"one helluva funny show..."

"...a classic, one-of-a-kind series"

"...stations are moving fast to lock it up for next fall's prime access slot"

An ALLEN FUNT Production

PLAN YOUR 1974 PRIME ACCESS REPLACEMENT NOW

DISTRIBUTED BY

FIRESTONE
PROGRAM SYNDICATION CO.

540 MADISON AVENUE, NEW YORK, N.Y. 10022 (212) 593-3013

ROOM 222
ROOM 222
ROOM 222



113 Successful Half-Hour Color Episodes!

3 Emmy Awards!

All Available for Syndication on

FEBRUARY 1, 1974



Twentieth Century-Fox Television

Media

First tattoo for changing of guard at the FCC

Nick Johnson pulls up stakes, returns to Iowa; Quello nomination heads for January hearing; Chairman Burch says he's heading for the barn

The log jam that had been holding up the FCC's passage to a period of transition began breaking up last week. Nicholas Johnson, five months past the expiration of his term as a member of the FCC, suddenly left. The Senate Commerce Committee was understood to be planning hearings late next month on the confirmation of President Nixon's nomination of his successor—James H. Quello, the Detroit ex-broadcaster. And FCC Chairman Dean Burch indicated he was, finally, beginning to zero in on a departure date of his own.

Mr. Johnson, the sharp-tongued Democrat who had outraged broadcasters and fellow commissioners alike with criticisms of both, had been continuing to serve in the absence of a successor. But, with little advance warning, he left the commission on Wednesday, to return to his home state of Iowa, where he is expected to run for Congress next fall.

The Quello nomination had been pigeonholed by the Senate Commerce Committee since September, when Mr. Nixon announced it (BROADCASTING, Sept. 24)—more than two months after the Johnson term ended. Senator John O. Pastore (D-R.I.), chairman of the committee's Communications Subcommittee, who would preside at the hearing, let it be known that in view of the delay on the President's part in making a nomination, the committee felt no sense of urgency about moving on it.

But it is also understood that Senator Pastore was not relishing the kind of hearing that was shaping up—one in which possibly scores of consumer-group and minority-group representatives would appear in opposition to the nomination. The committee has received a heavy volume of negative mail on Mr. Quello.

But last week, it was learned that Jan. 23 has been set as the date for the start of seven days of hearings. Senator Philip Hart (D-Mich.), who despite a rec-



Johnson's last stand. All seven commissioners were on hand last Wednesday for Nicholas Johnson's farewell appearance as a member of the FCC. They are (l to r): Richard E. Wiley, H. Rex Lee, Robert E. Lee, Chairman Dean Burch, Mr. Johnson, Charlotte Reid and Benjamin L. Hooks.

ord and reputation as one who is liberal and consumer-oriented has been standing by a promise to support his constituent, or at least not oppose him, is understood to have obtained the commitment from Senator Pastore to hold hearings next month. And he obtained it two weeks ago, before Mr. Johnson disclosed his plans.

There had been reports and speculation over the past weeks about the President giving Mr. Quello a recess appointment when Congress goes home for Christmas. However, the White House is said to have ruled out that tactic, on the basis of "commitments," presumably to Senator Pastore.

Chairman Burch has inspired a torrent of speculation and rumor about his departure almost since he joined the commission, on Oct. 31, 1969. Most chairmen leave after two years; few stay as long as four. Chairman Burch last week talked about his plans, though in general, rough terms.

The principal factor delaying his departure has been the delay in the selection of a successor to Mr. Johnson. "I have an obligation to the commission to leave it in as good shape as I can," he said. "And leaving it with two vacancies is not a good idea. So we're back to where I was, the key is the Quello seat."

He indicated he is prepared to remain in his job until Mr. Quello is confirmed—but not if that process takes all winter and summer. And if Mr. Quello is rejected by the Senate and the President is required to go through the entire process of selecting and making another nomination, Chairman Burch indicated he would not feel bound to remain at the FCC. "I don't intend to be here until the Fourth of July," he said. However, he indicated

he had no plans for his post-commission career—even whether it would be pursued in Washington or back in his home town of Tucson, Ariz.

The chairman also knocked down speculation that a wish to see through to completion various issues—such as children's television programming or pay-cable television—would necessarily keep him at his desk. He said he is interested in a host of issues before the commission. But, he noted, matters in which the commission is involved often seem open-ended in terms of the time they require for settlement.

In any case, the reshuffling now beginning in FCC personnel is bound to result in a significant change in the commission's political and intellectual coloration. For one thing, Messrs. Johnson and Burch, although ideologically at war on most issues, have generally been regarded as the cable industry's major friends on the commission. For another, despite the tension between them, perhaps because of it, they have played major roles in setting the commission's intellectual tone.

More than that, neither of the commission's two remaining Democrats—H. Rex Lee or Benjamin L. Hooks—nor Mr. Quello seems likely to carry the anti-broadcaster, pro-consumer lance with anything like the passion of a Nicholas Johnson. Indeed, the argument that Mr. Quello will face in his confirmation hearing is that a lifetime as a broadcaster—he was at WJR Detroit for 25 years, retiring as vice president of the parent corporation, Capital Cities Communications Corp., in 1972—ill equips him to serve the public as a member of the FCC.

Whether he can surmount that kind of assault is the question. Senator Warren G. Magnuson (D-Wash.), chairman of

the Senate Commerce Committee, and other members of that panel, are on record as opposing the appointment to regulatory agencies of individuals whose professional lives have been bound up with the industries they would be called upon to regulate; Senator Magnuson was among the leaders in the successful fight last summer to oppose the appointment of oil industry attorney Robert H. Morris of San Francisco to the Federal Power Commission.

What's more, Senator Pastore is regarded as sensitive to charges that he and the Senate are unconcerned about the needs and desires of minority groups. Some leaders of minority groups feel confident Senator Pastore can be reached on that point. One matter about which Mr. Quello is bound to be questioned at a confirmation hearing is the March 1971 memorandum that was written by a Capcities executive, Andrew E. Jackson, who is black, reflecting the view that Mr. Quello is insensitive to the needs of minority groups (BROADCASTING, Aug. 27). However, Mr. Quello is confident he can muster considerable support for his nomination from the black community in Detroit. Furthermore, Senate sources say that the fate of the Quello nomination is up to Mr. Quello. They do not believe that Senator Pastore will oppose him on the basis of the "Morris precedent" or unless specifics are presented warranting rejection. "It really depends on the hearing—on how Quello conducts himself," one source in the Senate predicted.

But much of the attention on the changing character of the FCC last week was still focused on Nicholas Johnson. He had originally announced his plans for last week's departure at a Democratic fund-raising party in Cedar Falls, Iowa, on Saturday, Dec. 1. However, the announcement received little or no media attention. So he disclosed his plans again, on Monday, in an interview on KCFI(AM) Cedar Falls. That made the wire services. And on Wednesday, he took advantage of a long-standing invitation to address the Main Line Forum, in Philadelphia, to discuss his departure—the reasons for it and the seven years and five months that preceded it—in some detail.

He said he was leaving the commission "not to abandon the fight" for the public interest "but to continue it effectively." And he made it clear that fight includes opposition to Mr. Quello's nomination.

Mr. Johnson said he had stayed on the commission pending the appointment of a successor to facilitate "a smooth transition." But he said he found the appointment of Mr. Quello "appalling." And because he wants to remove "any possible question" as to his motive in opposing the nomination, he said, he is resigning.

As for his future, Mr. Johnson did not mention the possibility of his running for Congress. If he does run, it would mark a reversal from last year, when at the last minute, he announced a decision against running for the Senate (BROADCASTING, March 27, 1972). However, his decision to resign from the commission and return to Iowa in December rather than next year is understood to have been dictated at least in part by a desire to establish

residence in the state in 1973. The third district, now served by Representative H. R. Gross, a conservative Republican and a one-time newsmen for WHO(AM) Des Moines, is the district he is said to be interested in representing.

Mr. Johnson said he will live in a farmhouse he has rented in Kesley, and will be associated with a law firm in Waterloo—Fulton, Frerichs, Nutting & Kennedy. But, he said, he "will never cease to use whatever forum is available" to encourage citizens to take an active role in government in general, and broadcast reform in particular. He is reported to have been urged by the National Citizens Committee for Broadcasting to take a post with it. And an aide to the former commissioner last week said that he might, if he can serve NCCB from an Iowa base.

However, Mr. Johnson disclosed that he will not be cutting himself off from the Washington scene, regardless of whether he runs for Congress. He told his audience in Philadelphia that "in looking at the present and future role of community-reform efforts in broadcasting," he will maintain a Washington office.

RETROSPECTIVE

Seven years and five months: a look back at the tenure of Nick Johnson

Finally, five months after his term expired, Nicholas Johnson has announced his departure. The announcement was both anticlimactic, because of its belatedness, and dramatic, because of its abruptness. Nevertheless, the sigh of relief issuing from broadcasters across the country, not to mention his colleagues on the FCC, seemed to have the collective force of a full-blown hurricane. To many, he has been a curmudgeon, a burr, a prod to the conscience, a troublemaker, a wrecker, a phony, a publicity seeker. It is not too much to say that, in some quarters, he was hated.

He probably would not have had it any other way. Arousing those feelings was a by-product of the plan that those who have watched his career most closely say he evolved after President Johnson appointed him to the commission in 1966. For whatever reasons of policy, politics or psychological make-up, he decided early on that, if he was to have an effect, it would not be through the normal commission processes. His constituency and power were "out there," among the people. He would engage them in the processes of government, stir them up, inform them of their rights in the broadcast-licensing process and of broadcasters' obligations, and in the bargain, of what he regarded as the FCC's failure to make sure the public interest was being served. And he did it with flamboyance and dash, in speeches, in dissenting opinions, in appearances on network and

local television, in articles and in books—in all of them making outrageous statements that commanded attention.

Did he make a difference? The evidence indicates that he did.

Commissioner Johnson did not invent the consumer movement, generally or as it operates in the area of broadcasting. The Office of Communication of the United Church of Christ, for instance, was working in Jackson, Miss., among blacks who felt more abused than served by WLBT(TV), while Mr. Johnson, as a 29-year-old maritime administrator, was still hasseling the maritime industry's shipbuilders and unions.

But Commissioner Johnson certainly caught up with the movement. CBS Washington Vice President Richard Jencks, who has debated Commissioner Johnson on a number of occasions and who makes no secret of his basic disagreement with him, has said that, next to Ralph Nader, Mr. Johnson is "America's foremost publicist" for the consumer movement. And there is the testimony of former Commissioner Kenneth A. Cox, who held impeccable credentials as a liberal, activist and hard-nosed regulator while he was on the commission. He often sided with Commissioner Johnson on the major issues but he played the game by more conventional rules. He says Mr. Johnson has "succeeded" in the tactics he employed. "Maybe he did better than I." As proof, he cites the hundreds of petitions that have been filed with the commission to deny license-renewal applications. "He didn't go out and file all those petitions," Mr. Cox says. "People did who were encouraged by him."

Albert H. Kramer, founder and former director of the public-interest Citizens Communications Center, who filed many of those petitions on behalf of citizen groups, agrees with Mr. Cox's assessment. "Nick's message to the public has been, 'You can't rely on anyone. Do it yourself.'" As Mr. Kramer sees it, "Nick has tried to bring the American system to bear on the processes of government."

This picture of Commissioner Johnson drawn by Messrs. Jencks, Cox and Kramer is one that would be familiar to most of those who have known him over the past several years. But one who puts a different light on the commissioner's career is the commissioner himself. In an interview last summer, when his term was drawing to a close and it appeared he would be leaving the commission, he pictured himself not as a revolutionary seeking solutions in the actions of the people but as an intellectual seeking solutions in the minds of academics.

"My emphasis was on the consideration of things other than economic and political power."

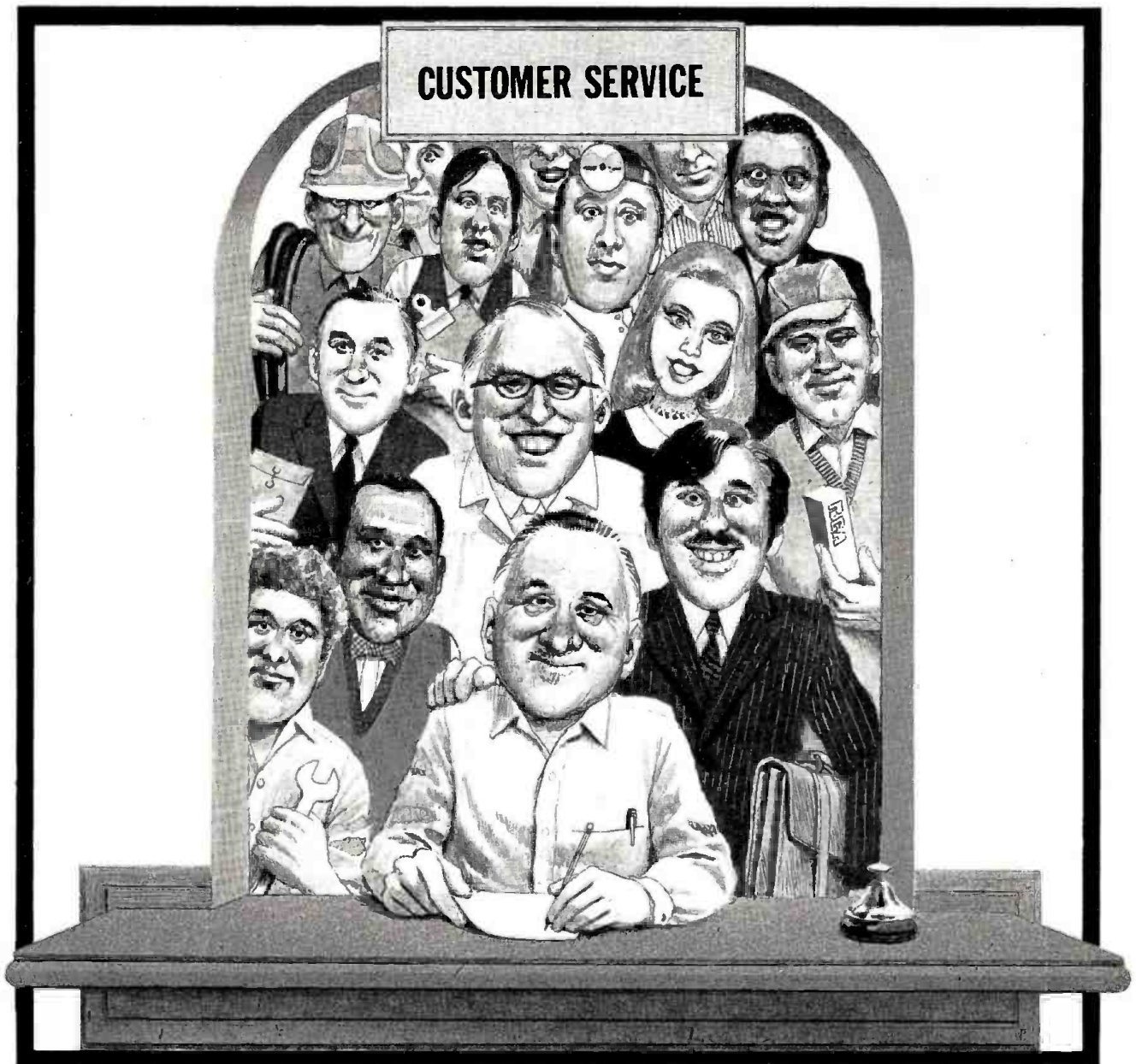
In that connection, he said, he sought to involve the academic community—the law schools and the departments of economics—in the job of helping to develop policy for regulating the communications industries. The commissioner, a one-time law professor at Berkeley, feels there is a considerable pool of talent in the universities—on the faculties and

RCA

PrimeTime

A good supplier does more than supply
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Services, Services

It all starts with getting to know you.

At RCA, we believe that probably the most valuable asset a company has is its relationship with its customers.

So in addition to constantly improving our product line, we've tried over the years to develop a wealth of services geared to your special needs as a broadcaster.

And in this issue of Prime Time, we'd like to tell you about some of them.

One of the ways we've become the most experienced company in broadcasting is by anticipating broadcasters' needs.

To do that, we have to talk to you. So periodically we send out our survey teams to find out what people in the business are thinking, doing and planning.

For example, in the early stages of the development of our TCR-100 Cartridge Recorder, RCA survey teams spent weeks poring over station program logs. Their purpose: to find out what really happens at the station break. How long is the typical spot? What's the optimum number of events that a station break machine should be able to handle? Is the added expense of a "random access" machine really necessary?

Getting answers to these questions resulted in a Cart Machine designed for easy, day-to-day

use in programming and production rather than a more expensive, complex showpiece. And broadcasters have responded by ordering and reordering at a gratifying rate.

A further result of the feedback we got is our whole approach to automation. We found a widespread interest not only in equipment with automatic performance features, but also in equipment that handles program segments automatically. Besides the TCR-100, this led to the new TCP-1624 Cartridge Film Projector.

"Our survey teams...find out what people in the business are thinking, doing and planning."

Project Management The giant on Mt. Sutro.

If you've ever wondered how big an antenna system project RCA can undertake, the new tower on San Francisco's Mt. Sutro should give you an idea.

It's 977 feet high, nearly as tall as the Eiffel Tower. It serves four FM, five VHF and three UHF stations, one of the latter not yet on the air.

Three types of TV antennas, plus standbys, were provided by RCA: VHF Superturnstiles, Traveling Waves, and UHF Polygons.

The final design was the result of an eighteen-month developmental program by RCA engineers, using computers during the early mathematical stages to plot electronic interactions among the antennas. Later, these calculations were evaluated with 1:10 scale models.

RCA managed the logistics of getting the right antenna materials to the site at the right time, supervised the installation, and checked it all out after construction.

But big projects aren't the whole story. We handle small and medium-size jobs, too. Anything from a modest mobile van to complete studio systems of cameras, VTRs and telecine units, like the complex we supplied to the Austrian broadcast agency ORF in Vienna.

What do you have in mind? Maybe we can help. Talk to your RCA representative.



And to make sure that our technology keeps up with what broadcasters need in the years ahead, there's our Princeton Research Center. Here's where basic communications research leads to breakthroughs of tomorrow.

Another vital service factor is your RCA representative. When he calls on you or your chief engineer, it isn't just to sell you something. He's there to help you with your planning—to assist in the determination of how our latest equipment offerings may best be applied to your individual operation. He's also your link to our products of the future. His analysis of your everyday operations; his reports of your comments and needs play a major role in our planning activities.

And in the pages of this Prime Time, you'll find a lot of other ways we're committed to the future of the broadcast industry. Knowing your needs is just the first step in being a qualified supplier.

Parts

Getting on the ball to keep you on the air.

Speeding your orders rates top priority at our Parts and Accessories Depot in Deptford, N. J.

This is because we know that even good products may need a replacement part fast.

First of all, this means we've got to have the parts you need in stock.

So we built one of the largest commercial electronics parts distribution centers in the world. Seven football fields would fit into it with room to spare. Then we stocked over 40,000 different stock numbers.

With minor exceptions, RCA stocks replacement parts for 10 years. However, some parts that are in active use are stocked for periods extending up to 25 years or more.

But having the parts here at RCA is just the beginning. Getting them to you is important, too.

That's where our computer comes in. It's helped us reduce average delivery time considerably. Perhaps one day you'll place your order directly with our computer, further speeding delivery time.

We ship by just about every form of transportation there is.



In emergencies, our proximity to Philadelphia International Airport—a fifteen-minute drive—contributes to speedy delivery.

"We stock most replacement parts for transmitters for a minimum of 10 years."

Last Christmas Day, when the modulation transformer of WHWH-AM, Princeton, N. J. burned out, its chief engineer called Parts and Accessories. We had the part he needed, and two hours after his phone call, a new transformer was at the station ready for installation, and the engineer was breathing a sigh of relief. And remember—this happened on Christmas Day.

All of which shows what you can expect from RCA Parts and Accessories. And demonstrates our belief in doing more than supplying good products.

Repairs

With CRAE,
"good as new" is
a lot cheaper
than "new."

Maybe you don't need that new piece of equipment yet.

It could be that all your old equipment needs is a quick visit to RCA Custom Repair and Engineering (CRAE).



We can take older RCA cameras, projectors, VTRs and multiplexers, and give them a new

lease on life for a fraction of what you'd pay for new equipment. We've restored hundreds of microphones to like-new condition—and we certify that the refurbished mikes meet original specs.

Depending on what the equipment needs, you can choose from systems modification and updating, complete overhauls, "electronic washing", testing, refinishing and optimizing.

For further information, or a quote on a specific project, contact Mr. D. G. Mager at RCA, Bldg. 2-2A, Front & Cooper Streets, Camden, N. J. 08102.

Education and Training

**Seminars on
RCA equipment
make sure you
get out every-
thing we put in.**

When we sell you a piece of equipment, we want you to get the fullest possible use out of it.

So we've created an ongoing series of technical seminars, each centered around a major RCA product. Like the TCR-100 Cartridge Recorder, the TR-70C reel-to-reel VTR, the new TK-45 Color Camera and others.

From 350 to 400 station engineers, teleproduction and CCTV systems people attend these seminars each year.

Located in Camden, N. J., our Broadcast Training facility houses a fully equipped studio for hands-on training, plus classrooms. They're used for instructing our own personnel as well as our customers.

"From 350 to 400 station engineers, teleproduction and CCTV system people attend RCA seminars each year."

Under the direction of a new Manager of Broadcast Technical Training, John W. Wentworth, author of the pioneering text *Color Television Engineering*, several educational innovations are being implemented.

Among them are more emphasis than ever on hands-on instruction, the use of team-teaching techniques, and mini-courses on equipment operation and trouble-shooting for those



customer personnel who don't require in-depth training.

We're even looking into the possibility of going to our customers with regional seminars.

Purchasers of major broadcast products qualify for RCA seminars. Your RCA representative can arrange for your participation.

Information Service by the numbers.

Just about any problem you may have that's not covered under "Parts" or "Repairs" can be handled by calling the Tech Alert number at the left below.

You can get product information, answers to warranty questions, installation schedules and other help. The Tech Alert operator will connect you with the right specialist for your problem during business hours.

After hours and on weekends, a recorder will take your message for action the next weekday, and also give you an emergency number.



Tech.Alert



Parts



Repairs

Tech Alert. It's one number you can call 24 hours a day, seven days a week.

And as for Tech Alert people, you'll meet them each time you purchase a major RCA product. They're the people who arrange to have a field engineer come in and check it out for you.

Along with the Tech Alert number, we've also included the phone numbers for repairs and parts replacement, discussed elsewhere in this issue.

among the graduate students—that was going untapped. He tapped those sources for a total of some 100 staff aides—legal assistants, summer interns and the like—in his years on the commission.

Mr. Johnson said he spent relatively little time on matters related to citizen groups—maybe 5%. And if Mr. Cox points to the hundreds of petitions to deny as the fruits of a successful career, Commissioner Johnson suggests vaguely that law-review articles and doctoral dissertations and communications courses in law schools and schools of economics have been generated at least in part by his visits to colleges and universities.

But this may be simply the reflection of a man with strong intellectual interests who early in his career as an FCC commissioner was reported in a BROADCASTING "Profile" as expressing concern about the "wild-man" image he seemed to be acquiring (BROADCASTING, April 24, 1967). For Mr. Cox recalls a Nick Johnson that conforms more closely to the public image. Mr. Johnson once offered "a friendly criticism" when they were serving together on the commission, Mr. Cox said. "He was getting a reputation as a headline hunter, but he felt that Fly and Durr and Minow and Henry had slugged along writing dissents read only by communications lawyers, making speeches to broadcasters, giving interviews to the trade press, and testifying before Congress—just talking to members of that 'subgovernment' that Nick is always talking about—and that our effort was therefore limited. He went outside to stir things up. It's a valid approach." James Lawrence Fly, Clifford Durr, Newton N. Minow and E. William Henry were all, like Mr. Johnson and Commissioner Cox, renowned commission liberals. All but Mr. Durr served as chairman. (It might also be worth noting, as an indication of Mr. Johnson's approach, that when the Johnson office produced a major effort, such as the ranking of major-market affiliates, he made sure copies were hand-delivered to the news media he thought would be interested.)

If the approach was "valid," some questioned the methods. They accused Mr. Johnson of believing that extremism in defense of the public interest is no vice. His criticisms were not measured; they were sweeping. His regard for the facts,

some felt, was not always scrupulous. And perhaps most galling of all was the seeming self-righteousness that laced so many of his papers, the attitude, too, that those who disagreed with him on issues on which he felt deeply were, somehow, moral or at least intellectual incompetents.

His colleagues on the commission felt this last most acutely. They learned early in his term that the young Nick Johnson, so deferential to his elders on the commission in meetings and in social gatherings, wrote dissenting opinions in a blistering style that seemed to know no restraint. In dissenting to the commission's approval of the ABC-ITT merger, in December 1966, he accused the commission of making "a mockery of the public responsibility of a regulatory commission that is perhaps unparalleled in the history of the American administrative process." (The merger later came unstuck after the Justice Department entered the case and took the commission to court. While the court was still considering the matter, ITT exercised its option to withdraw from the agreement.)

And his *Yale Law Journal* article, "A Day in the Life" of the FCC, published last July, indicated that approaching separation from the commission had not mellowed Nick Johnson. Why the analysis of a single day's activities? It might be instructive "in determining why an agency is failing at its job or why it acts in a consistently unprincipled manner" (BROADCASTING, July 30). Obviously, he had long since passed the point of questioning *whether* the agency fails in its job or acts in an unprincipled manner.

The networks were a special and frequent target. They were "child molesters" and "pushers to a junkie nation." In an appearance on CBS's *Face the Nation*, in September 1969, in discussing political broadcasting, he said it is "preposterous" for an industry earning the profits he said broadcasters were earning to "hold up the elected officials" and require them to pay for the time they use, then added: "It's kind of like a criminal stealing a woman's wedding band after he's raped her." (Nor was that a spur-of-the-moment comment; he had tried it out on the office staff while preparing for the program, and decided to use it on the air.)

And before former Vice President

Spiro T. Agnew occupied the role, Commissioner Johnson was the principal public critic of network news. In an article in *TV Guide*, on July 5, 1969, he had charged the networks with suppressing "anything" they found inconsistent with their personal views or interests. On the same *Face the Nation* on which Commissioner Johnson made the wedding-ring remark, two CBS newsmen, Mike Wallace and George Herman, who apparently took the *TV Guide* piece personally, sought to cross-examine him on the specifics of his charges, and failed; he bobbed and weaved until time ran out. But Richard Salant, president of CBS News, given the opportunity for a reply by *TV Guide*, cited specific stories CBS had done on subjects the commissioner said the networks purposely ignored. If today Commissioner Johnson is an eloquent and forceful defender of the network-news operations against what he sees as efforts at intimidation on the part of the Nixon administration, network officials are not impressed. They note that he has been the foremost advocate of public access to the airwaves on the ground that broadcasters are government instrumentalities—a proposition and an argument that broadcasters emphatically reject.

Commissioner Johnson shrugged off the criticisms of the networks and others. He was making his impact; he was getting his message across; he was serving as an advocate for those (whatever the validity of their positions) he felt would not otherwise be represented. (In an interview on CBS last summer, he suggested that the commission should have six members like him representing what he said was the public interest and one representing private interest. That one commissioner, he said, could then be the controversial and outspoken member.)

Mr. Cox believes stations have become more responsive to public-interest groups and more concerned about such matters as commercial practices and children's programming at least in part because of Commissioner Johnson's speeches and public appearances. And his *TV Guide* piece—extreme, overstated and unfair as it may have been—might even have persuaded network news executives and newsmen to take a hard look at their consciences and their motives. And if by his

Evolution of a commissioner



1966



1969



1970



1971



1973

criticism he was alienating his colleagues on the commission and sacrificing any chance of winning support for policies he favored, that seemed a small price. But he paid it.

"His positions were so extreme, so vitriolic, that he lost the confidence of his colleagues," a commissioner said recently. "Whatever he brought up was looked on with distrust and suspicion. I didn't trust him. I did not think his intent was to find constructive solutions."

Chairman Dean Burch did not try to hide his contempt. Like his predecessor, Rosel H. Hyde, Chairman Burch thought Mr. Johnson's attacks on the commission scurrilous and his tactics and arguments dishonest. He said as much when, in commenting on "A Day in the Life" of the FCC, he called Mr. Johnson intellectually dishonest.

It would not be accurate to say, however, that Mr. Johnson had no impact on commission policy. He did, although with few exceptions—and one of historic proportions—his impact was negative. One former official who was no particular fan of Mr. Johnson's, says that "fear of Johnson dissents" persuaded the commission on several occasions to modify positions they were considering. And in a number of instances when he did not persuade the commission to change course, the dissenting opinions he wrote figured in court reversals of commission actions. This was the case, for instance, when the commission adopted a policy statement aimed at protecting broadcasters against challengers for their frequencies at license-renewal time, and when the commission rejected the argument of environmentalists that its ruling extending the fairness doctrine to cigarette commercials was precedent for its further extension of the doctrine to commercials for high-powered automobiles and leaded gasoline. (It was also the case when the commission held that broadcasters could impose a flat ban on the sale of time for controversial-issue programing. However, although the appeals court overruled the commission, the U.S. Supreme Court later overruled the lower court and Commissioner Johnson.)

But one staffer says that Mr. Johnson played a positive major role in shaping FCC cable-television policy. "He did a great, constructive job" on the package of cable-television rules that was adopted in February 1972, he said. But, the staffer added, Mr. Johnson went too far in "trying to hang on cable systems the kinds of access-channel obligations they could not handle."

Eventually, Mr. Johnson denounced the package, in a statement in which he concurred in it in part and dissented in part, calling it "a classic case study" of "the decision-making process at its worst," an example of "industry domination of government," and of "presidential interference in the operation of an agency responsible to Congress"—this last a reference to the Office of Telecommunications Policy's efforts to persuade the contending industry parties to accept a compromise package that would eliminate the danger of Congress being dragged into a bitter fight over cable legislation.

The one major matter on which Com-

missioner Johnson did put his stamp was the celebrated Boston channel-5 case, in which the commission for the first time denied the license-renewal application of a television station—WHDH-TV—and granted a competing application, that of Boston Broadcasters Inc., on Jan. 22, 1969. Since a major factor in the decision was the concentration of control of mass media—the station was under common ownership with the *Herald-Traveler*—and since many television stations, including most of the major ones, would be vulnerable to challenge on that ground, the decision had the impact of an earthquake. And the reverberations have not yet ended, despite the commission's determined efforts to erase the decision's precedential effects.

Four years later, the commission action still seems unreal. Only four commissioners voted—Mr. Johnson, Robert T. Bartley, Robert E. Lee and James J. Wadsworth. Only Commissioner Lee favored renewing WHDH-TV's license. Commissioner Wadsworth, who retired from the commission in November 1969, was incensed at WHDH because of the ex-parte activity that had placed the grant of its original authorization under a cloud and because of what he considered the cavalier attitude of WHDH officials toward the ex-parte charges. As he acknowledged later, he cared not at all about the concentration-of-control issue (BROADCASTING, Dec. 28, 1970-Jan. 4, 1971).

But former Commissioner Bartley, who retired from the commission last year, and Mr. Johnson cared. It was an article of their ideological faith. And although Commissioner Bartley was listed as the supervising commissioner on the opinion, commission sources say it was Commissioner Johnson who pressured the staff into basing the opinion on the newspaper-television station crossownership issue.

Which was within his authority as commissioner. But then he added a final touch. He did not vote for the commission opinion. He concurred in the result and wrote a separate statement in which he affected a detached attitude. He said he felt no "passion" for the ultimate winner in the case, and was taking no position on the merits of continued newspaper ownership of broadcasting properties where there are competing media. But he also said the decision was "a step, however small, back toward the commission's often professed but seldom evidenced belief in the benefits of local ownership and media diversity. It is at the very least," he concluded, with an air of supreme casualness, considering the devastating loss to WHDH, "an interesting experiment which will be watched carefully."

Why the detached air? Commissioner Johnson said he did not recall the circumstances surrounding his vote, although he did say he remembers being particularly "concerned" at the time about the concentration-of-control issue. It might be as a commission staffer—a staffer who admires Mr. Johnson's "style" and respects his intelligence—puts it: "Commissioner Johnson is a wrecker. He doesn't want to win; he wants to bleed. He never wants to conclude anything. It's got to be perfect."

Or it could be too that the burden of

responsibility that goes with success is one he does not want to carry. Commissioner Johnson chose not to make clear his unequivocal support for a bold new departure in commission policy in the WHDH case; he talked of an "interesting experiment." And experiments by their nature sometimes fail. (For the record, the decision, based in large part on the ground that WHDH-TV was owned by the corporation that published the *Herald Traveler*, led to the demise of the newspaper.)

Mr. Johnson does not see his departure from the commission signaling a weakening of the citizen movement in broadcasting. He feels the citizen movement generally is getting stronger, nourished by an increasing number of people with the necessary education and the time and financial resources to work for change. Furthermore, he says, "People have seen evidence that that they can no longer place unrestricted faith in authority—particularly since Watergate. The respect that the average person has for business is down. Students are prepared to challenge teachers, the citizen in the street, the police. And they're not going to trust the station operator. Also, they have seen evidence of citizen activity, some of it successful, as in the civil-rights movement.

Now he is moving back home to Iowa, to a farm house he is renting in Kesley, where he is expected to prepare for a race for Congress. Representative H. R. Gross, the conservative Republican who represents Iowa's third district, is the man he has an eye on opposing next fall. In the meantime, Mr. Johnson, who is divorced, will practice law, write—a book about his experience at the FCC is one project—and live the kind of basic, simple life he extolled in "Test Pattern for Living"—doing his own mending, and doing without a television set.

With James H. Quello in Commissioner Johnson's place—assuming he is finally confirmed—the commission will certainly be quieter. And there are those who, like Mr. Cox, feel it will be poorer. "He has filled a vitally necessary role of critic," Mr. Cox says. "The industry needs critics; it gets into trouble without them. The commission needs critics too."

Some at the commission—commissioners and staff members alike—indulge in what-might-have-beens in discussing Nick Johnson. They wonder what contributions Commissioner Johnson, with his intelligence and energy, might have made if he had been less extreme in his petitions, if he had cooperated with his colleagues instead of antagonizing them, if he had worked patiently for changes in commission policy that he thought serve the public interest. "A more moderate Nick Johnson would have been a most valuable addition to the commission," one staffer said recently.

There are many, of course, who would dispute that—the citizen groups he helped arouse and encourage. In any case, talking about a "moderate" Nick Johnson is obviously a contradiction in terms. For better or worse, he did it—his seven years and five months—his way.

(This retrospective on the FCC career of Nicholas Johnson was written by Leonard Zeidenberg, senior correspondent.)

Broadcast hours eyed as lever on energy crisis

Herb Klein suggests 1 a.m. curfew; a professor would advance TV networks' prime time; the FCC, still open-minded on the subject, is adding up radio-TV power use

Herbert G. Klein, former communications director for President Nixon and now a Metromedia Inc. vice president for corporate relations, urges a TV curfew at 1 a.m. to conserve energy. Such a cutoff, he told students at the University of Nevada's school of journalism in Reno, would not be unduly harsh on broadcasters. At midnight, he said, there are 18 million households watching TV, but thereafter there is a sharp dropoff—10.9 million by 1 a.m., six million by 2 a.m.

And a college professor in Columbus, Ga., would do Mr. Klein one better—by requiring the television networks to advance their prime-time hours from 8-11 p.m. to 7-10 p.m. in the Eastern and Pacific time zones. The thesis he shares with Mr. Klein: that one of the principal factors governing bedtime—and thus lights out—in those populous areas of the country is the sign-off time of popular network shows.

(Independent of either suggestion, the FCC's Broadcast Bureau—at the behest of Chairman Dean Burch—is gathering data on how much energy is used by broadcast stations in sending out their signals, as well as how much is used by TV and radio receivers in picking them up [BROADCASTING, Dec. 3]. The commission, at the moment, is purely fact-finding, in anticipation that the question will be put to it by one or another of the administration's energy councils. Chairman Burch says there's no predisposition to a reduction of broadcast time; indeed, he notes that a case could be made that broadcasting should be encouraged rather than discouraged, in an effort to keep people home rather than on the road in search of other diversion. Canada and Japan, however, have imposed broadcast curfews.)

Senator Paul Fannin (R-Ariz.) brought up the idea of shortening the entire broadcast day during hearings on the emergency energy bill (S. 2589) last month. Somewhat facetiously, his staff members say, the senator said that a dual purpose could be achieved if broadcasters did not stay on the air so late at night. Not only would the power used by broadcast stations be cut if they signed off earlier, but "a lot of the garbage on the tube" would be cut off as well, one of his aides paraphrased him as saying.

A 1 a.m. signoff, Mr. Klein said, not only would save on electric power used by stations and in the operation of TV sets at homes, but also would reduce lighting and heating in the homes of viewers. He noted that the outdoor advertising industry already has cut its

lighting by 25%. "That is a fair share," he said, "and a good example." (Metromedia also owns Foster and Kleiser Co., outdoor billboard firm.)

Mr. Klein also suggested that savings could be realized if broadcasters were to alternate early morning sign-on in a given community. "A voluntary, industrywide effort," he said, "is preferable to cumbersome government regulations."

At present, the three TV networks have broadcast routinely to 1 a.m., although some go longer. ABC, for example, runs its *Wide World of Entertainment* from 11:30 p.m. to 1 a.m.; CBS runs its late movie during the same period. NBC, however, recently inaugurated its Tom Snyder *Tomorrow* show from 1 to 2 a.m. In Los Angeles, Metromedia's own KTTV-TV runs movies throughout the night.

The professor—Donald W. Hendon of Columbus College—backs up his suggestion with a 154-respondent survey: 77 from Columbus (in the Eastern time zone) and 77 in Auburn-Opelika, Ala. (in the central time zone). Both are in the Columbus viewing area. Within that sample, on Fridays, for example, the Easterners said they go to bed at midnight, the Midwesterners at 11 p.m. In the Eastern survey, 15% of respondents said that staying up to watch TV was the most important determinant of bedtime, 29% said it was the second most important reason, 25% said it was the third. The respective figures among the central zone respondents were 16%, 39% and 30%.

Professor Hendon projects his findings to the belief that a shift in network programming practices could result in an almost 1% reduction in energy use—a finding he has brought to the attention of the FCC, the Senate, the House of Representatives and the networks themselves.

This is not the first time Dr. Hendon has figured in broadcast matters. Several years ago he brought charges against TV stations in Las Vegas, saying that station had clipped network commercials. Subsequently, Dr. Hendon said, he was



Silver celebration. Senator Warren Magnuson (c), joined KING-TV Seattle founder Dorothy Bullitt (l) and President Ancil Payne (r) for a celebration of the station's 25th anniversary Nov. 25. The ceremonies included a presentation by the station and its network, NBC-TV, of a lunar landing module to the Pacific Science center. The quarter-million dollar simulator was used by NBC in its telecast of the Apollo space shots.

discharged from his post at the University of Nevada at Las Vegas, allegedly as a result of pressure brought by broadcasters.

Savings-time bill may hit Nixon's desk later this week

Daytimers offered some relief; conference to iron out discrepancy in effective dates and questions about states straddling two zones

The Senate passed a bill last week that would place the U.S. on year-round daylight-savings time and offer relief from presunrise broadcasting restrictions to some 100 daytime radio stations. The daylight-savings time bill was sent to a conference committee to iron out differences in the effective date and certain state exemptions. Congressional officials believed that the bill could be ready for the President's signature by the end of this week.

As passed last Tuesday, the Senate version (S. 2602) contains the same language on relief for daytime-only stations as the bill passed out by the House (H.R. 11324) two weeks ago (BROADCASTING, Dec. 3). The bill instructs the FCC to permit daytimers to operate "not in excess of one hour prior to local sunrise" if such a permit is in keeping with existing international treaties. The daytimer amendment was introduced by Senator Robert Dole (R-Kan.).

Originally, the Senate Commerce Committee had refused to entertain any amendments which it considered of special interest, like the daytimer provision. And, it had announced plans to ask the House to excise its daytimer-relief provision from the H.R. 11324. But committee members, after conferring with FCC officials, reversed their position and allowed the Dole amendment to be introduced. FCC experts, committee staff members said, had expressed the commission's desire to have a legislative mandate on the matter of rolling back start-up times. There was concern that the approximately 100 stations ineligible for presunrise authority and operating on American clear channels might interfere with other American-based stations and raise Sec. 316 considerations. Sec. 316 of the Communications Act prohibits infringement on the coverage area of a licensee without a hearing.

The Senate and House bills now go to conference. There is a discrepancy in the effective dates of the bills—the Senate version would make daylight-savings time effective sometime after the first of the year, the House's would make it effective before Dec. 31. Also, the Senate version contains a provision that would allow states split by time zones to exempt one section from mandatory daylight-savings law, thus placing the entire state on a uniform clock.

Justice asks FCC to break up 'concentration' in Milwaukee

Without awaiting rulemaking on paper-station crossownership it wants action on WTMJ-AM-FM-TV

The Department of Justice, apparently impatient with the FCC's pace in resolving a rulemaking aimed at breaking up multimedia holdings in individual markets has asked the commission to designate for hearing the license-renewal applications of the Journal Co.'s WTMJ-AM-FM-TV Milwaukee.

The department noted that the rulemaking under consideration is now five years old, said that the commission cannot indefinitely postpone consideration of concentration-of-control-of-media issues simply because of the pending rulemaking, and added that when a company controls an estimated 75% of the advertising revenues in its area of dominant influence—as it says the Journal Co. does—the commission should act.

The arguments were made in a letter written to the commission by Donald J. Baker, deputy assistant attorney general for the antitrust division. The department used the letter to convey its views after the commission last month denied its re-

quest for an extension of time in which to file a formal petition to deny renewal (BROADCASTING, Nov. 19). The deadline had passed Nov. 1.

Whatever the commission's views regarding the desirability of postponing renewal decisions based on media concentration when it initiated the rulemaking that would force the breakup of multimedia holdings within the same markets, Mr. Baker said, "it could not have contemplated eliminating concentration as a public-interest factor for nearly two full renewal periods." (Actually, the proposal to force the breakup of existing situations was made part of the rulemaking [Doc. 18110] in March 1970.)

He also said that whatever the outcome of the rulemaking, the commission must act in situations where media ownership is so concentrated that license renewal "cannot be squared with the public interest."

Such is the case, Mr. Baker said, in Milwaukee, where the Journal Co. owns the only newspapers—the morning *Sentinel* and the evening *Journal*—as well as three broadcast stations. He said that throughout the ADI—nine counties around Milwaukee—the two papers are the only ones with significant circulation, that they reach more total homes (438,000) than does any Milwaukee television station (WITI-TV—409,000). He also said that of the three VHF stations in Milwaukee, WTMJ-TV, an NBC affiliate, has the highest net weekly circulation, the highest network base hourly rate and the second

highest average daily circulation of all the Milwaukee TV stations. The AM has the highest circulation of any radio station in the city; it is 42% higher than the second station. And the FM, although not among the five highest-rated stations, is separately programed.

The department's estimate that the Journal Co. media account for some 75% of the local advertising business in the Milwaukee ADI is based on a number of facts and assumptions. Milwaukee broadcast stations in 1970 received about \$12.9 million in local advertising revenues, and the Journal Co. stations are assumed to have received no less than one fourth of that, or \$3.2 million. The newspapers produced about \$52 million in revenues; \$44 million of that is assumed to have come from advertising, and, based on national averages, \$36.1 million from local advertisers.

And since local advertising expenditures in broadcasting nationally in 1970 were one fourth the total spent in newspapers and broadcasting combined, the department translates the \$12.9 million that local advertisers spent in broadcasting in Milwaukee into a combined total of broadcast and newspaper local advertising of \$52 million. Of this, the Journal Co.'s \$39.3 million would constitute about 75%.

"A market share of this magnitude," Mr. Barker said, "approaches monopoly . . . and is especially significant when it occurs in so broadly drawn a territory as is Milwaukee's ADI. The fact that renewing the Journal Co.'s broadcast licenses tends to preserve that concentration makes at least a prima facie case that renewal is not consistent with the public interest and creates a cloud on the licenses that can only be dispelled at a hearing."

The department's action was greeted by Milwaukee's mayor, Henry Maier, who has been feuding with the Journal Co. since the *Journal* last year excised part of a column he wrote for the newspaper on the ground it was libelous and then printed the remainder of the piece after, he says, he had asked that the column be withheld rather than edited. He has not been taking questions from Journal Co. reporters.

Mr. Maier, who has denounced the Journal Co. as monopolistic, wired FCC Chairman Dean Burch, as soon as he heard of the department's letter, on Nov. 30, saying that since the department maintains that a hearing on the Journal Co. renewal applications is required, the hearing should be held in Milwaukee. He said this would give Milwaukee citizens, who are "the real victims of the Journal Co.'s monopolistic practices," an opportunity to be heard. He called a news conference to announce that he was sending the wire.



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73-63

36 queried on hiring

The FCC will look into the employment practices of 36 stations in Illinois and Wisconsin whose normal renewal period is this month. The commission has mailed letters of inquiry to stations with 10 or more full-time employees and showing a decline or complete absence of women or

minority employees. Involved were:

WBEL(AM) South Beloit. WCGO(AM)-WTAS(FM) Chicago Heights, WCVS(AM) Springfield, WDWS-AM-FM Champaign, WFMB(FM) Springfield, WFMF(FM) Chicago, WFRL(AM)-WELL(FM) Freeport, WITY(AM) Danville, WJOL-AM-FM Joliet, WKRS(AM) Waukegan, WOPA(AM)-WGLD(FM) Oak Park, WRMN(AM)-WJKL(FM) Elgin, WRRR(AM) and WYFE(AM) both Rockford, WZBN(AM)-WKZN(FM) Zion, WAND-TV Decatur, WGEM-TV Quincy and WJCS(TV) Springfield, all Illinois; WFHR(AM)-WWRW-FM Wisconsin Rapids, WGEZ(AM) Beloit, WHBY(AM) Appleton, WRAC(AM)-WRKR(FM) Racine, WRJN(AM) Racine, WTSO(AM) Madison, WZUU-AM-FM Milwaukee and WAOW-TV Wausau, all Wisconsin.

Changing Hands

Announced

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

■ **WDLF(FM)** Deland, Fla.: Sold by Shom Broadcasting to Joseph Gratz for \$200,000. Brian E. Tolby is president of Shom, which also operates **WOOD(AM)** Deland. Mr. Gratz owns **WELE(AM)** South Daytona, Fla. WDLF is on 105.9 mhz with 76 kw and antenna height 245 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 56):

■ **KROS-AM-FM** Clinton, Iowa: Sold by Clinton Broadcasting Corp. to Public Service Broadcasters Inc. for \$480,000. Bernard Jacobson is president of Clinton Broadcasting. Public Service is owned by Donald G. Jones, Harold Hoeffker, George Ferry, Joseph Shafer and others. Public Service is licensee of **WTIM-AM-FM** Taylorville and **WVLN(AM)-WSEI(FM)** Olney, both Illinois; **KFIZ(AM)** Fond du Lac, Wis.; **WCTW(AM)-WMDH(FM)** New Castle, Ind. and **WZOE(AM)** Princeton, Ill. KROS operates full time on 1340 khz with 1 kw day and 250 w night. KROS-FM is on 96.1 mhz with 100 kw and antenna height 360 feet above average terrain.

■ **WYPR(AM)** Danville, Va.: Sold by Danville Broadcasting Co. to WYPR Radio Inc. for \$380,000. David P. Welborne, president of Danville Broadcasting, also owns **WTBO(AM)** Cumberland, Md., and 50% of **WNCA(AM)** Silver City, N.C. WYPR Radio is owned by R & S Communications Inc. Harry L. Reiner is president of R & S, which also owns **WEXT(AM)** West Hartford, Conn. WYPR is daytimer on 970 khz with 1 kw.

■ **KERG(AM)** Eugene, Ore.: Sold by Guard Publishing Co. to Mattco Inc. for \$255,000. Alton F. Baker is president of Guard Publishing Co. which owns newspaper interests in Oregon. Mattco is owned by Russell H. and William W. Matthias, who also own **KBOM(AM)** Bismarck-Mandan, N.D., and **KOOK(AM)** Billings, Mont. KERG operates full time on 1280 khz with 5 kw day and 1 kw night.

■ **KWNS-AM-FM** Pratt, Kan.: Sold by KWNS Inc. to O'Malley-Kieffer Communications Inc. for \$254,000. William J. Young is president of KWNS Inc. Mr.

Young also has interest in **KBLR(AM)** Bolivar, Mo. Buyer principals are Donald J. O'Malley and George D. Kieffer. Mr. O'Malley has interest in Swanco Broadcasting Co., licensee of **KLEO(AM)** Wichita, Kan.; **KKYX(AM)** San Antonio, Tex.; **KQEO(AM)** Albuquerque, N.M.; **KRMG(AM)-KWEN(FM)** Tulsa and **KKNG(FM)** Oklahoma City, both Oklahoma, and **WBYU(FM)** New Orleans. Swanco also operates CATV system in several Florida communities. Mr. Kieffer is advertising director for theater chain in Kansas City, Mo. KWNS operates full time on 1290 khz with 5 kw day and 500 w night. KWNS-FM is on 93.1 mhz with 29 kw and antenna height 120 feet above average terrain.

NOW wants to block San Diego sale to Storer

Petition to FCC not only raises issue of woman-minority hiring, but also charges trafficking

The National Organization for Women in San Diego, Calif., has petitioned the FCC to deny Storer Broadcasting Co.'s proposed acquisition of **KCST(TV)** San Diego from Bass Brothers Enterprises. NOW charges that Storer's employment record reflects a pattern of discrimination against women that requires further inquiry and raises doubts about Storer's promise to employ minorities and women at **KCST** "in

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approximately the same ratio as these persons are available in the local labor market."

NOW also urges denial of the \$12-million sale on a number of other grounds, one of which revives the controversy surrounding KCST's successful effort to wrest the ABC affiliation for southern California from XETV(TV) Tijuana, Mexico (BROADCASTING, March 12). NOW contends that the sale would result in a violation of commission policy against trafficking in broadcast licenses and network affiliations.

It notes that Bass, which acquired the station for \$1,108,000 in 1967, agreed to sell it to Storer for \$11 million more, on March 14, 1973, eight days after a separate agreement was reached under which XETV abandoned its court fight to overturn the commission action which barred ABC from continuing to send its programming across the border. The commission had acted on a petition filed by ch. 32 KCST, which said it could not compete against the network-affiliated stations in its market without a network affiliation of its own.

NOW, in addition, argues that the commission must disapprove the proposed sale on the ground that it would result in a violation of the rule barring crossownership of CATV and television stations in the same market. NOW says that Storer owns four cable systems within KCST's grade B contour. It also says, in a separate petition, that Storer's failure to apply for a waiver of the rule at the same time the transfer application was filed is ground for dismissing the application.

Special research urged for public TV

The president of the foundation that dropped its funding of the PBS series, *Behind the Lines*, has laid out new research guidelines for public television. Lloyd N. Morrisett, president of the John and Mary R. Markle Foundation, New York, detailed his prescription for a "sick industry" in an essay included in the foundation's annual report. The Markle foundation annually funds some \$2 million in mass-media research, much of it bearing on television in general and public television in particular.

Mr. Morrisett says there must be research to identify special-interest groups for which programming can be devised. It is his belief that a wide range of programming to many special interests will potentially reach all of the 30-36 million households estimated to be within range of a public-TV station and equipped to receive it. From that would follow an increase in federal funding, he reasons.

Mr. Morrisett places a price tag of \$500,000 on a series of periodic reports designed to assess special-audience interests with another \$1 million needed for a continuing rating service for public TV.

Mr. Morrisett praises *Sesame Street* as one of the few public-TV offerings that have attempted to define and serve a specific audience. The Markle Foundation president also serves as the chairman of the Children's Television Workshop.

Hope-Linkletter group gets brass ring in Pasadena

A decade of costly fighting for KRLA's 1110 khz facility is climaxed by FCC's award to Western Broadcasting Corp.

Almost 10 years after being deluged with 19 applications for the facilities of KRLA (AM) Pasadena, Calif., which lost its license to operate on 1110 khz in 1962, the FCC last week picked a winner—Western Broadcasting Corp., whose principals include Bob Hope and Art Linkletter.

The comparative hearing has been one of the longest and, probably, costliest in the commission's history. Of the 19 applicants that had originally filed for the KRLA facilities—to serve the nation's number-two market—only seven are still in the case. And many had included illustrious names from show business and broadcasting.

The commission, in an opinion supervised by Chairman Dean Burch, said it was selecting Western on the ground that it "holds out the greatest promise of an improved operation which will make the most efficient use of the 1110 khz frequency in the Southern California area." Western (Docket No. 15765) proposes to operate with 50 kw daytime and 10 kw nighttime.

Besides Messrs. Hope and Linkletter, one of the original principals of Western was Richard Moore, a former president of KTTV(TV) Los Angeles, who is now a presidential assistant. Mr. Moore has disposed of his holdings in Western.

The commission's opinion overturns two earlier decisions in the case. Voice in Pasadena, headed by Robert E. Lovett, a Los Angeles advertising man, received the recommendation of the administrative law judge in the case in an initial decision issued on April 2, 1969. Two years later, the review board denied all of the applications except Orange Radio, on technical engineering grounds. But Orange Radio's application was severed from the proceeding and remanded for further hearing because of character-qualification issues which had been raised concerning one of the principals, Robert A. Maheu, a 15% stockholder and a former public-relations consultant for Howard Hughes. Mr. Maheu had been accused of making misrepresentations in Orange's pleadings (BROADCASTING, May 31, 1971).

The other applications denied by the commission last week are those of Goodson-Todman, whose principals are the producers Mark Goodson and William S. Todman; Crown City Broadcasting Co., whose principals include Macdonald Carey, the actor; Pasadena Broadcasting Co., principally owned by the Tribune Publishing Co., licensee of KTNT-AM-FM-TV Tacoma, Wash., and publisher of the *Tacoma News-Tribune*, and Pacific Fine Music, owned by A. Arthur Crawford,

founder and former owner of KJOI(FM) Los Angeles, and his wife, Jean.

The commission vote was 5-to-2. Commissioners Robert E. Lee and H. Rex Lee favored following the review board's recommendation, at least to the extent of favoring Orange if it survived the hearing that was proposed. Commissioner H. Rex Lee, however, would not have disqualified the other applicants on technical grounds.

The original KRLA, owned by Donald R. Cooke, the brother of Jack Kent Cooke, Teleprompter Corp.'s chairman, was denied renewal of its license on grounds of conducting fraudulent contests and of attempting to mislead the FCC by altered program logs.

The station has been operated since the former licensee went off the air by Oak Knoll Broadcasting Corp., a nonprofit organization which donates a portion of its profits to educational television in the Southern California area.

The commission based its decision solely on comparative technical considerations after finding fault with each of the applicants on engineering grounds.

"Our choice is not among applicants who meet all of our technical and engineering requirements," the commission said, "but among applicants with a variety of shortcomings where there appears to be no reasonable likelihood that a proposal which does meet all of the requirements would be forthcoming if we opened the frequency to new applicants."

The applications of Goodson-Todman, Crown City, Voice in Pasadena and Pasadena Broadcasting, each of which proposed to use the transmitter site now occupied by KRLA, were rejected by the commission because the proposed stations would cause undue interference to KFAB(AM) Omaha, Neb., and receive it from other stations. The site proposed by Pacific Fine Music, in Whittier, was found to be technically undesirable.

This left Orange and Western. In comparing them, the commission found that Western had the most stable directional antenna array of any applicant. Both proposals, however, would provide adequate protection to KFAB. On other factors, Orange got a plus and a minus.

But the determining factor between the two applicants, the commission said, was that Orange would receive interference affecting 23.2% of the population in its normally protected nighttime primary service area, which is greater than that of any other applicant. Commission rules set a 10% limit, and Western's proposal is in compliance; it would be subjected to a 9.6% population loss, the commission said. The commission said Orange's 23.2% population loss involves 923,827 more persons than the 9.26% loss seen in Western's proposal.

Media Briefs

Spokane to appeal. Spokane Television Inc., licensee of KTHI-TV Fargo, N.D., has notified U.S. Court of Appeals in Washington it plans to appeal FCC's Nov. 20 approval of sale of KSOO-TV Sioux Falls and KCOO-TV Aberdeen, both

South Dakota, by KSOO-TV Inc. to Forum Communications Co. Spokane Television alleged that grant would result in undue concentration of control of mass media.

For the roses. WGN Continental Broadcasting Co., only broadcast firm to enter float in Tournament of Roses Parade New Year's Day, this year will toast company's 50th year under "Golden Anniversary" theme. Float will feature Lawrence Welk, whose national program began on WGN(AM) Chicago some 30 years ago and Amanda Jones, reigning "Miss USA." Float was created with more than 50 varieties of flowers and has five animated couples waltzing to music of completely animated orchestra.

Short termers. FCC granted license-renewal applications of WVLK(AM) Lexington, Ky., until Aug. 1, 1974, because of misrepresentations by station's general manager, and WXLW(AM) Indianapolis until Dec. 1, 1974, for broadcasting misleading information about contest.

FCC votes unanimously to deny WMRE renewal

Commissioners uphold initial decision that found evidence of deception in station transfer and attempt to halt construction of competing station

"Serious misconduct" by WMRE(AM) Monroe, Ga., has resulted in an FCC decision denying that station's license-renewal application and ordering it off the air within six months.

The station's renewal application, filed by licensee Walton Broadcasting Co., was designated for hearing in October 1970. At issue was Walton's alleged effort to block the application of Community Broadcasting Co. for a second AM station in Monroe (Community has since become licensee of WKUN[AM] in that city), a question of unauthorized transfer of control, submission of false and misleading information to the commission, failure to file ownership and control contracts and violation of FCC rules on ownership reports.

In an initial decision last August, Administrative Law Judge David I. Kraushaar concluded that Warren G. Gilpin, WMRE's president and stockholder, did not possess the character qualifications required of licensees and that the renewal application should be denied. He cited "overwhelming evidence" of "chicanery and deception" by Mr. Gilpin. He said Mr. Gilpin sponsored a competing application for a station in Monroe to keep a former employe from building a station there. And, Judge Kraushaar added, Mr. Gilpin bought out his partner in WMRE in 1958 but did not file a transfer application until 1969 and he "regularly and continually misinformed the commission" about the contract with his former partner.

The commission, in a unanimous 7-to-0 decision upheld Judge Kraushaar's findings noting they were "supported by substantial and probative evidence" and were "correct in every material respect."

Programming

CBS, NBC recoil from blow FCC hasn't struck

Hearing of FCC steps to ban them from entertainment production and rental of facilities, networks say move would undermine news, public-affairs and other programming

The NBC and CBS television networks went to the unusual length last week of denouncing FCC actions that had not yet been taken. Responding to news reports that the commission planned to initiate rulemaking proceedings to bar all three networks from production of entertainment programming, and perhaps to forbid their leasing facilities to outside producers (BROADCASTING, Dec. 3), the two networks issued separate statements saying their news and public-affairs operations would inevitably suffer. They also reiterated that they produce only a fraction of the programs they present anyway.

ABC was reported to be preparing a statement, presumably similar in tone.

What touched off the advance "replies" was a long news story in Monday's (Dec. 3) *Wall Street Journal* quoting an unidentified "FCC official." An NBC source noted that BROADCASTING's Dec. 3 issue also carried a similar though shorter report and said that, since FCC had not denied the accuracy of either one, they must be assumed to be basically correct.

"This is a crucial issue," another NBC source said in explaining why NBC was reacting to news reports rather than waiting to see FCC's own proposal.

"We use the same equipment, the same people and the same studios to do news, public affairs, sports and entertainment," another source said, "and we could not maintain these facilities [at a level sufficient to provide the present depth and scope of news coverage] if we were not allowed to use them for entertainment."

As for the suggestion that networks might be required to dispose of their production facilities, the source said "it doesn't make sense" that FCC would want to deprive networks of their "news and public-affairs tools," particularly since the commission has consistently encouraged news and public-affairs programming.

One NBC source stressed that the network had developed its production facilities over the years as essential elements of a new communications medium and is constantly seeking to improve them and develop new uses. As one current example he cited the new children's program, *Go*, which he said is attempting to use portable cameras, new tape uses and new ways of editing.

If the networks were ruled out of production, the NBC statement continued, the major motion-picture com-

panies, which "already dominate production of film entertainment programs," would "inevitably" become more entrenched, gaining "complete control of all the tools for entertainment production—live and tape, as well as film—without any public-interest responsibility for a balanced program service."

In addition, NBC said, such steps would have "a particularly adverse effect on employment at the network-production centers." An NBC source estimated that if the network were required to dispose of its production facilities "several hundred people" would have to be let go.

The NBC source also said that the motion-picture companies would be unlikely to experiment with new program formats, as NBC did in developing such shows as *Today*, *Tonight* and now *Tomorrow*, because they are geared to producing programs that they know—or have reason to think—will sell.

While emphasizing that NBC produces few of its own programs, the network's statement said that "NBC must be in a position to produce some entertainment programs, to create and experiment with new forms which outside producers are not prepared to risk," and that the production facilities "must be maintained at a level to meet peak [news] demands, such as the coverage of political campaigns, conventions, space shots and major breaking news events."

NBC is using 47 different outside suppliers of programs this season but about 75% of its prime-time schedule comes from the major-film companies, according to an NBC source. He said NBC produces two prime-time programs, *NBC Follies*, which is being dropped at midseason, and *Dean Martin Show*, the latter "for talent reasons as much as anything else." He said other NBC-produced programs, aside from news, are *Today*, *Tonight*, *Tomorrow* and *Go*.

"We don't produce any of our daytime programs since *Concentration* was cancelled [several weeks ago] but all of them except *Dinah Shore* are produced on our facilities," the source asserted, adding that *Lotsa Luck*, *Flip Wilson*, parts of *Music Country*, *Dean Martin*, *Sanford and Son* and entertainment specials are produced on NBC facilities for prime-time showing. This use of NBC facilities by other producers does not, however, represent "a significant contribution" to NBC profits, he asserted.

CBS's statement, much briefer than NBC's, "deplored" the plans attributed to FCC. "Well known to the commission," the statement continued, "is the fact that the vast majority of CBS-TV network programming is not produced by the network. Well known also is the fact that news and public-affairs coverage is heavily dependent upon network-production facilities.

"In the absence of any demonstrable need for the rulemaking the commission apparently contemplates, we believe that such a procedure would not serve the public interest. Clearly the American viewing public would be the loser if the networks were precluded from engaging in any form of entertainment production,

including vitally necessary artistic experimentation, and if their comprehensive production facilities—which indeed constitute an important national resource—were drastically curtailed.”

CBS sources said CBS currently produces one prime-time program, *Gunsmoke*, and will add a second, *Dirty Sally*, when it replaces *Calucci's Dept.* on Jan. 11; plus two daytime dramas, *Love of Life* and one that is being dropped, *Secret Storm*, and about five of some 25 made-for-TV movies. Eight prime-time shows and some daytime game shows are produced by other companies using CBS facilities, the sources reported.

'Permissive' TV still far short of going all the way

The chiefs of network standards keep their scissors at the ready, but not as sharp as they used to be

They blip the word “permissive” out of their own conversation, but the top censors at ABC, CBS, NBC don't try to hide the fact that television is indeed growing up.

“We're definitely dealing with subject matter that is more mature and more adult,” says Grace H. Johnsen, vice president of broadcast standards and practices at ABC-TV, a 26-year veteran of that department. Tom Swafford, vice president for program practices at CBS-TV says, “I prefer to use the word ‘relevant’ in describing where we are now as opposed to five years ago. Television is reflective of the tastes and standards and mores of this society. More than half the population is under the age of 25, and these people began to get turned off to innocuous stuff like *The Beverly Hillbillies*, *Green Acres* and *Petticoat Junction*.”

“Television's maturity is an evolutionary process,” adds Herminio Traviesas, NBC-TV's vice president for broadcast standards. “People who say this is the year of permissiveness forget about what's been happening over the past six years. *Laugh-In* and the *Smothers Brothers* shows were trying to tell it like it is, and with these comedy programs as forerunners, we began to get thematically more sophisticated in other areas as well.” He mentions specifically a two-hour made-for-TV movie a few years back about adultery, “*Silent Night, Lonely Night*” (with Lloyd Bridges and Shirley Jones), and another made-for-TV drama about interracial love, “*My Sweet Charlie*” (with Patty Duke and Al Freeman Jr.). “And little sophistications started creeping into our regular series shows,” he continued. “We'd let Rock Hudson, in *MacMillan and Wife*, slap his wife on the fanny as a prelude to their going to bed together.”

This season, TV regularly goes into the bedroom (although never any farther than some fumbling under the sheets) with Sally Field and John Davidson (as

a married couple in *The Girl With Something Extra*, NBC, Friday, 8:30-9 p.m.) and with married lawyers Blythe Danner and Ken Howard in *Adam's Rib*, ABC, Friday, 9:30-10 p.m. (which goes off the air in January, a victim of feeble ratings). And, to cite some other examples, Ricky Nelson (of the old *Ozzie and Harriet* show) recently turned up as a hard-bitten pimp on *The Streets of San Francisco*. *Police Story* and *Hawaii Five-O* have both dealt fairly openly with the world of pimps and prostitutes, a CBS made-for-TV movie called “*Cry Rape*” used words like “semen” and “penetration” without so much as batting an eye (NBC has “*A Case of Rape*” waiting in the wings), and Dr. Gannon, on CBS's *Medical Center*, tried to put the mojo on an attractive lesbian doctor before she set him straight (so to speak).

But these tentative stabs at sex seem more as the TV exception rather than the rule. As CBS's Tom Swafford puts it, “We don't give *Mannix* [Sunday, 8:30-9:30 p.m.] any sex life at all. For an hour every week we take him out of a test tube, put him through his paces of catching the criminal of the week, and then return him to his test tube intact. And, for God's sake, it took us 18 years before we finally allowed Matt Dillon to get laid.” That epiphany occurred on an episode of *Gunsmoke* two months ago, and the woman who accommodated Marshall Dillon was none other than Michael Learned, the mother of the *Waltons*. “Earl Hamner Jr. [the creator of *The Waltons*] screamed bloody murder at us—he said *The Waltons'* audience would never forgive us,” Mr. Swafford adds, with a huge grin on his face.

All three network censors agree that their bosses are paying less attention to pressure-group-generated letter-writing campaigns. Mr. Swafford, for instance, says that he's not impressed by the claim put forward in the latest newsletter of a Virginia-based group called Stop Immorality on TV that in the past year “over 5 million Americans received our campaign messages; over 200,000 citizen protests were sent to the networks; our campaign has received national and local press attention.” In a speech six weeks ago, Bob Wood, president of CBS-TV, revealed that 24,000 letters were sent to the network protesting the original and repeat telecasts of a *Maude* two-parter on abortion. But this seeming “public outcry,” according to Mr. Wood, is statistically

“insignificant” because an “estimated 65-million people watched at least one of the four broadcasts.”

“And keep in mind,” he continued, “that these 24,000 letters represented the fruits of one of the most highly organized, all-out, nationwide campaigns ever mounted against a particular program.” (The National Catholic Conference is the organization that spearheaded that campaign.)

“I'll respond quicker to a good, thoughtful letter from one individual than I will to a big batch of letters all worded the same way,” says ABC's Grace Johnsen.

Mr. Traviesas regards ABC as the most “puritanical” of the three networks. “We start right in the script stage,” he says, and points to a pile of editors' reports on upcoming scripts for weekly series on the network. He picks one of them up at random and says, “Here's a proposed script for *The Magician* [Tuesday, 9-10 p.m.] which calls for a graphic scene of a man being beaten up. Since it's not properly motivated in the context of the script, we're saying no to the scene.” Thumbing through the pile, he stops at a *Police Story* script. “Here's a scene that's set in a topless bar,” he says. “Our editor has appended a note telling the producers to make sure that the topless dancers do not appear topless in the film. NBC is very careful about cleavage.”

NBC is also very careful about language. “There are a lot of pressures on us from the creative people to lower our standards,” Mr. Traviesas says, “but as far as I'm concerned, crude, scatological references are out, and four-letter words are out.” He insists that even some of the milder expletives like “bastard” and “ass” are no-no's at NBC, to the point where Eliza Doolittle's famous, show-stopping use of the word “arse” in “*My Fair Lady*” was agonized over before NBC decided that leaving it out would precipitate more protests than keeping it in.

There's no taboo list of words at ABC, according to Grace Johnsen. “It depends on context,” she says. “We let some strong language get by on ‘*Patton*’ because the words he used were very much characteristic of the man. And there was some very explicit language in ‘*Long Day's Journey Into Night*’ [the Laurence Olivier British version], which we left in because we assumed that people who watch a Eugene O'Neill play are not going to complain about rough dialogue. In the end, it really depends on the taste of



Traviesas



Johnsen



Swafford

the writer. You can give the same subject to two different writers, and one will turn in a beautiful, finished script while the other will come up with something that's gross and coarse. When explicit language is being used strictly for its shock value, we'll edit it out." Miss Johnsen says privately she was surprised that CBS did so little editing on Mike Nichols' movie, "The Graduate," which she had thumbed down as being too adventurous for TV. "I'll bet they got a lot of negative mail on it," she says.

On the contrary, "we got barely a trickle," says Harry Coren, the CBS executive in charge of recording the letters that come in from viewers. If Miss Johnsen thinks CBS got away with murder on "The Graduate," Tom Swafford is convinced that ABC let too much violence get by in Clint Eastwood's "Hang 'Em High" and John Wayne's "The Cowboys," both of which aired recently. Mr. Swafford says he rejected "Hang 'Em High" for CBS because of the violence, but the final version as shown on *The ABC Sunday Night Movie* two months ago was so bowdlerized, according to Barry Diller, head of prime-time programming at ABC, that "the whole point of the film was lost."

On "The Cowboys," Mr. Swafford says, ABC showed John Wayne beating the bejesus out of Bruce Dern, the villain, in all its grisly detail, but eliminated the "son of a bitch" hurled at Dern by Wayne a few seconds after the beating. Mr. Swafford says he would have done the reverse, editing down the fist fight and leaving in the expletive, which was "perfectly in character" for the man John Wayne was playing.

Movie purists were outraged at the maladroitness CBS recently performed on "The Wild Bunch" and "Bonnie and Clyde," and Mr. Swafford seems willing to shoulder the blame. "A lot of the violence in films is so gratuitous and so badly done that we have no problem taking it out," he says. "Second-rate directors may shove in a violent scene every seven minutes or so—the movie isn't even harmed when you delete it. But the movies of directors like Sam Peckinpah ["The Wild Bunch"] and Richard Brooke ["In Cold Blood"] are like a Swiss watch. They're edited with such precision that it's almost impossible to make cuts without seriously damaging the film."

Mr. Swafford's most recent battle royal involved a decision two weeks ago to scrap a completed episode of *The Dick Van Dyke Show* (Monday, 9:30-10 p.m.), which revolved around the daughter's inadvertently opening the bedroom door and catching her parents (Mr. Van Dyke and Hope Lange) in the conjugal act. Carl Reiner, the show's producer, and a performer in his own right, was so angry at the decision that he went on NBC's *Tonight* show of Tuesday, Nov. 29, to publicly denounce CBS, and to declare that he would never work for that network in a creative capacity again. "We want the series and the character to grow with society, not to be frozen in 1965," he was later quoted as saying.

Mr. Swafford's response is that "the

episode was wholly out of character with the public's image of Dick Van Dyke as a wholesome, button-down kind of fellow. And we warned Carl Reiner when it was in script form that we didn't like it, but he insisted that once we saw the finished film we'd change our minds." In effect, Mr. Reiner took the gamble, and lost—a point that people should keep in mind, Mr. Swafford suggests, when they make sweeping charges about television's rampant permissiveness.

NAITPD denounces prime-time-access changes by FCC

Association claims revisions favor network and major producers; McGannon 'puzzled' by revamping; Warner Television, MCA TV see benefits to all in 'compromise'

Proposed changes in the prime-time-access rule were assailed last week by a group representing independent producers and distributors.

The National Association of Independent Television Producers and Distributors claimed that the suggested changes would help television networks and major program producers and directors, while restricting the areas of opportunity for independent producers and distributors.

The statement issued by the National Association of Independent Television Producers and Distributors observed that the FCC, in principle, has reaffirmed the access rule, but added:

The NAITPD strongly objects, however, to the commission's action in eliminating access for independent producers and distributors to Sunday evening prime-time periods and in authorizing syndicated reruns to be telecast in certain prime-time periods currently reserved for news or newly produced nonnetwork and distributors to Sunday evening prime-time programs (7-7:30 p.m. NYT).

"The NAITPD believes that these two modifications, plus the weekly preemptive right for special programs granted to the networks, will serve to jeopardize the business operations of independent producers and distributors and will discourage the development of new program production for prime-time-access periods."

Reached later at his office at Goodson-Todman Productions, Girard Chester, chairman of the executive committee of NAITPD, said the effect of the proposed changes is to benefit the networks by giving them additional time and the major producers-distributors by giving them the opportunity to provide off-network and other re-run programs in additional time slots. He stressed that only the independent producers and distributors have lost ground.

Asked if there were any steps the NAITPD might take, Mr. Chester replied: "We must wait for the language of the changes in the rule. At that time, we will reconsider and see if there are any legal questions created that might be resolved through court action."

The principal objective of the NAITPD was the retention of the present access rule. Many of its members have been producing for the access-time period. In addition to Goodson-Todman, members of the association are Don Fedderson Productions, Viacom Enterprises, Chuck Barris Productions, Firestone Program Syndication, Jim Victory Television Sales, Yongestreet Program Services, Filmways Inc. and its Heatter-Quigley subsidiary, Greg Garrison Productions, Metromedia Producers Corp., Joe Cates Productions, Burt Sugarman Inc., Ralph Edwards Productions, and Worldvision Enterprises Inc.

Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., one of the key figures in development of FCC's prime-time-access rule and among its most forthright champions, last week said he was "sorely disappointed" by the commission's action.

"My basic hang-up is that I can't figure out who the modifications are designed for," Mr. McGannon said. They seemed to be designed for the independent producers in Hollywood, he said, and while he didn't object to that in itself, he felt the good of the public and broadcasting's service ought to take priority.

He also felt that the modifications represent an open invitation for an hour of network news, which would tend to curtail local news, and "if we don't get an hour of network news, then we can have network reruns in the 7-7:30 p.m. period and what good does that do?"

In short, he felt the modifications would have "a slow-death debilitating effect on the whole concept" of prime-time access. As for what steps Westinghouse might now take, Mr. McGannon said he would wait to see the final form of the modified rules, then consider what legal actions might be taken and then "go forward."

Major producers and distributors have opposed the rule, since it reduced network time for which they supplied programs. They have insisted that quality programs could not be produced for the access period because stations would not pay sufficiently high prices.

Edward Bleier, vice president of sales and programming for Warner Bros. Television, which has fought the access rule, paid tribute to the commission for "working long and arduously." He said the FCC has "come up with a compromise, a little bit for everybody." Mr. Bleier acknowledged that TV networks and major program suppliers have been granted slight leeway but noted that "there still remains an enclave for cheap, familiar former network series." He maintained the viewing public is being deprived of high-quality shows that could be carried on the TV networks if the rule did not exist.

Keith Godfrey, executive vice president of MCA TV, which also has opposed the rule, commented: "We feel somewhat better about the proposed rule. It permits an opportunity for reruns, for one thing, and in addition, it stipulates that it will be in effect for three years. I don't know whether we'll produce for the access period, but we are going to consider this step."

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Boston, WBZ-TV†	+263%	+103%
San Francisco, KPIX-TV*	+575%	+333%
Cleveland, WKYC-TV†	+ 74%	+ 62%
Washington, D.C., WTOP-TV*	+129%	+160%
Buffalo, WBEN-TV†	+129%	+ 47%
Minneapolis-St. Paul, KSTP-TV†	+133%	+ 58%
Sacramento, KTXL†	+ 17%	+ 43%
Miami, WPLG-TV*	+ 84%	+ 77%

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'Temperature's' down but not entirely out

Producer told to finish segments even though revamped format failed to keep it in network line-up

Even though *The New Temperature's Rising* has been shot down in midseason, it will be patched and put in the wings for a possible reappearance on the network. ABC has ordered Screen Gems to revamp and complete its order for 20-odd segments of *Temperature's Rising*, although the network is dropping the program next month—a casualty of the midseason ax.

Normally, when a network cancels a series, it pays off its commitment to the producer and that's the end of the show, unless the producing studio wants to try to make it in syndication.

In the *Temperature's Rising* situation, however, ABC apparently feels it can salvage something by having a property in the bull-pen for possible use later—for summer replacement, for example, or perhaps in March if any of its midseason offerings fail to get off the ground.

The thinking back of ABC's corporate mind, according to network sources, is that *Temperature's Rising* fared well in its original 1972-73 season when it stressed hi-jinks characterizations and plot lines. But that the change to black comedy this season, when it was retitled *The New Temperature's Rising* show, didn't register at all with viewers.

So the network has ordered Screen Gems to resume production under William Asher, the original producer who had been relieved of this responsibility when it was decided to reshape what had been a light-hearted comedy into a more somber one, and, at the same time, return its thrust to the original comedic routine. Paul Lynde, who joined the cast this season, and Cleavon Little remain as the leading characters in the series.

Eleven segments had been made for the current season; ABC's order is for an additional nine to 11 episodes. Estimating about \$100,000 per segment, that's a \$2-million investment ABC is making in what may well be called *The New, New Temperature's Rising*.

Rierson sets up shop

N.Y. TV consultants start with six station clients

Rierson Broadcast Consultants Inc., New York, has been formed to assist television stations in areas of news, local programming and production, administration and talent and staff personnel ("Closed Circuit," Sept. 24). Principals of the firm are Robert L. Rierson, president, and Barbara B. Reisenbach, vice president, both of whom were associated recently with Telcom Associates, New York, a broadcast consultancy firm. Mr. Rierson was president of Telcom and earlier was director of broadcasting at WCBS-TV New York; Mrs. Reisenbach was director of research at Telcom and previously re-

search manager for Storer Television Sales. Robert M. Brennan, news director of WAGA-TV Atlanta, has joined Rierson as news executive.

Mr. Rierson said last week the first clients of his firm are the five Meredith TV stations and WYTV(TV) Youngstown, Ohio. Company headquarters are at 156 East 52d Street, New York 10022. Telephone: (212) 688-7275.

NBC is off NAB's antipay committee

Kenney resigns but promises network's continued support of campaign against cable siphoning

NBC-TV has withdrawn its representative to the National Association of Broadcasters' Special Committee on Pay TV. NBC pledged to continue its financial support of the antisiphoning campaign but, in a Dec. 3 letter to committee Chairman Willard E. Walbridge (Capital Cities Communications), Peter Kenney, NBC's Washington vice president, resigned from the committee. It was a matter of "time and manpower," he said. "It doesn't take three networks to do the committee's work."

In a prepared statement, Mr. Walbridge said that NBC's withdrawal from active participation on the committee "should not be construed as their lack of support for the concept of protecting the public from the threat of pay cable. They have indicated that the committee will continue to have NBC's full support."

Mr. Kenney laid the ground work for his resignation two weeks ago when, during a committee meeting in Washington on Nov. 29, he submitted an NBC position paper on its status within the committee. Reaffirming its opposition to the siphoning off of programs and events currently on over-the-air television onto payable systems, NBC said that it was "not willing to join any effort aimed against the development of cablevision for additional services in the public interest. . . . NBC will withdraw its participation at any time when, in its judgment . . . the campaign goes beyond" the specific purpose of informing the public about the "consequences of siphoning off of television attractions by cable."

NBC said it would honor its pledge to match one-third of the funds raised from local-station members for the campaign.

Mr. Kenney also emphasized that NBC was not implying in its paper that the committee had overstepped its mandate. "We are just inserting a measure of caution that it shouldn't happen," he explained.

Program Briefs

Big one for Worldvision. Worldvision Enterprises, New York, has completed agreement with Danny Thomas Productions, Hollywood, under which Worldvision will be exclusive worldwide distributor for all 90-minute features for television produced by Thomas organi-

zation. Worldvision will syndicate features in the U.S. and abroad after their network runs. The first feature to be handled by Worldvision is "Blood Sport," on ABC-TV last Wednesday (Dec. 5). Kevin O'Sullivan, Worldvision president, said he is in discussion with Danny Thomas Productions for worldwide syndication rights to several new series now in development by Thomas as well as two-hour feature for NBC-TV, now in production and titled "Four Stars in the World."

Local interest. Ohio Shrine Bowl college football game, telecast Dec. 1 on nine-station network in state, managed respectable ratings up against traditional Army-Navy game on ABC-TV. In Arbitron overnights in Cincinnati, Columbus and Cleveland, average share of 29 was achieved against average 34 for Army-Navy telecast. Columbus fared best with 45 share. Network was arranged by TV Sports Rep Co., Columbus.

Correction. BROADCASTING's reproduction of FCC-released tables on informational and other nonentertainment programming on nation's television stations (BROADCASTING, Dec. 3) incorrectly labeled two categories. Categories—last two listed on page 27—should have read "Percent local news, public affairs and other nonentertainment combined (including commercial)" and "percent local news, public affairs and other nonentertainment combined (excluding commercials)." In both cases, "local" and "and other nonentertainment" were missing from headings supplied by FCC.

Re-opening. New edition of *The Open Mind*, discussion series that made headlines when it dealt with then-touchy subjects such as homosexuality and nature of prejudice when it appeared on WNBC-TV (then WRCA-TV) New York in late 1950's (BROADCASTING, Jan. 28, 1957), will appear as special on WPIX(TV) New York on Dec. 16 at 9-10 p.m. Richard D. Heffner, communications consultant and professor of communications and public policy at Rutgers University, who was director of public affairs programs for WNBC-TV when he moderated and produced *Open Mind* and who subsequently served with CBS-TV and public television, will also be moderator and producer of special. Subject, as it was on first program in 1966, will be "The Presidency." Panelists this time will be historian Arthur Schlesinger, former Senator Eugene McCarthy (D-Minn.) and columnist-commentator Jeffrey St. John.

Free and clear on Spock. FCC has disposed of fairness complaints filed by Benjamin Spock and Peoples' Party against ABC, CBS and NBC. It denied reconsideration of November 1972 denial of their complaint that networks failed to cover controversial issues raised by Dr. Spock, party's presidential candidate. It said Dr. Spock, one of 12 candidates, was on ballots in only 10 states and it could not conclude that networks' judgments as to significance of his candidacy were unreasonable.

ANA session spotlights broadcast buying

Maximum efficiency via computer in buying spot TV; using 'creative' radio and television, and putting money in the right media pockets

A profusion of tips on 12 ways to use television more efficiently, including a kind of stock-market approach to buying it, was outlined to some of the country's leading advertisers last week at an all-day workshop conducted by the Association of National Advertisers.

Some 300 advertiser, agency and media executives attended the workshop, held Tuesday (Dec. 4) in New York. Although concerned at least nominally with all media, the sessions dealt primarily with television.

An absence of sure information on actual going prices led Ralston Purina Co. to initiate development of "a Big Board for spot-TV," said Lee Zingale, Ralston's media director, in a joint presentation with O. K. O'Neill, president of Gardner Advertising's Advansers/Media Programming Inc., which designed the real-time computer system.

Mr. Zingale said they first defined spot-TV buying's task as "providing the desired exposure at the minimum total cost" and then defined minimum cost as "the minimum income which sellers will accept." Then, Mr. O'Neill said, they tracked "supply" (TV-audience available at any given time and place) and "demand" (dollars competing for that audience at the same time and place) and found that "these supply-and-demand curves recur, in each market, year after year, in surprisingly predictable patterns."

What they came up with when they got it all together, Mr. O'Neill continued, was a system that (1) can "fill in the numbers on the Big Board for spot-TV time," and (2) "gives us the ability to accurately forecast the going rate for spot-TV time for every U.S. TV market, for any target audience and for any start date up to two years in the future."

Mr. Zingale added: "This system is a reality. We've been using it for over three years. From the results we have observed, the system gives us a real competitive edge when we enter the market for spot TV." In one recent campaign, he reported, the system saved almost \$100,000 on a campaign that had been budgeted by conventional methods at \$297,000.

In another joint presentation, two executives of Young & Rubicam, George Sharpe, vice president and group supervisor, and Joseph Ostrow, senior vice president and director of communications planning, offered tips on using media "creatively."

For TV advertiser these included:

- For multibrand, multiagency advertising, consolidation of all spot-TV buying within one agency; for single-

brand or single-agency companies, use of a broadcast-buying group that maintains close contact with individual stations.

- Use of specialized television programming—such as General Foods's sponsorship of local news and public-service programming—to build or maintain corporate image.

- Use of advertiser-supplied programs in access-time slots.

- To meet problems of audience fragmentation posed by increases in multiset homes, cable TV and the like, "capitalize on programming designed to satisfy more individual tastes and needs." In addition, "there may be the opportunity to purchase time on some UHF stations at low, negotiated, long-term rates."

- Use of special spot-TV "networks," negotiated by the advertiser or by a station rep or group of stations, can take advantage of "unique events or opportunities" and combine "the efficiency of network [with] the geographic flexibility of spot."

- Purchasing the same time segment on all stations in a market "to achieve a 100% reach of those viewing at that time" is "great for new-product intros or short-term promotions."

Messrs. Sharpe and Ostrow also had some suggestions for advertisers about the use of radio. Among them:

- The number of stations and diversity of their formats "make radio an ideal medium to segment an audience by demography or lifestyle."

- Tailor commercials to complement

station formats; for instance: upbeat musical versions for use on rock stations, twangy for country/western outlets, lush instrumental for good-music stations, straight vocal delivery for news and talk formats.

- Special "networks," if needed, can be put together by major station reps, with higher discounts and simplified paperwork as compared with buying the stations individually.

- Don't overlook FM. It's growing, commands big audiences in many markets, generally is less commercialized and usually has lower rates than comparable AM stations.

- Take advantage of listener loyalty to station performers by having them do live commercials.

- To get maximum reach within a market buy the same time segments on all major stations appealing to your target audience, or sponsor programs on several similarly targeted FM stations simultaneously, or both.

Results of some controlled experiments in distributing campaign budgets among media were reported by Roy G. Stout, manager of marketing science and operational planning for Coca-Cola USA. The findings, he said, included:

- In markets where total spending was unchanged but emphasis was shifted from heavy TV to heavy radio, "there was a slight increase in sales in favor of the radio media."

- Where total spending was significantly reduced, switching to a heavy-radio

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strategy led to sales losses "nearly three times greater" than those that occurred where total spending was reduced but heavy TV remained the media strategy.

Where total spending was increased, sales in the heavy radio markets surpassed normal expenditure levels by about twice the sales increase in markets where heavy TV remained the strategy.

Thomas Ryan, advertising services vice president of Gillette, suggested ways in which advertisers might make sure "you get what you pay for."

In network TV, he said, increased use of specials and anthologies has greatly reduced the time occupied by regular series and created greater week-to-week fluctuations in audience. Advertisers who want to know what audiences they received with specific schedules, Mr. Ryan said, should urge their agencies to support "better basic numbers" in terms of larger Nielsen-rating sample sizes and additional demographic reports.

Spot TV, Mr. Ryan said, "is unquestionably the most difficult area to stay on top of"—partly because of the way advertisers buy and use it. "We for one decided several years ago that the name of the game was not to see how cheaply we could buy spot but to deliver the right message to the right people at the right time," he said. "After we do that, we try to get the best price we can."

Reasons why Armstrong Cork Co. switched from TV to print as its major medium several years ago and its plans for a campaign next year in which TV will again be dominant were outlined by Donald C. Goldstrom, vice president and director of Armstrong's marketing services department. After strong reliance on broadcast, first in radio, starting in 1928 and later in TV with 10 years of *Armstrong Circle Theater* and subsequent years of specials, Mr. Goldstrom said, the company finally reached the point where its advertising objectives and TV's costs dictated reliance on magazines—which "have always provided the solid base or platform under our advertising program"—as its major medium. "We did not have the resources to present the kind of high-impact program we wanted in both print and broadcast," he said. But, he emphasized, Armstrong has continued to use TV. Television, he said, "is pretty hard to ignore—and it was never our intention to ignore it. . . . We're probably one of the few who are looking at television as a supplement to print instead of the other way around. We buy scatter plans now and use them to extend our reach and frequency. We use television to advertise products whose appeals go beyond our basic audience [and] for certain do-it-yourself products which require demonstration."

A campaign to reach do-it-yourselfers next year is the one in which TV will be the major medium—"by a slim margin." Magazines will be used extensively, and local print for promotional purposes, but TV gets the nod because Armstrong wants to reach as far as possible. "Do-it-yourselfers are everywhere," said Mr. Goldstrom. Aside from reaching far and wide, he added, television can demonstrate "how to do it yourself."

Consumers ready child-ad guides

Stiffer code than any now in force is expected to be proposed this week as preliminary to industry meeting

Federal Trade Commission Chairman Lewis Engman's call for action on children's television advertising last August (BROADCASTING, Aug. 6) has been heard. A consortium of consumer groups is nearing completion of a set of children's-advertising guidelines that will go well beyond existing regulatory mechanisms.

The proposals, expected to be submitted to the FTC late this week, have been developed by Action for Children's Television, Robert Choate's Council on Children, Media and Merchandising, the Consumer Federation of America, the Consumer's Union, consumerist Jeff Cowan and Joan Gussow, nutritionist and instructor at Columbia University. After being submitted to the FTC, the recommendations will be circulated to advertising and broadcasting representatives for comment. A general meeting of all groups is planned for January.

Nutrition advertising to children will "certainly" be a major focus of the recommendations, according to one consumer spokesman. In addition to dealing with commercial content, the consumers will make recommendations on scheduling of commercials and will offer specific enforcement mechanisms. Peggy Charren, president of ACT, said that the consumer groups are attempting to provide a "workable" code, one not subject to varying interpretations "depending on who's looking at it." That was one weakness in existing codes, she said. In her view, the National Association of Broadcasters code regulatory mechanisms is inadequate because not all stations subscribe to it. "There are ads going out over the air in violation of that code," she said.

The January general meeting, on the order of one held last September, will be a forum for discussion of varying points of view, according to Gerald Thain who is handling the FTC project. The meeting will include representatives from the NAB, American Advertising Federation, Association of National Advertisers, Council of Better Business Bureaus, consumer groups and FTC staff.

There "may very well be counterproposals offered" at that time, according to Mr. Thain, who sees the FTC acting as a "mediator" between groups, and once the proposals are on the table, he anticipates activating four subcommittees formed last September to focus on specific questions of implementation, evaluation, research and enforcement.

The FTC will also be coordinating its efforts closely with the FCC, he said, since the recommendations may have as much connection with FCC jurisdiction as with FTC territory. He cited such programming-related questions as use of program hosts as spokesmen in commercials, number of commercials per hour and time slots for commercials as issues falling in the FCC province. He anticipates



Coming and going. New York's lame-duck Mayor John Lindsay (c) visited the New York headquarters of N. W. Ayer & Son to express the city's appreciation for Ayer's decision to consolidate its Philadelphia office into the New York facilities at 1345 Avenue of the Americas (*Broadcasting*, Oct. 29). Ayer Chairman Neal W. O'Conner (l) and President Robert P. Zabel escorted the mayor on a tour of the offices.

no jurisdictional problems, however, and pointed out that the chairmen of both agencies have expressed commitments to tackling children's-advertising questions.

Although Mr. Engman expressed hope that the parties involved could agree on a voluntary code, Mr. Thain emphasized that if that proves unsuccessful, the FTC will "look at other things in its bag." Rulemaking actions or the issuance of guides are two such possibilities.

FCC asked to leave ratemaking to market

It's told competition regulates better than the government

Broadcasters and station representatives have warned the FCC that it would become involved in a morass if it were to invade commercial-rate practices of licensees. In response to a commission inquiry into combination rates, the broadcasters and reps generally urged that the forces of the marketplace be given free rein.

The commission is looking into pos-

sible abuses by station reps and licensees who offer joint advertising rates for commonly owned AM-FM combinations and also the propriety of reps dealing with two licensees offering the same service in the same market. The commission is also checking into possible anticompetitive situations caused by station-rep ownership of stations and by rep "networks" of independently owned stations.

In urging the commission to stay away, Alan Torbet Associates, a national rep firm, said that "in the absence of special factual situations revealing abuse, competition will be promoted far more by normal competitive practices in the marketplace, than it will be by fixed rules of thumb . . . which are imposed by government fiat."

The Torbet petition argued that a station naturally wants the best rate it can get. A combination rate is adopted only if necessary to meet the competition. Similar views were also expressed in a petition that was filed by the Jack Masla & Co.

There were some dissenters. McGavren-Guild-PGW Radio Inc. asked the commission to scrutinize rep networks of independently owned stations to assure that this concept is consistent with commission policy. McGavren-Guild suggests that agreements between reps and stations be filed with both the FCC and the Federal Trade Commission. And the Station Representatives Association advised the commission to stiffen present regulations and prohibit combination rates for any stations in the same market whether under separate or common ownership. SRA also asked the commission to continue to deny licensee-controlled rep firms (or vice versa) from representing stations of the same service in the same market.

On this issue, SRA and national rep John Blair & Co. did not agree. Blair asked the commission not to prohibit representation of more than one station in a market if the stations are in different services or to prohibit a rep firm that is commonly owned with one station from representing another station in the

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BAR reports television-network sales as of Oct. 28

(This BAR report, inadvertently omitted from a previous issue, appears this week out of sequence.)

CBS \$560,225,900 (35.0%); NBC \$551,580,600 (34.5%), ABC \$487,787,500 (30.5%)

Day parts	Total minutes week ended Oct. 28	Total dollars week ended Oct. 28	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	85	\$ 541,900	3,156	\$ 20,369,600	\$ 19,184,200
Monday-Friday 10 a.m.-6 p.m.	965	8,993,700	39,981	320,499,200	297,438,000
Saturday-Sunday Sign-on-6 p.m.	330	7,379,400	12,035	171,110,700	171,850,400
Monday-Saturday 6 p.m.-7:30 p.m.	95	2,310,400	4,079	80,684,800	74,014,200
Sunday 6 p.m.-7:30 p.m.	14	339,700	588	14,140,800	12,769,900
Monday-Sunday 7:30 p.m.-11 p.m.	394	26,986,500	16,843	884,929,400	779,805,900
Monday-Sunday 11 p.m.-Sign-off	172	2,974,600	6,984	107,859,500	83,454,000
Total	2,055	\$49,526,200	83,666	\$1,599,594,000	\$1,438,516,600

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

same market but in a different service.

Variations on this theme were also filed by Metromedia, Cox Broadcasting (owner of two rep firms—Telerep Inc. for television and the Christal Co. for radio) and others. The general theme was that the commission should not interfere with the vitality of the free market and that abuses should be handled case by case.

In the earliest petitions filed last month group owners Bonneville International Corp. and Southern Broadcasting Corp. urged the commission to withdraw from this area of regulation entirely and leave it to the FTC which deals with related matters on a daily basis.

Business Briefs

Plans for Boston. Telerep Inc., New York, TV-station representative, plans to open Boston office. While Boston sales manager and office space are being selected, Don Heller of Telerep's Philadelphia office will continue to provide service for New England.

At the beep. Metrotec Division of BSR (USA) Ltd. plans spot-TV and radio campaign as part of multi-media drive for Phone Butler home-telephone answerer. Broadcast buys are for period between Thanksgiving and Christmas. Kane, Light, Gladney Inc., New York is agency.

Marathon sponsorship. Marathon Oil Co., Findlay, Ohio, and Cincinnati Reds have signed three-year contract under which Marathon will continue cosponsorship of baseball club's baseball games on WLW(AM) Cincinnati and Reds' radio network through 1976.

Winter campaign. Luden's Inc., Reading, Pa., has launched cold-season campaign for its medicated cough drops, using various network shows and spot TV in 77 markets. Campaign, through Richard K. Manoff Inc., New York, will run through March 1974.

Rep appointments. WICE(AM) Providence, R.I.: Eckel & Queen, Boston, for New England area ■ CKEY(AM) Toronto: Bolton/Burnside International, New York, for U.S.

Cablecasting

Pie in the sky turns to egg on the face in big-city cable

Al Stern seeks 'return to reality' by venturers who promise too much and cities with outrageous demands

The head of the nation's third largest cable-television firm acknowledged before a gathering of municipal officials last week that the approach of the wired city is less than imminent. At the same time, Alfred Stern, chairman of Warner Cable Corp., declared that the "blue sky" demands that large cities have been making of franchisees must be brought to earth. A "return to reality," Mr. Stern said, is essential on both sides.

Mr. Stern addressed the Annual Conference of Cities in San Juan, P.R.

Mr. Stern said venturers had "learned that cable in the larger markets is not an essential commodity." In areas that already enjoy a multitude of communications and leisure-time services, cable is "more an optional added luxury than an electronic necessity."

The industry has also discovered that major-market subscribers will not cling to the medium, as will their small-town counterparts, if the service proves disappointing. This, he acknowledged, has caused an "immense turnover problem."

Beyond that, said Mr. Stern, it "could be quite a while" before specialized cable services "are ready for delivery on a large scale" in the big markets. "The hardware isn't there and the software isn't there," he said. "The hard truth is that the development of new services is still merely in the experimental stage."

But if the industry must come to terms with reality, Mr. Stern said, so must the cities. City governments have been demanding such "unrealistic" services as sophisticated multiple studios for local origination, construction of the system prior to the FCC issuance of compliance certificates, franchise terms that could deny the system its "right to operate" if



Warner's Stern:

"If euphoria was the illness and a large dose of reality is going to be the cure, then we must take our medicine."

commitments that have proved unfeasible are not met, and "unilateral rate reductions." Mr. Stern noted that one "Midwestern city" (presumed to be Milwaukee) demanded that a 120-channel system be constructed immediately—a virtual impossibility with today's technology.

At Warner Cable, he said, "we're now taking a long, hard look at the way in which we've been dealing with the franchising bodies, the concessions we've been making in terms of construction specifications, the sometimes unrealistic blue-sky demands we've allowed ourselves to agree with, and the basic economic structure we've become locked into while wooing the cities in order to win the right to serve them."

Two weeks ago Warner refused to accept the terms of a franchise ordinance demanded by the Birmingham, Ala., city council. The action led the city to award the franchise to another company controlled by American Television & Communications (BROADCASTING, Dec. 3). Mr. Stern told BROADCASTING last week that Warner could not operate under the conditions mandated by the city.

Mr. Stern emphasized that neither Warner, nor the industry as a whole, "wants to walk away from the major markets. On the contrary, we're all willing to invest the time and money and creative talents required to further the development of cable throughout the country." But, he stressed, "if we and others are to continue such ventures, then we must have the realistic understanding and cooperation of the cities themselves."

It is time, said Mr. Stern, "to lay down those blue-sky studies and to look, instead, at what cable television can do today, not 10 or 20 years from now."

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Supreme Court hears argument against FCC fees for cables

**Annual levies called illegal;
NCTA argues that without restraint
FCC charges could go up and up**

Toward the end of a one-hour oral argument in the Supreme Court last week, Justice Potter Stewart wrapped up the question at issue by analogizing it to medical insurance. "It's sort of a Blue Cross benefit—you pay whether you go to the hospital or not. The cost is to make the service available."

The question was whether the FCC can legally impose annual fees on cable-television systems even if it does not afford them, individually, a "special benefit" in the year the charge is levied, or whether regulation can be equated with benefit to the regulated and the cost of regulation related to the fees charged.

The National Cable Television Association maintains there must be a connection between service and fee. And, thanks to conflicting opinions on the question by lower courts, it has succeeded in taking the matter to the Supreme Court. While the Fifth Circuit Court of Appeals was upholding the FCC on the issue, the appeals court for the District of Columbia was overruling the Federal Power Commission in a case brought by some of the gas and electric-utility companies it regulates. An oral argument on the appeal brought by the FPC followed that on the NCTA case.

The legality of a fee system is not at issue. The Supreme Court in 1965 refused to review a lower court's ruling upholding the commission's authority to impose fees (BROADCASTING, Jan. 25, 1965). The fees question landed in court again in 1970, when the commission adopted a new schedule, which included cable systems for the first time. The commission is now in the midst of another rulemaking proceeding, which would further increase fees charged those it regulates.

But the question to be resolved in the high court is the kind of fees that can be levied, and the justification that must be made for them. Stuart Feldstein, NCTA general counsel, stressed in his argument that the criteria that the Bureau of Budget (now Office of Management and Budget) laid down in interpreting the legislation authorizing government agencies to collect fees spoke of "special benefits" to "each identifiable recipient" beyond those to the public at large. The law itself, said Mr. Feldstein, supported that interpretation. The NCTA maintains that the FCC can point to no special service it is providing individual cable systems in return for the 30 cents per subscriber—40 under the proposed fee schedule—they pay in annual fees.

The government's counsel in the case, Edward R. Korman, of the solicitor general's office, said that was not the issue.

He said regulatory agencies are not bound by the bureau's circular: executive departments are. In any case, he said the commission's fees are in accord with the congressional mandate to recover regulatory costs "to the fullest extent possible" and to levy fees on those who receive benefits they would not receive otherwise. And he said the benefits need not be bestowed on individual systems each year. He talked of over-all industry benefits—like the commission regulation setting a limit on the amount of franchise fee individual communities may charge systems.

And he contended that it is unreasonable to limit fees to the year in which a benefit is granted. "The commission can't operate on an ad hoc basis," he said. "So the fact that a particular system doesn't come to the commission doesn't mean that it can't be charged a fee for that year."

Possibly with that in mind, Justice Thurgood Marshall said, to Mr. Feldstein, that the commission provides services that the cable industry uses when it chooses to, and "you pay for it." It was at that point that Justice Stewart, whose questioning indicated he was sympathetic to NCTA's position, likened the system the FCC and FPC was employing to a Blue Cross plan.

But Mr. Feldstein earlier had expressed the view that such an approach could lead to dire consequences for the industries concerned. "If you equate regulation with benefit and cost of regulation with fees," there would be no limit to what the commission could recover, he said. The law authorizing the payment of fees, he said, does not contemplate that kind of recovery.

Real-life living with state cable regulation

**Massachusetts CATV commission
lays on heavier and heavier hand
while FCC is still meeting
with federal-state-local advisory group**

Tomorrow (Dec. 11), the FCC commissioners will meet publicly for the first time with the advisory committee that has been wrestling for more than a year with the complex problem of how to divide the regulation of cable television among federal, state and local governments. It will not be an amicable meeting: The committee, which is divided between cable-industry and state- and city-government representatives, has never been in accord over the fundamental question of who gets to regulate what.

The internal discord that exists within the FCC-appointed federal-state-local cable advisory committee underscores what could become yet another major problem for the beleaguered cable industry. In the absence of a definitive proclamation from the commission, Congress or the courts as to how regulation of the industry can take a natural course, state governments are becoming increas-

ingly independent in their dealings with the medium. Within the past two years, four states—New York, Massachusetts, New Jersey and Minnesota—have established independent agencies to oversee the activities of local franchising authorities. Several others, including Connecticut, Vermont, Rhode Island, Nevada, Alaska and Hawaii, have implemented systems of state cable regulation in some form. Significantly, those states last month banded together to form a consortium called the Conference of State Cable Agencies, whose primary purpose will be to collectively explore mutual interests before the federal government (BROADCASTING, Nov. 26).

While cable operators across the nation have looked at this development as a potential threat, nowhere has their anxiety been more real than in Massachusetts. And from the industry's point of view the fears appear to be justified. In the 18 months since the Massachusetts Community Antenna Television Commission was created, the state has won recognition as the heaviest regulator of cable in the nation. In some respects, it has surpassed the FCC in terms of its willingness to experiment with untested policies. While the FCC, in an attempt to enhance diversity of media control, has outlawed the common ownership of cable and television facilities in the same market, the Massachusetts commission has gone a step further; it now seems set on banning crossownership of cable and newspapers. A new state law authorizes municipally owned light companies to finance, own and operate cable systems, and the commission is examining methods in which communities that do not have their own power facilities can acquire financing to do the same. But of more concern to the 82 cable operators in Massachusetts is the indication the commission has given that it intends to effect some kind of separation between hardware and software in the cable business.

The prevalent feeling among Massachusetts cablemen, according to Bill Kenny, executive director of the New England Cable Television Association, is that the seven-member state commission is so preoccupied with pie-in-the-sky issues that it sometimes places inadequate emphasis on contemporary decisions. "The commission is very peculiar," Mr. Kenny said. "Individually, they're very nice people." But collectively, he complained, "they're more like a think tank than a regulatory agency." In the course of deliberating future regulatory paths, such as the separation-of-functions issue, Mr. Kenny asserted, the commission "appears to ignore the more mundane aspects of regulation."

Such charges come as no surprise to Morton Aronson, the Boston lawyer who has been chairman of the commission since its inception. "I'm very aware of the kinds of things that have been said about the commission," Mr. Aronson said. And for the most part, he maintained, the criticism is "very unfair."

"There are two ways that you can look at a regulatory agency," Mr. Aronson said. "You can react to problems as they

Retreat. National Cable Television Association General Counsel Stuart Feldstein said last week that indications given by NCTA Vice Chairman Bruce Lovett at Western cable convention that association had decided to bring antitrust suit against broadcasters on pay-cable issue (*Broadcasting*, Dec. 3) were "premature." Mr. Feldstein said NCTA has talked to several outside attorneys regarding possible retention to explore litigation possibility, and that choice would be made "as soon as possible." Decision as to whether association would undertake litigation, Mr. Feldstein said, will not be made until counsel is hired and has had adequate time to study record. He said two issues—allegedly illegal antipay promotional activities and accusations that certain broadcast interests are "warehousing" programming to keep it away from pay entrepreneurs—are under study, but emphasized that no decision has been made as to who would be target of potential suit. Mr. Feldstein also disclosed that Justice Department has "evidenced some interest."

develop or you can try to move the medium in ways in which it can best serve the public and itself as well. We have tried to regulate in a manner in which we can do both."

While the commission may not, as Mr. Kenny contends, limit its deliberations to those characteristic of a think tank, the agency's makeup suggests a scholarly presence. Of the seven members, three are employed full time by institutions of higher learning. There is also one attorney, one consumerist, one commercial broadcaster and one member immersed in urban social sciences. The commissioners' backgrounds reflect the state law that created the agency and mandated that the members include educators, professionals versed in digital communications, attorneys, a consumer representative and residents of communities with populations above and below 50,000. Beside Mr. Aronson, the members include Dr. Hyman Goldin, professor of telecommunications at Boston College (and ex-staffer at the FCC); Winifred Gorlin, of the Massachusetts Consumers Council; Professor Anthony Oettinger of the Aiken computer laboratory at Harvard University; Dr. J. Francis Reintjes, director of the electronic systems laboratory at the Massachusetts Institute of Technology; Donald Thurston, president of Berkshire Broadcasting Co., and Charles Beard of the Boston Model Cities program.

If the commission thinks in long-term perspectives, that is a plus in Mr. Aronson's opinion. By limiting the extent to which Massachusetts cable operators could control the programming that their systems offer, he feels, the commission could be doing the industry—and the FCC—a service. Mr. Aronson asserted that within cable's present business environment, the emergence of outside in-

terests leasing cable channels is "certainly not encouraging." Considering the new revenue source that such a development could create for the industry, he noted, some separation of facilities and programming could be a vital step in cable's development. And thus, he maintained, the premise from which the agency is proceeding in this area is "to try to stimulate an industry that seems to be faltering. . . . Cable is in a very serious state of development right now." Mr. Aronson professes a belief that this is an area to which the FCC will ultimately have to address itself. And here, he said, the federal agency could face a problem, for at present "there is absolutely no data to evaluate . . . Wouldn't it be healthier to have one or two states going in that direction beforehand, so that the commission will have something to go on?"

Mr. Aronson emphasized that he foresees "no conflict" with the FCC in this area. It should be noted that the Massachusetts commission chairman is among the staunchest advocates of a well-defined state role in cable regulation. He is openly critical of the FCC advisory committee's majority report (the conflict on that body was so great that two separate written conclusions were submitted to the commission), which favored the concept of "dualism"—joint participation by the FCC and one local body, either state or local—in cable regulation. The report, Mr. Aronson said, "causes me to pause with great concern. . . . I marvel at the wisdom of a report that can look at such an embryonic group of [state] regulators and say that this will cause regulatory duplication." Mr. Aronson asserted that it is time for the cable industry to rid itself of the "paranoia" he says it feels toward state regulation. "They'd do much better going that route because they're not going to knock out state regulations. I don't think they [the FCC] could pre-empt to the extent of eliminating state input." Mr. Aronson expressed dismay that some of his agency's critics are assigning that group sole responsibility for implementing the Massachusetts crossownership proceeding. "That's not of our making," he said, referring to a state-legislature mandate that newspapers may not own cable systems within their general circulation area. The only question left to the commission here, he emphasized, is defining that ruling. "We're not working in a vacuum."

Another issue that has become a point of criticism of the agency can also be attributed to the legislature. This involves the question of municipal cable ownership. Mr. Aronson emphasized that there is "clearly" a precedent in state law for permitting such activity. The problem, he noted, lies in the fact that the legislature has not clearly spelled out the conditions under which communities that do not own utility companies can fund such a venture. "Obviously," he said, "that's one of the things that will have to be ironed out in the state law." But in the long run, Mr. Aronson said, the municipal-ownership problem could become academic. "I don't see strong interest" from local governments, he said.

Cablecom sale to Daniels snags

However, seller says efforts to revive deal are being made; alternative would be transfer of buyer's 20% to Cablecom

Cablecom-General Inc., Denver, announced last week that it has terminated a \$9-million transaction in which it was to have sold its 80% interest in a Colorado Springs cable system to a firm headed by Denver cable executive Bill Daniels.

Cablecom said that under the agreement announced last May, its majority interest in Vumore Cable Corp., operator of the 20,000-subscriber Colorado Springs system, would have gone to Cablevision Projects Inc., which already owned the remaining 20% of the facility. However, Cablecom said, the Daniels-controlled firm's inability to obtain necessary financing has forced the transaction to be called off. As a result, Cablecom will obtain 100% control of the system due to a provision in the May agreement stating that the Daniels interest would be assigned to the seller if the sale is not culminated.

Cablecom indicated, however, that there may still be a future for the deal. It noted that Cablevision Properties is continuing its effort to obtain financing and "while nothing is definite, there are several possibilities." It added that a provision in the May agreement under which Cablecom and Mr. Daniels would terminate previous litigation associated with the transaction remains "in effect."

Mr. Daniels is the head of Daniels and Associates, a Denver cable consulting and brokerage firm. He also controls Daniels Properties Inc., which operates several cable systems.

Cablecom said that, in a separate transaction, it will exercise its option to require Daniels Properties to acquire all the cable franchises in which it holds an interest in the Denver vicinity. The agreement affects franchises in the Colorado towns of Fort Collins, Loveland, Longmont and Greeley.

Cable Briefs

Construction contracts. Magnavox CATV Division has announced that it will supply distribution equipment for construction of 35-mile, two-way CATV system to serve Kenova, W. Va. Scientific Atlanta Inc. has obtained contract to provide turnkey installation of 40-mile system at Blackfoot, Idaho. Both facilities are to be completed early in 1974.

Deregulation marches on. Existing cable systems may now add local television signals or in-state nonlocal educational TV signals to their service without certificate of compliance, FCC has ruled. System operators need only give commission and TV station 30 days notice before beginning to carry signal. "Significantly viewed" signals, however, are not included in new ruling which became effective Dec. 5.

Faltering start of News Council is up for review

Members of new oversight group meet this week to consider how to get the project to fly

The 15 members of the National News Council are to meet today and tomorrow (Dec. 10-11) to take the council's temperature. They may read it as something under 98.6 degrees.

One major item on the agenda is what to do about that major inquiry the council announced it would make into President Nixon's charges that reporting had been "outrageous, vicious and distorted" (BROADCASTING, Nov. 5). The council has now been told by Ron Ziegler, the President's news secretary, that the White House will provide no specifics for the council to investigate (BROADCASTING, Dec. 3). Another subject destined for discussion is the bad press the council has been getting.

The council's executive director, Bill Arthur, says he wishes the media "would give us a chance to prove ourselves, and not kill us off before we have an opportunity. It would be very bad if we were not given that chance, because it would be further fuel for critics of the media." Mr. Arthur began an address to the American Press Institute at Columbia University last Tuesday (Dec. 4) by citing anticouncil editorials carried last summer by 22 newspapers throughout the country. "In the tradition of a great and robust press," he said, "these papers each carried the identical canned editorial against us before we even started operating."

Mr. Arthur describes his fledgling organization as a "buffer" for complaints against and by the media, filtered through the council's Grievance and Freedom of the Press Committees, respectively. But none of the 10-15 letters received daily since the council went into operation Aug. 1 has been judged worthy of pursuit. "Most letters are merely emotional," say Mr. Arthur.

"We're starting with a blank page and what we have to do is write the book," Mr. Arthur explained in an interview last week. "The first thing we have to do is to gain respect." That is where the council's other side enters the picture, as a public-service organization assigned to "initiate research and issue reports" on matters affecting freedom of communication. In that role the council undertook the inquiry into the President's remarks and, a few weeks earlier, a study of the inherent conflict between the public's desire for access to press exposure and the press's independence guaranteed by the First Amendment.

Fending off assertions (from CBS News President Richard S. Salant, among others) that the White House inquiry is a publicity-seeking venture, Mr. Arthur

said: "We would have been negligent if we had not instituted such a study. The President made serious charges, and the impetus for the study was in the power of his statement." Mr. Salant, member of the original task force which recommended the establishment of a news council, remains adamant that the council was never envisioned "as a forum for government complaints."

Mr. Arthur said he doesn't feel the White House inquiry is crucial to the council's gaining respect, which is just as well since Mr. Ziegler at a meeting on Nov. 29 declined to provide specific administration complaints. Mr. Ziegler "said he preferred a broad-based study of White House-media relationships and suggested the time span beginning with the Cambodian invasion a year ago up till the present," Mr. Arthur said last week. "He said the genesis of the President's charges encompasses many examples of television reporting."

Whether Mr. Ziegler's vague proposal presents the council with an inquiry too broad to handle is a problem to be decided today and tomorrow in Racine, Wis., at the "Wingspread" facility of the S. C. Johnson Foundation. Without the White House study, the council is left with the access-First Amendment inquiry. That study, directed by Columbia law professor Benno Schmidt, is to be completed early next year.

After that, what? "I never anticipated a flood of complaints," Mr. Arthur acknowledged. "The fact is that journalists are a highly professional group, and as such don't inspire a flood of complaints." He scanned the most recent letter of complaint which condemned all media as distorted, and cited all networks, the *Washington Post* and the *New York Times*. "We had one in which the writer complained of the sneer on Harry Reasoner's face each time he mentioned Mr. Nixon's name," Mr. Arthur said.

"It takes time to become known," he continued. "Some feel that journalists should automatically know what the National News Council is, but in fact very few journalists do." With that in mind, Mr. Arthur and the council's associate director, Ned Sobnurman, accept invitations to speak throughout the country. The two have made some 25 personal appearances on the council's behalf. "It's not a promotional tour," Mr. Arthur insisted. "We get a lot of invitations." The executive director has appeared on national TV, radio, and closed-circuit TV; he spoke last month in Buffalo, N.Y., at a Sigma Delta Chi meeting and is rescheduled for an address to that group Dec. 17; he has been invited to the Society of Auto Workers in Detroit and will combine that trip with an invitation from the University of Michigan at Ann Arbor.

The council has three years in which to prove itself. It is funded at \$400,000 per year for three years by 10 foundations, the major supporters being the 20th Century Fund and the Markle Foundation. (No single foundation is contributing more than 25% of the total funding.) The others are the Mary



Guiding spirits. News Council President Roger Traynor (c), former California Supreme Court Justice, confers with Executive Director Bill Arthur (l) and Associate Director Ned Schnurman.

Reynolds Babcock Foundation, the William Benton Foundation, the Pauline and Louis Cowan Foundation, the Patrick and Anna M. Cudahy Foundation, the Mellett Fund for a Free and Responsible Press, the Jane and Leo Model Foundation, the Poynter Fund, and the Ernest D. Van Loben Sels-Eleanor Slate Van Loben Sels Charitable Foundation.

At the end of three years, the council bylaws provide for a review of its performance by an independent evaluation committee. On the basis of those findings a decision on the council's future will be made.

Mr. Arthur appears unperturbed by the faint praise the council has received so far. "If I put myself in the shoes of the media people now [he was editor of

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Look for 26 years], I think my attitude would be to sit back and wait to see how the council does before I'd support it," he said. The media have much to gain from a news council, he asserted. "If anything I did as an editor could be proved wrong, I'd want to know about it, or be vindicated—one way or the other. The media editors can judge our findings along with all the other news they handle. That's all the power we should have, after all. But if the media release our findings, it can only increase their credibility and respect."

Harris finds public reliance on TV growing

Study for Senate subcommittee shows 65% count TV main news source, but only 41% have great faith in it

Television news and the press are the only two "key institutions" in which the public's confidence has increased since 1966, according to a study commissioned by a congressional subcommittee. At the same time, the study, conducted by Louis Harris polls—though their ratings have of confidence in the executive branch has dropped dramatically over the same period. It was also reported that a majority of people feel "there is something deeply wrong" in the nation.

The Senate Subcommittee on Intergovernmental Relations, which commissioned the Harris study last August, released the 342-page report last Monday (Dec. 3).

Leaders in the medical profession received the highest vote of confidence in 1973 (57%), as they have in previous Harris polls—though their ratings have slipped significantly since 1966. The people running local trash collections command the second highest confidence level in 1973 (52%); those running higher education, third (44%), and those running television news, fourth (41%). (See table.)

There are sharp differences, however, in attitudes expressed by the general public in the Harris polls and those of elected and appointed officials in federal, state and local governments who were surveyed by the staff of the Senate subcommittee. Only 17% of the government officials have "great confidence" in the television medium that got a 41% vote on the same question from the public at large.

Senator Edmund Muskie (D-Me.), chairman of the subcommittee, went on NBC-TV's *Today* last Monday to give his views on study's findings. NBC correspondent Bill Monroe asked the senator if he could account for the wide difference between the views of the public and government officials on newsmen.

"Well, there's a natural adversary relationship, I think," Senator Muskie said. "There's an abrasiveness in the day-to-day relationship."

A committee report accompanying the study stated that "the leaders also point to the media as the source of the prob-

lem of confidence, implying that the media have created a climate of disenchantment with government. The public by contrast has grown to respect the media more than ever, believing the media have uncovered much wrongdoing in the government."

Almost two-thirds of the population, 65%, say they depend on television a great deal as a source of news, while 39% depend on radio. Newspapers are relied upon by 52%, and news magazines by 25%.

Though the Harris study seems on its surface to support the news media in their recent battle with the President, there is inherent criticism of the media in the study as well. "No more than four in every 10 feel they are current with the developments in the nation's capital," the report says. And "implicitly, the public is suggesting that a better job could be done in informing them about their government," it said.

"It should be pointed out," a Muskie

How confidence has shifted. Figures below report percentage of respondents to Harris poll in 1966, 1972 and 1973 who expressed "great deal of confidence" in people who run the various institutions that are listed.

	1973 %	1972 %	1966 %
Medicine	57	48	72
Higher educational institutions	44	33	61
Television news	41	17	25
Military	40	35	62
Organized religion	36	30	41
U.S. Supreme Court	33	28	51
Senate	30	21	42
Press	30	18	29
Major companies	29	27	55
House of Representatives	29	21	42
Organized labor	20	15	22
Executive branch of federal government	19	27	41

Where people say they learn about government and politics. Television news was first among all sources which people told the 1973 Harris poll they depend on "a great deal" to find out what is going on in gov-

	Total %	8th grade %	High school %	College %	White %	Black %	Active citizenship %
Television news	65	73	68	58	65	70	61
Newspapers	52	48	49	56	52	52	58
Radio news	39	45	39	37	38	63	39
News magazines	25	13	20	37	26	21	32
Talking to friends	21	23	20	21	20	28	23
Special reports and publications	13	9	13	15	13	11	19
Local church	9	18	9	4	8	17	11
Lectures, formal talks	7	7	5	10	7	10	10
Lectures and mailings from elected officials	6	9	6	6	7	3	9
Business publications	6	6	6	4	7	6	11
Union publications	5	4	6	4	5	4	6
Private newsletters	4	6	3	6	5	3	7
Local political grapevine	4	4	4	4	4	4	6
Political-party publications	3	6	3	3	3	1	6

staffer said, "that TV still doesn't have a majority of the people that says it's credible. The study says 65% of the people depend on TV for their main source of news, but only 41% have confidence in it."

The report was presented to the subcommittee at an informal hearing last Monday. In the spirit of the report's findings, Senator Muskie said, the chairman allowed newsmen the unusual opportunity to question Mr. Harris at the hearing. They asked questions relating to national feelings on impeachment, for the most part, it was reported.

How people and politicians differ. These figures compare the percentages of people in the Harris poll for 1973 who expressed "great confidence" in the people running various institutions with percentages of same responses among federal, state and local officials surveyed by the Senate subcommittee staff.

	Public total %	Leaders total %
Medicine	57	41
Local trash collection	52	50
Higher educational institutions	44	30
Local police department	44	54
Television news	41	17
Military	40	30
Local public schools	39	46
Organized religion	36	29
Local united fund	35	45
State highway systems	34	40
U.S. Supreme Court	33	44
Senate	30	31
Press	30	19
Major companies	29	35
House of Representatives	29	26
Local government	28	50
State government	24	27
Law firms	24	20
Organized labor	20	9
Local tax assessment	19	37
Executive branch of federal government	19	17
White House	18	21

ernment and politics. The column headed "active citizenship" in table below reports responses from those who said they had been officers in organizations (37% of total sample).

Occasional users, AT&T compromise

**Carrier accepts lower tariffs;
study of effect of new rates
to be made over two years**

Broadcast-industry representatives and officials at AT&T, prodded and coaxed by FCC staffers for six months, have settled their differences over the new rates the telephone company will charge for transmitting their programs. And the FCC has given its blessing to their labors.

The commission acted last week, approving the stipulation in which the compromise was expressed, and terminating the rate case without deciding the merits of the issues in the proceeding (Doc. 18684).

The last major sticking point to be resolved involved UPITN's request for rates that would meet its special need for service of one hour daily. Under the agreement, the hourly charge will be \$15 per-mile per-month for the first year of a two-year experimental period, \$18 for the second. The trial period ends Dec. 31, 1975.

The major issue had involved the rates to be charged occasional users. AT&T had proposed to increase their hourly charges from 55 cents to \$1 per mile. (These rates had already been filed and were to have become effective Dec. 13; but they are now canceled.) Under the agreement, the charge will be 65 cents for the first year of the trial period, 75 cents for the second. In addition, occasional users may take a 10-hour monthly contract, at \$40 per mile.

During the two-year trial period, AT&T will accumulate data on the effects of the new rates. It will provide the commission with relevant market, revenue and cost data, as well as data concerning full-time facilities.

The stipulation offers AT&T two escape clauses. It permits the company to file new tariffs before Oct. 1, 1975, if:

- The company is required to apply for permission to build facilities to implement its cost-reduction program and the FCC permission for the work is not given within three months.

- If the commission or a court holds that revenues from television transmission service are less than the revenues which should be obtained, or orders the company to revise its television transmission rates or regulations.

The parties' attempt to resolve their differences began in July, after the commission held an oral argument on the issues involved in the rate case. Earlier, the commission had authorized AT&T to file new rates for monthly contract users—the networks—which reduced their costs some \$18 million annually, but had refused to permit at that time the filing of the occasional user tariffs, which would have increased AT&T revenues some \$10-million.

The stipulation was signed by 16 parties. They included representatives of



View from the 110th floor. The boom John Rukavina was working on last week was lifting the antenna tower for WLS-TV and WTTW(TV) Chicago up to the top of the Sears Tower. Its base was on the 109th floor, the top at maximum height alongside the 110th; the tower pieces were being hoisted from the 90th floor, as far as they could come by elevator. Mr. Rukavina is foreman for the Gunnar A. Alsen Corp. of Port Washington, N.Y., a broadcast antenna and tower erection firm. The stations are scheduled to begin broadcasting from the new site in January.

AT&T and the Bell System companies, ABC, CBS, NBC, Hughes Sports Network, the Commissioner of Baseball, American Group Management Corp., Association of Independent Television Stations, National Hockey League, TVS Inc., The Detroit Tiger Television Network, UPITN Corp., Corporation for Public Broadcasting, Public Broadcasting Service, the European Broadcasting Union and the FCC's Common Carrier Bureau.

Up and away for WBTW

The FCC's review board has affirmed its July 1972 grant of an application by Daily Telegraph Printing Co. for a construction permit to increase the antenna height and move the transmitter site of its WBTW(TV) Florence, S.C.

The modification application was designated for hearing in September 1969 to determine whether a grant would adversely affect UHF stations in the Raleigh-Durham area. An initial decision in December 1970 concluded that grant would impair WRDU-TV Durham's ability to increase its market in the Fayetteville, N.C., area. But the review board held the effect would at most be "only minimal."

Last March the commission remanded the case to the review board for consideration of new market-study data. The board said the data showed that WRDU-TV faced two problems unrelated to WBTW's presence in the market—its "noncompetitive signal" and the presence of WECT(TV) Wilmington, N.C., an NBC affiliate

whose grade-A signal "foreclosed" WRDU-TV's chance to obtain an NBC affiliation.

In its supplementary decision affirming grant of the CP application (Doc. 18650), the review board said it could not conclude WRDU-TV could create an audience in Fayetteville if WBTW's signal was kept out of that market.

NABET and ABC come to terms

**Last-minute settlement said to be
similar to earlier pact with NBC
except that current agreement
will be for four years**

Negotiators for ABC and the National Association of Broadcast Employees and Technicians reached agreement early Wednesday morning (Dec. 5), averting a strike that had been set by the union for 12:01 a.m. that day.

The agreement was hammered out in Washington with the assistance of the Federal Mediation and Conciliation Service. Negotiators for ABC and the union were discussing language of the proposed contract during the remainder of last week before submitting the final draft to NABET members for ratification.

Details of the proposed contract were not disclosed pending approval by union members, but reports were that provisions were similar to those in the pact completed in early November between NBC and NABET, embracing about 1,200 radio-TV engineering workers.

One point of difference is that the ABC contract will be for a four-year term instead of the three-year agreement signed with NBC. ABC reportedly had insisted on a contract expiration date different from NBC's.

The contract with NBC provided for an average 6% salary increase in each year, effective last April 1, and for improvements in overtime, night differential and premium pay. A compromise was effected in the sensitive area of new automated equipment, with NABET granted jurisdiction over these devices two hours before air-time, while non-union personnel are authorized to work on them at other times.

ABC and NABET have been holding talks for more than eight months to replace a contract that expired last March 31. NABET had set the strike deadline for last Tuesday, claiming the company would not match the provisions of the pact with NBC. The proposed contract covers about 1,100 ABC engineering employees throughout the country and is retroactive to April 1.

NABET said it would begin talks with ABC on agreements covering about 250 nonengineering employees on Dec. 17. The union also is negotiating now with NBC on behalf of approximately 200 nontechnical workers.

Technical Briefs

Video memory. Hitachi Sales Corp. of America has introduced 15-channel video disk memory system that can record, store

and play back 15 separate color pictures at random or in sequence. Model MDM-1500, dubbed "Action Re-Caller," which records from any video input source and plays back on any TV set, can isolate still pictures from 60 images received each second on television set. Unit is expected to be available in U.S. in January at cost of \$1,295. 401 West Artesia Boulevard, Compton, Calif.

Three sold. Ampex Corp., Redwood City, Calif., announces sale of three AVR-1 color video-tape recorders and related equipment valued at \$500,000 to Compact Video Systems Inc., Burbank, Calif. Compact Video is teleproduction firm.

For VTR's. Silverchrome 2 is name of new line of helical scan video tape from Karex Inc. Company says tape has output, signal-to-noise ratio and sensitivity characteristics similar to "high-energy" tape, but can still be operated on standard recorders without erasure problems or reoptimization. 1262 Lawrence Station Road, Sunnyvale, Calif. 94086. (408) 734-3341.

TV logger. GYYR Products, Odetics Inc. has introduced time-lapse audio/video logger, model TL 350, that can continuously record up to 25 hours on reel of standard one-half-inch video tape. Tape speed is 0.3 ips with fixed 25:1 time-lapse ratio. Stop-field capability is optional. 1845 South Manchester Avenue, Anaheim, Calif. 92802.

Music

No one's dreaming of 'White Christmas' in record business

Although industry is not ignoring seasonal singles, their short life-span is resulting in diminishing number of holiday-oriented releases

Christmas music is hardly the number-one priority for the record industry, even in December. While their sales departments are geared for a general holiday increase in business, their A&R and promotion departments seem to have more important things on their minds in terms of long-range planning. While stations play Christmas music heavily in December, the labels reason there is enough of it already out there and in January it will all be forgotten anyway. But to some extent, the industry still believes in Santa Claus.

One new note in the holiday musical picture this year is something that might well be called the "quasi-Christmas song." Being well aware that radio will drop even a tried-and-true Christmas record by the New Year, the industry is beginning to experiment with songs that have a non-exclusive holiday feeling. Two particular examples have recently come

from Jim Croce and Andy Williams.

ABC/Dunhill's Jim Croce first cut "It Doesn't Have To Be That Way" as part of the normal course of his recording career, one that came to a tragic end last month (BROADCASTING, Nov. 19) while his music was just reaching its widest audience. The song begins with word pictures of the streets just before Christmas, but basically deals with changing the world for the better. While the peace and good-will message is quite apt during the holiday season, ABC/Dunhill is counting on the song's more general message to carry it over to the playlist in 1974. "It Doesn't Have To Be That Way" is now the third Jim Croce single in current release, so it might be viewed as a calculated risk: "Time In a Bottle" and "I Got a Name" will keep the artist on the top-40 airwaves with or without any post-Christmas appeal from this latest single.

Columbia's Andy Williams has a "quasi-Christmas" hopeful in his version of a song originally written and recorded by Harry Nilsson under the title "Remember (Christmas)." To further highlight the long-range potential of the song, Andy Williams has shortened its name to simply "Remember," and has left it to the audience to connect the generally nostalgic lyrics to the holiday season. Featured on *The Andy Williams Christmas Special* (NBC-TV, Dec. 13, 9-10 p.m.) and specially wrapped for pre-Christmas shipping in a holiday-oriented sleeve, the record hopes to make it on its own merits when January removes its initial seasonal marketing edge.

As for the rest of the new Christmas product, it follows the normal direct holiday approach this year as last. But this year, most of the new releases are from country and contemporary artists as opposed to the MOR talent which normally dominates the scene. Aside from Andy Williams, the only major figure of pop stature to release a new Christmas song is Arthur Godfrey. His single "Christmas Is Christmas All Over the World" has been released by a small label in Fort Lee, N.J.—Spiral—owned by the tune's composer, Gladys Shelley.

Some new top-40 artists have entered the holiday singles market for the first time in 1973, with the level increasing all the way up to hard rock. John Denver's "Daddy, Please Don't Get Drunk for Christmas" is RCA's sole seasonal top-40 entry, and it has a marked country flavor. Edward Beer, the Canadian group that scored early in the year with "Last Song," has Capitol's only contemporary Yuletide offering: "Coming Home Christmas." The sounds get even more contemporary on MCA's only seasonal pop single, Elton John's "Step Into Christmas." And totally at the hard-rock extreme is Slade's "Merry Christmas Everybody" on Warner Brothers, whose other holiday-oriented single comes from its Capricorn custom label—Martin Mull's "Santa Fly." Martin Mull seems to have the major comedic entry in the seasonal singles race with the song which is a spoof of Curtis Mayfield's "Super Fly."

There are almost as many more coun-

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Andy Williams with daughter Noelle from jacket of their quasi-seasonal single, "Remember," originally titled "Remember (Christmas)."

try artists of major proportions with new seasonal singles this year as there are MOR and top-40 acts combined. This may lead some of the stations looking for fresh holiday music to artists they might not ordinarily play. Johnny Cash has teamed up for the first time with his brother Tommy Cash on a Columbia release, "That Christmasy Feeling." Epic Records has issued two holiday songs by some of its top country talent: Tammy Wynette and George Jones on "Mr. and Mrs. Santa Claus" and Jody Miller has a new version of "O Holy Night."

Also in the country category, Capitol has released Merle Haggard's "If We Make It Through December," and Freddie Hart's "I Believe in Santa Claus." The RCA-distributed Metro-media Country label has issued "Holidays Are Happy Days" by Bobby G. Rice, and the only country novelty of the season, "How I Love Those Christmas Songs" by The Country Squirrels, an obvious revival of the Alvin and the Chipmunks style.

The only soul-music entry from a top act is a rather lengthy title from the O'Jays on Philadelphia International. The song should at least have an additional week's play potential for all the effort: "Christmas Ain't Christmas and New Year's Ain't New Year's Without the One You Love."

Normally, programmers are greatly aided by re-releases of Christmas music of years past. Although no label has prepared a holiday sampler exclusively for radio use of such items (in past years Columbia and MCA have put together such packages and a recent ABC Jim Croce sampler is packaged in a holiday motif), some singles product from major artists has been re-issued in the hopes of making standards of the future.

A&M has re-released "Merry Christmas Darling" by the Carpenters and Cheech & Chong with "Santa Claus and His Old Lady." Stax Records has re-released Isaac Hayes' "The Mistletoe and Me" and Rufus Thomas's "I'll Be Your Santa Baby."

Still more Christmas music can be found on new commercially available LPs. Capitol has a new holiday product from country acts Merle Haggard, Freddie Hart, Red Simpson and Tennessee Ernie Ford. RCA has two new "various artists" re-packages: the country "Wishing You a Merry Christmas" and the

classically oriented "The Golden Age of Christmas" in addition to the newly recorded "Greatest Hits of Christmas" from Eugene Ormandy and the Philadelphia Orchestra. The best of Motown's Christmas catalog featuring Stevie Wonder, Marvin Gaye, Diana Ross and others can be found in "A Motown Christmas," a two-record set. None of these albums was put together expressly with the programmer in mind, but can serve to fill the gap created by an absence of holiday samplers this season.

No major pop artist has released an entire LP of Christmas music this year, albums which would normally provide new versions of standards like "Rudolf The Red-Nosed Reindeer" and "Jingle Bells."

There seem to be two reasons for this state of affairs.

Adam Somers, director of merchandising for Warner Brothers Records cites the growing degree of artist and producer control over what is recorded. Most of the current contemporary recording artists are not prone to record Christmas music and those who might be most likely to sell such an LP are the least likely to be put into a position where they are told to record one. Rock acts in particular, in spite of the occasional Christmas attempt from an Elton John or Slade, feel that holiday music is "just not their bag."

An auxiliary theory comes from Steve Popovich, vice president and national promotion director for Columbia Records. He cites the fact that the Christmas selling season is really a matter of three weeks, and as the records have little airplay or sales value after that period until the next Christmas, they tend to become relegated to the status of catalogue items. "It takes more than three weeks to really build most records into hits" Mr. Popovich explains; therefore, putting an all-out effort into seasonal product only to have to start the momentum over again the next year becomes impractical for the long-range operations of a recording company, normally operationalized by principle of continual follow-through and follow-up.

The big Christmas hits—a Bing Crosby's "White Christmas" or a Nat Cole's "The Christmas Song"—are a rare breed. The record industry of the seventies is not going out of its way to capture a mass audience in three weeks, most obviously because it knows that the odds are more against it here than they are in the normal process of "working a record into a hit." But it has not deserted Christmas entirely, and would not be ungrateful if Santa did drop a hit or two into their stockings.

Breaking In

"You're Sixteen"—Ringo Starr (Apple)

▪ The search for familiar records—so near and dear to the hearts of pop programmers—is made all that much simpler by artists like Ringo Starr and Donnie Osmond. By re-doing old hits they actually guarantee airplay for their records. "You're Sixteen," for these reasons, was

the programmers' favorite cut from *Ringo* and it has been released as the follow-up to "Photograph."

The star-studded cast on "You're Sixteen" includes Harry Nilsson on back-up vocals, Paul McCartney on what sounds like a kazoo (album liner notes call it a mouth sax), Nicky Hopkins on piano and Mr. Starkey on the drums. "You're Sixteen" is rag-time, fun, short (2:50), comic, unpretentious and familiar.

Is the new Ringo single a hit? Is the Pope Catholic?

Among the faithful playing "You're Sixteen" last week were WRKO(AM) Boston, WMAK(AM) Nashville, KJR(AM) Seattle, WPOP(AM) Hartford, Conn., WSAI(AM) Cincinnati, KFRC(AM) San Francisco, WQXI(AM) Atlanta and KHJ(AM) Los Angeles.

Love For You—Sonoma (ABC/Dunhill) ▪ A group enjoying initial success under its third name change—they were formerly known as Punch—Sonoma has an unabashedly pop sound that borrows no feeling from folk, jazz, soul or any of the other current wells of pop creativity. Their first ABC/Dunhill single, "Love For You," is beginning to win programmers over to their side.

Sonoma's sound is perky but not rock in the conventional sense. Most of the fireworks come from vocal harmonies and not guitar riffs; in spite of the production build-up, the mood never gets to the level at which the neighbors might start to complain. As such, the adult appeal of "Love For You" is a strong factor in its favor. Although the sexual make-up (two males, two females) and label are the same, the group has not obviously set out to recreate the Mamas & Papas sound; however, their original fans may now find in Sonoma a pleasingly new alternative.

Stations playing "Love For You" as of last week included KJR(AM) Seattle, WPOP(AM) Hartford, Conn. and WBBQ(AM) Augusta, Ga.

Eres Tu (Touch The Wind)—Mocedades (Tara) ▪ The Paramount-distributed label which primarily buys European masters for the U.S. market originally recorded the Eurovision song competition winner from Spain and put the English lyrics on the "A" side. Now it seems that Americans prefer the Spanish original, whether they understand it or not.

Not unlike a former Spanish hit that received U.S. airplay some years ago ("Song of Joy"), "Eres Tu" has begun to see its MOR-reception bear top-40 fruit. Literally translated as "It Is You," the record has begun to make sense to hit-oriented ears. The Spanish-lyric side is pulling the play at some key top-40 outlets as a result of the start it got on MOR's that were in agreement that the original version somehow conveyed the song's feeling with greater ease.

As of last week, stations playing Mocedades included KHIS(AM) Los Angeles, KRUX(AM) Phoenix and KJR(AM) Seattle.

Love's Theme—Love Unlimited Orchestra (20 Century) ▪ Clearly a case of a record creating an artist (rather than the

normally reversed state of affairs), "Love's Theme" has brought into being the Love Unlimited Orchestra. Studio musicians seem to have come up with the first instrumental hit for the newly reorganized 20th Century Records without really trying.

Originally recorded as a mood piece for a vocal album by Love Unlimited, a female soul group, "Love's Theme" has been pulled from the LP by programmers' response. So quickly pulling a name out of the most obvious hat for the studio musicians involved, producer-conductor Barry White became the force behind yet another act on the label. Instrumental artists enjoy rather short life spans as top-40 airplay attractions, normally limited to the extent of one hit; this manner of creating an act has proved itself about as effective as any other in terms of the success stories of the past in this area.

The future of Love Unlimited Orchestra at this time is thus directly tied to the reception of "Love's Theme." As of last week, stations playing "Love's Theme" included KLIF(AM) Dallas, WFIL(AM) Philadelphia and KHJ(AM) Los Angeles.

"Midnight Rider"—Greg Allman (Capricorn) ■ The Allman Brothers recorded this song some four years ago when Duane Allman was still alive. Joe Cocker released an ill-fated version of it in a much faster tempo last summer. Now on Greg Allman's solo LP, there is still a third version and this one finally looks hit-bound.

It is difficult to find a band much more popular at this juncture than the Allmans and it was altogether predictable that Greg Allman's solo album would give programmers something to replace "Ramblin' Man" on their playlists. "Midnight-Rider," laboriously slow but allowing Mr. Allman a chance to show off his country-honky-tonk voice, is now a single, but went on a string of Southern stations as an LP cut last week. Among those playing it are WQXI(AM) Atlanta, KILT(AM) Houston, WHYY(AM) Montgomery, Ala., and KLIF(AM) Dallas.

Pretty Lady — Lighthouse (Polydor) ■ "Pretty Lady" might well be subtitled, "We're A Canadian Band," being the long-time-in-the-making breakthrough single for this nine-member horn-rock contingent from north of border. While retaining the production of Jimmy Ienner, the group has switched labels to Polydor and the move has apparently been sound.

Lighthouse's most recent top-40 success prior to "Pretty Lady" was a summery thing from 1972, "Sunny Days," which hardly made the group consistent programming material. But according to Marge Bush, music director at WXY(AM) Cleveland, where the disk is currently a top-three sales item, "the record was too good to pass up." After six weeks of airplay there, Ms. Bush finds her "gut-level enthusiasm" for the single confirmed in listener response.

As of last week, stations programming "Pretty Lady" included WMEX(AM) Boston, CKLW(AM) Detroit and WJRQ(AM) Buffalo, N.Y.

BMI wants its due from cable TV

Systems originating own programs will be target after first of year; Cramer also expresses displeasure with free rides by noncommercial

Broadcast Music Inc. announced last week its intention to begin collecting royalties from cable-television systems.

The announcement was made by Edward H. Cramer, BMI president, during a luncheon speech at the National Broadcasters Club in Washington. "We have been tolerant so far about cable's use of our music," said Mr. Cramer, "just as we were tolerant toward television broadcasting in its early days."

But "after the first of the year," said Mr. Cramer, the performing-rights society will "begin a campaign to license cable systems for their use of music in programs they originate." BMI hopes the cable industry will appoint a committee to negotiate fees, "but if not," he said, "we'll have to go at it individually."

Mr. Cramer said BMI was under increasing pressure from composers and publishers to begin collecting from cable. Broadcasters, he added, were also complaining that cable systems in their areas were originating programs with free music while stations must pay for the music they use.

There was no immediate comment from the National Cable Television Association, some of whose officials were at the luncheon where Mr. Cramer spoke. One NCTA official said the association already had a music committee, headed by Lawrence Kliever of Peninsula Cable, Hampton, Va., but that it had been inactive.

Mr. Cramer also complained about the technicality of the present copyright law that permits noncommercial broadcasting to use music without paying royalties while exposed to copyright liability for all other program material. Musical works are protected for use in any "performance for profit." Other works are protected for performance of any kind.

"In public broadcasting," said Mr. Cramer, "everybody gets paid but the writers of music."

"When Mobil Oil takes ads promoting its underwriting of a public-TV show that carries Mobil credits, that's a performance for profit in my book."

Later Mr. Cramer said BMI contemplated no legal action now to establish that noncommercial-broadcasting use of music constituted a performance for profit. He said the hope was that a new copyright law would clarify the issue.

In response to a question, Mr. Cramer said he was opposed to the inclusion in the draft of new copyright legislation of a provision to grant performers fees for the use of their works, as, for example, payments to the musicians who played for a phonograph record. Though he said a number of BMI writers were also performers—Paul Simon was one he mentioned—the society thought it "inappropriate" to insert a performers'-fees provision in a copyright bill.

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

- AIN'T GOT NO HOME, Band (Capitol).
- BLUE COLLAR, Bachman-Turner Overdrive (Mercury).
- DOWN DRINKING IN THE BAR, Loudon Wainwright (Columbia).
- FLASHBACK, Fifth Dimension (Bell).
- HANGIN' AROUND, Edgar Winter Group (Epic).
- I'M A ROCKER, Raspberries (Capitol).
- JIM DANDY, Black Oak Arkansas (Atco).
- LAST KISS, J. Frank Wilson & the Cavaliers (Virgo).
- LOUIE, Lou Zerato (Atlantic).
- LOVE FOR YOU, Sonoma (ABC/Dunhill).
- LOVE REIGN O'ER ME, Who (MCA).
- MIDNIGHT RIDER, Gregg Allman (Capricorn).
- MY OLD SCHOOL, Steely Dan (ABC/Dunhill).
- SALLY FROM SYRACUSE, Stu Nunnery (Evolution).
- STAR, Stealers Wheel (A&M).
- STEP INTO CHRISTMAS, Elton John (MCA).
- THERE AIN'T NO WAY, Lobo (Big Tree).
- THIS IS YOUR SONG, Don Goodwin (Silver Blue).
- TIME FADES AWAY, Neil Young (Reprise).
- TOUCH THE WIND, Mecedades (Tara).

Trackin the 'Playlist.' With 18 records receiving bullets this week, the "Playlist" begins to turn over again after two weeks of stability. Charlie Rich's "Most Beautiful Girl in the World" (nine) and Helen Reddy's "Leave Me Alone" (10) break into the top-10 positions for the first time, while five records break into the top 40 this week: "Living in the City" by Stevie Wonder (28), "Let Me Be There" by Olivia Newton John (33), "Tell Her She's Lovely" by El Chicano (34) ("Breaking In," Nov. 19), "Love's Theme" by the Love Unlimited Orchestra (39) and the third single from Paul Simon's second album, *There Goes Rhymin' Simon*, "American Tune" (40). This week marks the reappearance of Coven's "One Tin Soldier" (46), a hit last summer on the West Coast (it went to number one on KHJ[AM] Los Angeles) but failed to spread nationally. "One Tin Soldier" is contained in the motion picture, "Billy Jack," a moderate-budget cult item now in re-release. Stations in the East and Midwest are beginning to pick up on the Coven record on the rebound, it seems. Also new this week is Ringo's "You're Sixteen" which is 55 in its first week. Frank Sinatra's "Let Me Try Again" (58), Al Green's "Livin' for You" (60), Ann Peebles's "I Can't Stand the Rain" (62), Linda Ronstadt's "Love Has No Pride" (66), Lobo's "Love Me For What I Am" (70), Barbra Streisand's "The Way We Were" (71) and Doble ("Drift Away") Gray's "Good Old Song" (74).

The Broadcasting Playlist™ Dec 10

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. Bullet (*) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1	1	Top of the World (2:56) Carpenters—A & M	1	3	3	1
4	2	2	Goodbye Yellow Brick Road (3:13) Elton John—MCA	4	1	1	4
1	3	3	Photograph (3:59) Ringo Starr—Apple	3	2	2	2
5	4	4	Just You 'n' Me (3:44) Chicago—Columbia	2	8	4	6
9	5	5	Hello It's Me (3:37) Todd Rundgren—Bearsville	5	5	8	3
10	6	6	The Love I Lost (3:39) Harold Melvin & the BlueNotes—Phila. Int'l.	8	4	5	9
8	7	7	I Got a Name (3:09) Jim Croce—ABC/Dunhill	10	7	7	5
6	8	8	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	6	9	9	7
16	9	9	The Most Beautiful Girl (2:42) Charlie Rich—Epic	7	6	10	11
13	10	10	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	9	10	6	8
7	11	11	Space Race (3:21) Billy Preston—A & M	11	12	11	10
19	12	12	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	12	14	12	15
11	13	13	Paper Roses (2:39) Marie Osmond—MGM	14	11	13	19
3	14	14	Midnight Train to Georgia (3:55) Gladys Knight & the Pips—Buddah	13	13	15	14
18	15	15	Mind Games (3:59) John Lennon—Apple	15	17	14	12
15	16	16	Keep on Truckin' (3:21) Eddie Kendricks—Tamla	16	16	17	13
12	17	17	Angie (4:30) Rolling Stones—Rolling Stones	17	15	20	20
27	18	18	If You're Ready (Come Go with Me) (3:19) Staple Singers—Stax	19	18	16	22
31	19	19	The Joker (3:36) Steve Miller Band—Capitol	18	20	21	18
33	20	20	Helen Wheels (3:45) Paul McCartney—Apple	26	21	18	16
17	21	21	Let Me Serenade You (3:13) Three Dog Night—ABC/Dunhill	21	19	23	21
21	22	22	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	29	25	19	17
22	23	23	Show and Tell (3:28) Al Wilson—Rocky Road	20	22	25	25
28	24	24	My Music (3:04) Loggins & Messina—Columbia	22	23	26	23
24	25	25	D'yer Mak'er (3:15) Led Zeppelin—Atlantic	30	26	22	24
39	26	26	Come Get to This (2:40) Marvin Gaye—Tamla	28	24	29	29
40	27	27	Who's in the Strawberry Patch with Sally (2:23) Dawn—Bell	25	28	24	28
42	28	28	Living for the City (3:12) Stevie Wonder—Tamla	31	30	27	26
20	29	29	Painted Ladies (3:30) Ian Thomas—Janus	33	29	28	27
25	30	30	Rockin' Roll Baby (3:15) Stylistics—Avco	27	27	30	30
14	31	31	All I Know (3:48) Art Garfunkel—Columbia	23	36	31	34
29	32	32	We May Never Pass This Way Again (3:50) Seals & Crofts—Warner Brothers	24	34	32	31
43	33	33	Let Me Be There (3:00) Olivia Newton-John—MCA	32	32	38	36
48	34	34	Tell Her She's Lovely (3:50) El Chicano—MCA	34	35	34	35
26	35	35	Be (3:52) Neil Diamond—Columbia	36	31	40	33
23	36	36	Ooh Baby (3:14) Gilbert O'Sullivan—Mam	37	33	39	43
32	37	37	Half Breed (2:42) Cher—MCA	35	40	35	47
37	38	38	Mammy Blue (3:41) Stories—Kama Sutra	39	45	33	41
—	39	39	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	41	39	36	37
61	40	40	American Tune (3:44) Paul Simon—Columbia	46	37	43	39
34	41	41	Knockin' on Heaven's Door (2:28) Bob Dylan—Columbia	38	49	37	50

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
49	42	42	Spiders & Snakes (3:03) Jim Stafford—MGM	40	43	48	44
57	43	43	Me and Baby Brother (3:30) War—United Artists	49	42	44	38
56	44	44	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	52	38	42	42
45	45	45	Pretty Lady (3:10) Lighthouse—Polydor	42	46	45	53
—	46	46	One Tin Soldier (3:14) Coven—MGM	47	41	52	40
36	47	47	Ramblin' Man (3:36) Allman Brothers—Capricorn	45	51	46	50
60	48	48	Are You Lonesome Tonight (3:12) Donny Osmond—MGM	43	50	50	48
50	49	49	Free Ride (3:05) Edgar Winter Group—Epic	61	47	41	45
30	50	50	You're a Special Part of Me (3:15) Diana Ross & Marvin Gaye—Motown	44	44	53	56
53	51	51	Sister Mary Elephant (3:36) Cheech & Chong—Ode	*	*	49	32
38	52	52	Never Never Gonna Give You Up (3:58) Barry White—20th Century	58	59	47	46
44	53	53	Smarty Pants (2:40) First Choice—Philly Groove	59	48	51	49
41	54	54	That Lady (3:09) Isley Brothers—T-Neck	48	55	54	55
—	55	55	You're Sixteen (2:50) Ringo Starr—Apple	51	52	56	54
69	56	56	Rock On (3:13) David Essex—Columbia	53	53	55	52
55	57	57	Corazon (3:56) Carole King—Ode	50	54	57	60
—	58	58	Let Me Try Again (3:30) Frank Sinatra—Reprise	54	58	59	68
71	59	59	Half a Million Miles From Home (3:00) Albert Hammond—Mums	64	57	62	65
—	60	60	Livin' for You (3:09) Al Green—Hi	56	61	61	69
59	61	61	A Song I'd Like to Sing (3:34) Kris Kristofferson & Rita Coolidge—A & M	63	56	66	67
—	62	62	I Can't Stand the Rain (2:50) Ann Peebles—Hi	57	60	67	70
65	63	63	Some Guys Have All the Luck (3:29) Persuaders—Alco	55	65	69	58
68	64	64	River of Love (2:39) B. W. Stevenson—RCA	65	66	60	57
73	65	65	Nutbush City Limits (2:57) Ike and Tina Turner—United Artists	74	67	58	59
—	66	66	Love Has No Pride (4:05) Linda Ronstadt—Asylum	60	62	73	62
67	67	67	Last Kiss (2:31) Wednesday—Sussex	67	71	68	61
63	68	68	Big Time Operator (2:36) Keith Hampshire—A & M	68	68	71	63
58	69	69	Dream On (3:25) Aerosmith—Columbia	71	70	72	66
—	70	70	Love Me for What I Am (3:10) Lobo—Big Tree	62	63	*	*
—	71	71	The Way We Were (3:29) Barbra Streisand—Columbia	70	64	65	*
64	72	72	Walk Like a Man (3:21) Grand Funk—Capitol	*	*	70	64
70	73	73	When I Fall in Love (3:00) Donny Osmond—MGM	69	74	*	75
—	74	74	Good Old Song (3:07) Dobie Gray—MCA	66	69	*	*
52	75	75	Sweet Understanding Love (2:59) Four Tops—ABC/Dunhill	*	*	63	72

Alphabetical list (with this week's over-all rank): All I Know (31), American Tune (40), Angie (17), Are You Lonesome Tonight (48), Be (35), Big Time Operator (68), Come Get To This (26), Corazon (57), D'yer Mak'er (25), Dream On (69), Free Ride (49), Good Old Song (74), Goodbye Yellow Brick Road (2), Half a Million Miles (59), Half Breed (37), Heartbeat, It's a Love Beat (8), Helen Wheels (20), Hello It's Me (5), I Can't Stand the Rain (62), I Got a Name (7), I've Got to Use My Imagination (44), If You're Ready (Come Go with Me) (18), The Joker (19), Just You 'n' Me (4), Keep on Truckin' (16), Knockin' on Heaven's Door (41), Last Kiss (67), Leave Me Alone (Ruby Red Dress) (10), Let Me Be There (33), Let Me Serenade You (21), Let Me Try Again (58), Living for the City (28), Livin' for You (60), Love Has No Pride (66), The Love I Lost (6), Love Me for What I Am (70), Love's Theme (38), Mammy Blue (38), Me and Baby Brother (43), Midnight Train to Georgia (14), Mind Games (15), The Most Beautiful Girl (9), My Music (24), Never Never Gonna Give You Up (52), Nutbush City Limits (65), One Tin Soldier (46), Ooh Baby (36), Painted Ladies (29), Paper Roses (13), Photograph (3), Pretty Lady (45), Ramblin' Man (47), River of Love (64), Rock On (56), Rockin' Roll Baby (30), Show and Tell (23), Sister Mary Elephant (51), Smarty Pants (53), Smokin' in the Boys Room (22), Some Guys Have All the Luck (63), A Song I'd Like to Sing (61), Space Race (11), Spiders & Snakes (42), Sweet Understanding Love (75), Tell Her She's Lovely (34), That Lady (54), Time in a Bottle (12), Top of the World (1), Walk Like a Man (72), The Way We Were (71), We May Never Pass This Way Again (32), When I Fall in Love (73), Who's in the Strawberry Patch with Sally (27), You're a Special Part of Me (50), You're Sixteen (55).

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Dec. 5	Closing Wed. Nov. 28	Net change In week	% change In week	High 1973	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	20	23 1/8	- 3 1/8	- 13.51	34 1/4	20	7	17,029	340,580
CAPITAL CITIES COMM.	CCB	N	30 3/4	38 1/2	- 7 3/4	- 20.12	62 1/2	30 3/4	12	7,074	217,525
CBS	CBS	N	25 1/2	28	- 2 1/2	- 8.92	52	25 1/2	8	28,315	722,032
CONCERT NETWORK**	O		3/8	3/8		.00	5/8	1/4		2,200	825
COX	COX	N	14	16	- 2	- 12.50	40 1/4	14	8	5,828	81,592
FEDERATED MEDIA*	O		5 1/4	5 1/2	- 1/4	- 4.54	5 1/2	2	17	820	4,305
GROSS TELECASTING	GGG	A	10 1/2	10 7/8	- 3/8	- 3.44	18 3/8	10	7	800	8,400
LIN	LINB	O	3 1/4	4 1/2	- 1 1/4	- 27.77	14 3/4	3 1/4	3	2,296	7,462
MOONEY	MOON	O	3 3/8	3 3/8		.00	10 1/4	3 3/8	9	385	1,299
PACIFIC & SOUTHERN	PSOU	O	6 3/4	7 1/4	- 1/2	- 6.89	13 3/4	6 3/4	4	1,750	11,812
RAHALL	RAHL	O	2 3/4	4	- 1 1/4	- 31.25	12 1/4	2 3/4	7	1,297	3,566
SCRIPPS-HOWARD	SCRP	O	14 3/4	15 1/4	- 1/2	- 3.27	21 1/4	14 3/4	4	2,589	38,187
STARR	SBG	M	8 1/2	7 1/2	+ 1	+ 13.33	24 1/2	7 1/2	7	1,069	9,086
STORER	SBK	N	12 1/8	13 3/4	- 1 5/8	- 11.81	44	12 1/8	6	4,751	57,055
TAFT	TFB	N	17 1/2	19 1/8	- 1 5/8	- 8.49	58 5/8	17	7	4,219	73,832
WHOH CORP.**	O		30	28	+ 2	+ 7.14	30	14		589	17,670
WOODS COMM.	O		3/4	3/4		.00	1 5/8	3/4	6	292	219
									TOTAL	81,303	1,595,997
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	2 1/4	2 3/8	- 1/8	- 5.26	5 3/8	2 1/4	6	1,259	2,832
AVCO	AV	N	6 7/8	8 1/4	- 1 3/8	- 16.66	16	6 7/8	3	11,482	78,938
BARTELL MEDIA	BMC	A	1	1 3/8	- 3/8	- 27.27	3 1/2	1	6	2,257	2,257
CAMPTOWN INDUSTRIES	O		1/4			.00	2	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N	2	2 3/4	- 3/4	- 27.27	6 5/8	2	7	4,161	8,322
COMBINED COMM.	CCA	A	13	14 1/2	- 1 1/2	- 10.34	44	12 1/2	9	3,524	45,812
COWLES	CWL	N	5 1/4	6	- 3/4	- 12.50	9 5/8	4 3/4	12	3,969	20,837
DUN & BRAOSTREET	DNB	N	36 1/4	34 3/4	+ 1 1/2	+ 4.31	42	32 3/4	25	26,042	944,022
FAIRCHILD INDUSTRIES	FEN	N	4 1/2	4 3/4	- 1/4	- 5.26	13 3/8	4 1/2	41	4,550	20,475
FUQA	FOA	N	6 7/8	8 3/8	- 1 1/2	- 17.91	20 3/8	6 7/8	3	9,741	66,969
GENERAL TIRE	GY	N	12 3/4	14	- 1 1/4	- 8.92	28 3/4	12 3/4	4	20,668	263,517
GLOBETROTTER	GLBTA	O	3 1/4	3 1/4		.00	8 1/8	3 1/4	4	2,820	9,165
GRAY COMMUNICATIONS	O		9 1/2	9 1/2		.00	12 7/8	9	7	475	4,512
HARTE-HANKS	MHN	N	7 1/4	8 3/8	- 1 1/8	- 13.43	29 1/4	7 1/4	6	4,337	31,443
JEFFERSON-PILDT	JP	N	31	33 7/8	- 2 7/8	- 8.48	40 7/8	27	14	24,075	746,325
KAISER INDUSTRIES	KI	A	5	5 7/8	- 7/8	- 14.89	9 3/8	4	4	27,487	137,435
KANSAS STATE NETWORK	KSN	O	3 5/8	3 3/4	- 1/8	- 3.33	6 1/8	3 5/8	6	1,741	6,311
KINGSTIP	KTP	A	4 1/2	4 7/8	- 3/8	- 7.69	14 1/4	4 1/2	4	1,155	5,197
LAMB COMMUNICATIONS	P		1 3/4		+ 1/4	+ 16.66	2 5/8	1 1/2	35	475	831
LEE ENTERPRISES	LNT	A	10	10		.00	25	9 7/8	7	3,366	33,660
LIBERTY	LC	N	14 1/4	15 3/4	- 1 1/2	- 9.52	23 7/8	14 1/4	7	6,631	94,491
MCGRAW-HILL	MHP	N	7 5/8	7 3/4	- 1/8	- 1.61	16 7/8	7 1/8	7	23,525	179,378
MEDIA GENERAL	MEG	A	21 1/4	24 7/8	- 3 5/8	- 14.57	43 1/2	21 1/4	8	3,546	75,352
MEREDITH	MDP	N	9 1/4	10	- 3/4	- 7.50	20 1/2	9 1/4	5	2,887	26,704
METROMEDIA	MET	N	8 1/8	8 3/4	- 5/8	- 7.14	32 1/4	7 5/8	5	6,493	52,755
MULTIMEDIA	O		11 1/2	11 1/2		.00	30 1/4	11 1/2	8	4,388	50,462
OUTLET CO.	OTU	N	8 1/8	9	- 7/8	- 9.72	17 5/8	8 1/8	4	1,379	11,204
POST CORP.	POST	O	8 1/4	10	- 1 3/4	- 17.50	17	8 1/4	4	893	7,367
PSA	PSA	N	7 1/8	8	- 7/8	- 10.93	21 7/8	7 1/8	10	3,768	26,847
REEVES TELECOM	RBT	A	1 3/8	1 1/4	+ 1/8	+ 10.00	3 1/4	1 1/4	8	2,376	3,267
RIDDER PUBLICATIONS	RPI	N	12 3/8	13 3/8	- 1	- 7.47	29 7/8	12 3/8	8	8,312	102,861
ROLLINS	ROL	N	16 1/2	19 1/8	- 2 5/8	- 13.72	36 1/2	14 1/4	14	13,305	219,532
RUST CRAFT	RUS	A	8	8 1/4	- 1/4	- 3.03	33 3/4	7 1/2	4	2,366	18,928
SAN JUAN RACING	SJR	N	12 3/4	13	- 1/4	- 1.92	23 3/4	12 1/4	11	2,152	27,438
SCHERING-PLOUGH	SGP	N	70 3/8	75	- 4 5/8	- 6.16	87 5/8	69 3/8	37	52,590	3,701,021
SONDERLING	SOB	A	6 3/8	8	- 1 5/8	- 20.31	16 3/8	6 3/8	4	816	5,202
TECHNICAL OPERATIONS	TO	A	5 1/8	5 3/8	- 1/4	- 4.65	13 1/2	5	7	1,376	7,052
TIMES MIRROR CO.	TMC	N	17	18 1/4	- 1 1/4	- 6.84	25 7/8	15 3/4	11	31,145	529,465
TURNER COMM.	O		3 1/2	4	- 1/2	- 12.50	6	3 1/2	6	1,486	5,201
WASHINGTON POST CO.	WPO	A	16 1/4	19	- 2 3/4	- 14.47	37	16 1/4	6	4,749	77,171
WOMETCO	WOM	N	8	9 1/4	- 1 1/4	- 13.51	19 3/8	8	6	6,295	50,360
									TOTAL	335,200	7,701,202
Cablecasting											
AMECO**	ACD	O	1/4	3/8	- 1/8	- 33.33	3	1/8		1,200	300
AMER. ELECT. LABS**	AELBA	O	1 1/8	1 1/4	- 1/8	- 10.00	3 5/8	1 1/8		1,672	1,881
AMERICAN TV & COMM.	AMTV	O	7 3/4	10	- 2 1/4	- 22.50	39	7 3/4	27	3,056	23,684
ATHENA COMM.**	O		3/8	3/8		.00	5 1/2	3/8		2,126	797
BIURNUP & SIMS	BSIV	O	19	20 1/2	- 1 1/2	- 7.31	31 3/4	19	26	7,692	146,148
CABLECOM-GENERAL**	CCG	A	2 1/8	2 1/2	- 3/8	- 15.00	8 7/8	2		2,536	5,389
CABLE FUNDING CORP.+	CFUN	O	8 1/8	8	+ 1/8	+ 1.56	9 3/4	4 1/2		1,233	10,018
CABLE INFORMATION**	O			3/4		.00	2 1/2	3/4		663	497
CITIZENS FINANCIAL	CPN	A	2 7/8	3	- 1/8	- 4.16	9 1/2	2 7/8	5	2,685	7,719
COMCAST	O		1 3/4	2	- 1/4	- 12.50	5 3/8	1 3/4	9	1,705	2,983
COMMUNICATIONS PROP.	COMU	O	2 1/2	2 3/8	+ 1/8	+ 5.26	9 3/4	2 3/8	18	4,435	11,087
COX CABLE	CXC	A	10 1/4	11 1/8	- 7/8	- 7.86	31 3/4	10 1/4	20	3,560	36,490
ENTRON	ENT	O	1/2	3/4	- 1/4	- 33.33	9 1/4	1/4	4	1,358	679
GENERAL INSTRUMENT	GRL	N	12 5/8	14 1/2	- 1 7/8	- 12.93	29 1/2	12 5/8	9	6,790	85,723
GENERAL TELEVISION*	O		2	2		.00	4 1/2	2	100	1,000	2,000
HERITAGE COMM.**	O		5 1/4	5	+ 1/4	+ 5.00	17 1/2	4 3/4		345	1,811
LVO CABLE	LVOC	O	3 1/8	3 3/4	- 5/8	- 16.66	11 1/4	3 1/8	14	1,879	5,871
SCIENTIFIC-ATLANTA	SFA	A	7 3/4	7 3/4		.00	15 3/8	6 1/4	9	917	7,106
TELE-COMMUNICATIONS	TCOM	O	3	3 3/4	- 3/4	- 20.00	21	3	7	4,617	13,851
TELEPROMPTER	TP	N	4	4 5/8	- 5/8	- 13.51	34 1/2	3 3/4	5	16,482	65,928
TIME INC.	TL	N	27 3/8	30 5/8	- 3 1/4	- 10.61	63 1/4	26 3/4	6	10,380	284,152
TOCOM	TOCM	O	3 1/4	3 3/4	- 1/2	- 13.33	12 1/8	3 1/4	8	634	2,060
UA-COLUMBIA CABLE	UACC	O	4 7/8	4 7/8		.00	15	4 7/8	9	1,794	8,745
VIACOM	VIA	N	5	6 1/2	- 1 1/2	- 23.07	20	4 3/8	8	3,851	19,255
VIKOA	VIK	A	2 1/8	2 5/8	- 1/2	- 19.04	9 1/8	2 1/8	30	2,591	5,505
									TOTAL	85,201	749,679

Stock symbol	Exch.	Closing Wed. Dec. 5	Closing Wed. Nov. 28	Net change in week	% change in week	High	1973 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES**	CPS	N	2 1/2	3 1/8	- 5/8	- 20.00	9 7/8	2 1/2	6,335	15,837	
DISNEY	DIS	N	41 7/8	46 3/8	- 4 1/2	- 9.70	123 7/8	40 1/2	28,552	1,195,615	
FILMWAYS	FMY	A	2 1/2	2 7/8	- 3/8	- 13.04	5 1/2	2 1/8	1,837	4,592	
GULF + WESTERN	GW	N	23 3/8	23 3/4	- 3/8	- 1.57	35 3/4	21 3/8	14,054	328,512	
MCA	MCA	N	21 1/4	22 1/8	- 7/8	- 3.95	34 1/4	18 1/2	8,380	178,075	
MGM	MGM	N	12 3/8	13 1/8	- 3/4	- 5.71	24	12 3/8	5,958	73,730	
TELE-TAPE**	O		3/4	5/8	+ 1/8	+ 20.00	1 3/4	3/8	2,190	1,642	
TELETRONICS INTL.	O	N	2 1/2	3 1/4	- 3/4	- 23.07	10 1/2	2 1/2	5	943	
TRANSAMERICA	TA	N	8 5/8	9 1/4	- 5/8	- 6.75	17 5/8	8	7	66,561	
20TH CENTURY-FOX	TF	N	5 1/4	5 1/2	- 1/4	- 4.54	12 3/8	5	6	8,557	
WALTER READE**	WALT	O	3/8	3/8	- .00	-	1 3/8	3/8	7	2,203	
WARNER	WCI	N	9	11 5/8	- 2 5/8	- 22.58	39 1/8	9	4	17,064	
WRATHER	WCO	A	4 1/2	5	- 1/2	- 10.00	16 5/8	4 1/2	38	2,229	
									TOTAL	164,863	2,583,804
Service											
8800 INC.+	O	N	11 1/2	12 1/8	- 5/8	- 5.15	17 7/8	11 1/2	706	8,119	
JOHN BLAIR	BJ	N	5	5 1/2	- 1/2	- 9.09	13	5	4	2,411	
COMSAT	CO	N	41	43 7/8	- 2 7/8	- 6.55	64 1/2	41	13	10,000	
CREATIVE MANAGEMENT	CMA	A	3	4 3/8	- 1 3/8	- 31.42	9 1/2	3	3	1,016	
DOYLE DANE BERNBACH	DOYL	O	8 1/2	9	- 1/2	- 5.55	23 1/2	8 1/2	4	1,910	
ELKINS INSTITUTE**	ELKN	O	5/8	3/4	- 1/8	- 16.66	1 1/4	1/2	3	1,664	
FOOTE CONE & BELDING	FCB	N	9	8 7/8	+ 1/8	+ 1.40	13 3/8	8 1/8	7	2,129	
GREY ADVERTISING	GREY	O	7 1/2	7 3/4	- 1/4	- 3.22	17 1/4	7 1/2	4	1,263	
INTERPUBLIC GROUP	IPG	N	9 7/8	10 1/4	- 3/8	- 3.65	25 3/8	9 3/4	3	2,464	
MARVIN JOSEPHSON	MRVN	D	7 1/2	9 1/4	- 1 3/4	- 18.91	18 1/2	7 1/2	6	1,085	
MCCAFFREY & MCCALL	D	O	6 1/4	6 3/4	- 1/2	- 7.40	10 3/4	6 1/4	3	585	
MCI COMMUNICATIONS+	MCIC	O	4 3/4	4 7/8	- 1/8	- 2.56	8 7/8	4 5/8	3	12,825	
MOVIELAB**	MDV	A	3/4	1 1/8	- 3/8	- 33.33	1 7/8	3/4	3	1,407	
MPD VIDEOTRONICS**	MPO	A	2 1/8	2	+ 1/8	+ 6.25	4 7/8	2	3	540	
NEEDHAM, HARPER	NHMA	D	6 1/2	7	- 1/2	- 7.14	26 1/4	6 1/2	3	916	
A. C. NIELSEN	NIELB	O	25 3/4	25 3/4	- .00	-	40 1/2	25 3/4	23	10,598	
OGILVY & MATHER	OGIL	O	14 3/4	16 1/2	- 1 3/4	- 10.60	32 1/2	14 1/2	6	1,777	
PKL CO.	PKL	D	1/2	1	- 1/4	- 33.33	2 5/8	1/2	1	818	
J. WALTER THOMPSON	JWT	N	8 7/8	10 3/8	- 1 1/2	- 14.45	24 3/4	8 7/8	4	2,635	
UNIVERSAL COMM.*	O	N	1 1/2	2 1/2	- 1	- 40.00	12 1/4	1 1/2	3	715	
WFLS, RICH, GREENE	WRG	N	7 3/4	8 5/8	- 7/8	- 10.14	21 1/8	7 3/4	4	1,568	
									TOTAL	59,032	920,455
Electronics											
ADMIRAL	ADL	N	10 1/8	10 3/8	- 1/4	- 2.40	18	7 1/4	5	5,817	
AMPEX	APX	N	3 5/8	4	- 3/8	- 9.37	6 7/8	3 1/4	9	10,878	
CCA ELECTRONICS	CCAE	O			- .00	-	3	7/8	1	881	
COLLINS RADIO	CRI	N	24 3/4	24 3/4	-	-	25 7/8	15 1/4	17	2,968	
COMPUTER EQUIPMENT	CEC	A	1 5/8	1 7/8	- 1/4	- 13.33	2 7/8	1 5/8	10	2,366	
CONRAC	CAX	N	13 3/4	14 3/4	- 1	- 6.77	31 7/8	13 1/4	7	1,261	
GENERAL ELECTRIC	GE	N	59 5/8	62 5/8	- 3	- 4.79	75 7/8	55	19	182,348	
HARRIS-INTERTYPE	HI	N	28	27 7/8	+ 1/8	+ .44	49 1/4	24 1/2	10	6,223	
INTERNATIONAL VIDEO	IVCP	O	3 3/4	4	- 1/4	- 6.25	14 3/4	3 3/4	7	2,745	
MAGNAVOX	MAG	N	6 5/8	7 7/8	- 1 1/4	- 15.87	29 5/8	6 5/8	14	17,806	
3M	MMH	N	75 5/8	80 1/4	- 4 5/8	- 5.76	91 5/8	75 1/2	30	113,054	
MOTOROLA	MOT	N	49 1/2	53 1/2	- 4	- 7.47	68 3/4	41 1/4	18	27,740	
OAK INDUSTRIES	OEN	N	9 3/4	10 5/8	- 7/8	- 8.23	20 1/2	9 3/4	4	1,639	
RCA	RCA	N	16 1/2	19	- 2 1/2	- 13.15	39 1/8	16 1/2	7	74,515	
RSC INDUSTRIES	RSC	A	1 1/2	1 7/8	- 3/8	- 20.00	2 1/2	1 1/8	11	3,458	
SONY CORP	SNE	N	29 3/8	31 7/8	- 2 1/2	- 7.84	57 1/4	28 5/8	24	66,250	
TEKTRONIX	TEK	N	39 1/2	41 1/2	- 2	- 4.81	56 5/8	29 7/8	19	8,185	
TELEVISION**	TINT	O	1 3/4	2	- 1/4	- 12.50	4 3/4	1 1/2	1	1,050	
TELEPRO INDUSTRIES	O	N	3/4	1 1/4	+ 1/2	+ 200.00	2 1/2	1/4	5	1,717	
WESTINGHOUSE	WX	N	30 3/8	33 1/8	- 2 3/4	- 8.30	47 3/8	29 7/8	14	88,595	
ZENITH	ZE	N	25 1/2	30 7/8	- 5 3/8	- 17.40	56	25 1/2	8	18,888	
									TOTAL	638,384	27,987,482
									GRAND TOTAL	1,363,983	41,538,619

Standard & Poor's Industrial-Average

103.37 109.72 -6.35

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
A blank in closing-price columns indicates no trading in stock.

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

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

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

Company	Period Ended	CURRENT AND CHANGE			YEAR EARLIER				
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
American Television and Communications Corp.	3 mo. 9/30	5,880,503	+ 30.7%	374,256	- 20.8%	.09	4,500,333	472,521	.14
Ampex Corp.	6 mo. 10/27	130,165,000	+ 5.9%	1,925,000	-	.18	122,877,000	(2,884,000)	(.27)
Bartell Media Corp.	9 mo. 9/30	25,655,000	+ 4.4%	339,000	-	.15	24,571,000	(53,000)	(.03)
Gulf & Western Industries Inc.	3 mo. 10/31	522,600,000	+ 21.0%	22,500,000	+ 11.4%	1.28	432,000,000	20,200,000	.98
MGM Inc.	Year 8/31	154,520,000	+ 2.9%	9,267,000	- 13.7%	1.56	150,146,000	10,737,000	1.81
Technical Operations Inc.	Year 9/30	79,318,000	+ 11.4%	1,340,000	+ 10.9%	.97	71,216,000	1,208,000	.87
Tektronix Inc.	24 wks. 11/10	116,175,000	+ 41.3%	9,933,000	+ 55.3%	1.21	82,218,000	6,395,000	.78

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

Fates & Fortunes®

Media



Glenn

Arthur D. Glenn, president and general manager, KOCO-TV Oklahoma City, named VP, McGraw-Hill Broadcasting Co., and general manager of its KMGH-TV Denver. He succeeds **Hugh B. Terry**, who retires Dec. 31 (BROADCASTING, Nov. 26).

Wynn Alby, general manager, Screen Gems' WYDE(AM) Birmingham, Ala., named assistant to **Emil Mogul**, executive VP of Screen Gems Radio Stations, succeeding **Berkley L. Fraser**, who has resigned. In new post, Mr. Alby will supervise both WYDE and Screen Gems' WWVA-AM-FM Wheeling, W. Va. **J. Ross Felton**, general manager, WWVA, named managing director, WWVA, and subsidiaries, *Jamboree U.S.A.* and Capitol Music Hall Inc. **Larry Davidson**, station manager, WWVA, appointed to succeed Mr. Alby at WYDE. **Richard Howard**, sales manager, WWVA, appointed station manager there.

George C. Collie Jr., general manager, KONS-TV Laredo, Tex., and formerly with sales staff, Mission Broadcasting's KONO(AM) San Antonio, Tex., rejoins Mission Broadcasting Co., station group owner, as VP-broadcast operations.

Sam Spivey, formerly station manager, WRBT-TV Baton Rouge, named VP-general manager, KONS-TV Laredo, Tex.

John Z. Csia, program director, Donrey Media's KORK-TV Las Vegas, named director of broadcast standards and practices, Donrey broadcasting stations.

Harold K. Deutsch, formerly VP-Eastern sales manager, Capital Cities Productions, appointed VP-general manager, WCBM(AM) Baltimore.

Joseph A. Reilly, formerly station manager, WERA(AM) Plainfield, N.J., appointed VP-general manager, WWOM-FM Albany, N.Y. **Don Nutting**, program director, WERA, joins WWOM-FM as operations manager.

Bob Kelly, general manager, WGTO(AM) Cypress Gardens, Fla., joins WQPD(AM) Lakeland, Fla., in same capacity.

Ed Lytle, sales and operations manager, KKZZ(AM) Lancaster, Calif., appointed general manager, KKZZ(AM)-KOTE(FM).

Andrew Key, program director, KKZZ-KOTE, named assistant manager.

Thomas C. Maupin, sales manager, KLFM(AM) Minot, N.D., appointed assistant general manager.

Jay E. Gerber, senior counsel, NBC Inc.,

New York, appointed assistant general attorney.

Gordon G. Oyewole, general manager, noncommercial WFRC(FM) Amherst, Mass., named to board of directors, National Public Radio, Washington, succeeding **Al Hulsen**, who joins NPR staff as VP-programing. **Basil Y. Scott**, administrative director of New York State Department of Motor Vehicles, joins NPR board, succeeding Georgia legislator and civil-rights leader **Julian Bond**, who resigned last month.

William E. Osterhaus, president, noncommercial KOED-FM-TV San Francisco, elected VP, Western Educational Network.

Robert J. Higgins, VP and secretary, Broadcast Music Inc., elected president, Veterans Hospital Radio and Television Guild's Bedside Network, New York. He succeeds **G. Thaine Engle**, NBC, who becomes chairman, executive committee. **Terry Ross**, ABC, **William R. Potts**, NBC, and **Hope Martinez** of Hope Martinez Media Corp., were elected first, second and third VP's, respectively; **John R. Lees**, NBC, elected treasurer; **Jean Houston**, NBC, elected secretary. Bedside Network is volunteer organization that helps

entertain hospitalized military-service veterans.

Broadcast Advertising

Thomas E. Fraioli, national sales manager, WTVJ(TV) Miami, appointed general sales manager. He is succeeded by **Phil Keller**, assistant national sales manager.

Ray C. Johnson, account executive, WSPA-TV Spartanburg, S.C., named sales manager. **William B. Ellis**, with sales staff, WSPA-TV, named local and regional sales manager. **Tony Hooper**, local sales manager, WFBC-TV Greenville, S.C., joins sales staff, WSPA-TV.

Eduardo Arellano, general sales manager, WNJU-TV Linden/Newark, N.J., appointed general sales manager, WAPA-TV San Juan, Puerto Rico. **Jerry MacFarlane**, with sales staff, WAPA-TV, named sales manager, WNJU-TV. Both are Screen Gems stations.

Harold F. Clark, managing director, J. Walter Thompson, Frankfurt, Germany, elected senior VP and chief of staff, international operations.

Anthony Weir, senior VP-creative director, Ogilvy & Mather, New York, appointed president, CORPA, O&M's Venezuelan agency. **Jane Maas** and **Richard Evans**, associate creative directors, O&M, New York, named creative directors.

W. R. O'Neil, VP-assistant manager-merchandising, Chevrolet passenger car account, Campbell-Ewald, Detroit, appointed management supervisor, same account.

Charles Rogers, senior VP-finance and administration, Cunningham & Walsh, New York, elected secretary.

Robert L. Freyder and **John Pavasars**, associate research directors, Needham, Harper & Steers, Chicago, elected VP's. **Anthony R. Miceli**, art supervisor, and **John R. Vogrin**, account supervisor, NH&S, elected VP's.

Richard Moran, formerly with sales staff, ABC-TV, appointed Midwest sales manager, Hughes Sports Network, Chicago.

Benjamin Doroff, executive VP, John Wanamaker, Philadelphia; **John T. Lucas**, advertising manager, J.C. Penney Co., New York; **John E. Pellegrine**, VP-sales promotion, Dayton's, Minn., appointed consultants, CBS-TV's new Retail Advisory Board.

Mark G. Day, with sales staff, Henry I. Christal Co., Chicago, named manager, Los Angeles office.

Frank L. Allen, formerly with Teleprompter Corp., New York, joins William Kipper Associates, media brokerage firm, as manager, new Vista, Calif., office.

Howard J. Morgens chairman and chief executive, Procter & Gamble, Cincinnati, named to receive 1973 Advertising Council Award for Public Service.



Walsh

Bolden

NBC changes. New station managers for three NBC-owned television stations were announced last week. **Robert Walsh**, sales manager, WMAQ-TV Chicago, was named station manager there, succeeding **Wilfred Prather**, appointed director of engineering, NBC Radio. **Joseph R. Varholy**, program manager, WKYC-TV Cleveland, was appointed station manager there to succeed **Raymond J. Timothy**, who joins KNBC-TV Los Angeles as VP and general manager. And **J. Tabor Bolden Jr.**, formerly personnel director, NBC, Washington, was named to succeed **Noyes Scott**, who retires from station manager post at WRC-TV Washington. The National Organization for Women lost one small campaign with appointment of Mr. Bolden. NOW's broadcast media task force had urged that woman be recruited to fill that post (Broadcasting, Dec. 3).



Honored. Mark Robbins (c), a media buyer/planner at ADCOM Inc., a division of Quaker Oats, was named 1973 Chicago "Timebuyer of the Year" of the Chicago branch of the Station Representatives Association. Making the presentation are Browning Holcombe (l), president of SRA Chicago and VP-Midwest sales manager of Petry Television, and M. S. Kellner, managing director, national SRA.

Nancy H. Napier, press representative, WCBS(AM) New York, joins The Advertising Council there as media promotion manager. **Robert L. Hutton Jr.**, formerly sales manager, Broadcasting Publications Inc., New York, named campaign manager, Advertising Council.

Mary Grella, associate media director, S. Jay Reiner Co., Carle Place, N.Y., media buying and marketing firm, appointed VP.

John Suder, formerly with Peters, Griffin & Woodward, New York, joins WTOG-TV St. Petersburg, Fla., as national sales manager.

Ron Denman, promotion director, KGO-AM San Francisco, named retail sales director.

Susan Breakefield, account executive, WASH(FM) Washington, appointed local sales manager.

James W. Curran, account executive, WCBM(AM) Baltimore, named local sales manager.

Robert G. McCuin, former account executive, WNAC-TV Boston, joins WEZE(AM) Boston, as local sales manager.

Ted Lavelle, with sales staff, WWVA-AM-FM Wheeling, W.Va., appointed local and regional sales manager.

John R. Sloan, controller, Tracy-Locke, Dallas, named VP-controller. **Walter E. Black**, with Tracy-Locke, named account executive.

John D. Hoffman, senior writer, Needham, Harper & Steers, Dayton, Ohio, named copy chief, Hameroff & Associates agency, Columbus, Ohio.

Programming

Edward A. Montanus, VP, MGM Television, New York, appointed to new post, senior VP, responsible for development and release of new TV programming and distribution from New York of nonnetwork programming. **David Goldsmith**, formerly program executive, Screen Gems, Hollywood, appointed manager, program development, MGM Television, Culver City, Calif.

Paul Picard, formerly VP, television di-

vision, Metro-Goldwyn-Mayer, and recently motion picture producer, named VP-productions, American International Productions, Hollywood.

George Gilbert, with United Artists Television, Hollywood, joins Independent Television Corp., New York, as Eastern division manager.

Diana Dreiman, with University of California at Los Angeles, joins NBC, West Coast, as administrator, film programs.

Leonard Sherman, research manager, Worldvision Enterprises, New York, named manager of television research, Paramount Television, New York.

Paul Kirby, production manager, WCFL-(AM) Chicago, assumes additional duties as program director.

Donn M. Nichols, music director, WSPT-AM-FM Stevens Point, Wis., assumes additional duties as program director. **Lee Steele**, formerly sports director, WFRV-TV Green Bay, Wis., named to same post, WSPT.

F. C. Beck, former president, Mark Century Corp., New York-based production and radio syndication firm, joins Radiopros Inc. there as executive VP-station-relations and production. Radiopros is radio and TV production firm.

Mike Wolfe, formerly sports director, KHOW-FM Denver, named to same position, KFMB(AM) San Diego.

Broadcast Journalism



Dillard

Gwen Dillard, correspondent, WMAL-TV Washington, named director of news and public affairs, WKBG-TV Cambridge, Mass.

Phil Oakley, formerly news director, WJBO(AM) Baton Rouge, appointed director of news, WBRZ-TV there.

Mark O'Brien, newscaster, WXYZ(AM) Detroit, joins WOW(AM)-KEZO(FM) Omaha as news director.

Steve Wilson, editor, KCBS(AM) San Francisco, joins KQTV(TV) St. Joseph, Mo., as anchorman/producer.

Susan Howard, assistant producer of noon news, WQXI-TV Atlanta, named co-anchor, noon news.

Ron Hardin, news correspondent, KXLY-(AM) Spokane, Wash, joins KGA(AM) there as news director.

Bill Lynch, reporter, WCBS(AM) New York, named assistant director, news operations and programs.

Lyle Dean, anchorman, ABC's WLS(AM) Chicago, assumes additional duties as newscaster; ABC's American Contemporary Radio Network.

Dick Wilson, formerly with Voice of America, joins Eastern Educational Network's *Martin Agronsky: Evening Edition* as assistant producer and reporter.

Paul Newburgh, formerly with KILQ(AM) Grand Forks, N.D., named news director,

Winfield R. Levi, publisher of *Advertising News of New York (ANNY)* since 1965, has rejoined Broadcasting Publications Inc. (publishers of *Broadcasting* newswweekly, the annual *Broadcasting Yearbook* and *Cable Sourcebook*) as general sales manager, headquartered in New York. Mr. Levi was with *Broadcasting* from 1946 until joining *ANNY* in 1964. He served BPI in both Washington and New York, and was successively promotion manager, circulation manager, assistant sales manager and vice president-sales. Mr. Levi is a graduate of the University of Cincinnati, is a veteran of World War II and remains a lieutenant colonel in the United States Air Force Reserve. He and his wife, Joyce, and their two children reside in Manhattan.



Levi

was with *Broadcasting* from 1946 until joining *ANNY* in 1964. He served BPI in both Washington and New York, and was successively promotion manager, circulation manager, assistant sales manager and vice president-sales. Mr. Levi is a graduate of the University of Cincinnati, is a veteran of World War II and remains a lieutenant colonel in the United States Air Force Reserve. He and his wife, Joyce, and their two children reside in Manhattan.

KLPM(AM) Minot, N.D.

Bert Knapp, newsman, WMCA(AM) New York, appointed supervisor of news.

Robert C. Eunson, VP and assistant general manager in charge of broadcast activities for AP, returned to work in New York last Monday (Dec. 3) following convalescence from major abdominal surgery in September.

Judd Everhart, recent graduate Columbia School of Broadcasting, Denver, named news director, KCSR(AM) Chadron, Neb.

Gregory Marquise, with *Caledonian Record*, St. Johnsbury, Vt., named reporter, noncommercial WENH-TV Durham, N.H.

Cablecasting

William J. McNeil, with Phelps Dodge Communications Co., joins Cablewave Systems Inc., North Haven, Conn., as sales manager.

Yvon Bergevin, formerly with F. A. Tucker Inc., subsidiary of L. E. Meyers Co., appointed VP, Myers-Oak Communications Construction Corp., Crystal Lake, Ill., cable construction firm jointly owned by Myers and Oak Industries Inc.

James H. Bowman, formerly with cable division of Superior Continental Corp., named president, Catawba Valley Communications Inc., Hickory, N.C. Firm is seeking franchise for Hickory.

Neil A. Webster, Guttenberg TV Cable Co., Guttenberg, Iowa, elected president, Iowa Cable Television Association. **Bill Riley**, Heritage Communications, Des Moines, elected VP. **Bob Keller**, Quint Cities Cable-vision, Davenport; and **Don Gibson**, Iowa Video, Fort Madison, elected secretary and treasurer, respectively.

Engineering and Equipment

Robert E. Leach, formerly director of engineering, WJLU-TV Linden-Newark, N.J., appointed director of engineering for

Hefel Broadcasting, Honolulu Inc., licensee of KGMB-AM-TV and KGMQ(FM) Honolulu and KPUA-AM-TV Hilo, Hawaii. Hefel has acquired control of KMAU-TV Maui, Hawaii, subject to FCC approval.

Allied Fields

Charles Levin, comptroller, Les-On Drugs Inc., chain of Chicago drug stores, and formerly credit and collection manager, The Branham Co. (now Maloney Co., New York), newspaper, TV and radio representative, joins Broadcast Credit As-

sociation (subsidiary of Institute of Broadcasting Financial Management), Chicago, as VP-administration.

Robert C. Williams and Donald W. MacLennan, co-directors, Brooklyn College Television Center Brooklyn, N.Y., named chairman, Department of Television and Radio, and director, Brooklyn College Television Center, respectively.

Robert B. Ritter, formerly with G. Tsai & Co., New York, joins L. F. Rothschild & Co., New York, investment banking and brokerage firm, as research specialist

in fields of broadcasting and entertainment industries.

Death

Nancy Jean Osterhaus, 38, formerly production supervisor for CBS's *Search for Tomorrow* died Nov. 27 at Marin General hospital, San Francisco, of apparent heart attack. She had been formerly with production staff, WNBC-TV New York. She is survived by husband, William E. Osterhaus, president of noncommercial KQED-FM-TV San Francisco, two sons and mother.

For the Record®

As compiled by BROADCASTING Nov. 26 through Nov. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CARS—community antenna relay station. CH—critical hours. CP—construction permit. D-day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational.

New TV stations

Action on motion

■ Administrative Law Judge Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co. and Birmingham Broadcasting Co.), TV proceeding, granted request by Birmingham Broadcasting and rescheduled hearing now scheduled for Nov. 28 to Jan. 8, 1974 (Docs. 15461, 16761). Action Nov. 14.

Call letter action

■ University of Maine, Biddeford, Me.—Granted *WMEG-TV.

Existing TV stations

Final actions

■ WDCA-TV Washington—FCC admonished Channel 20 Inc., licensee, for broadcasting misleading advertising to promote contest on series of children's programs. Action Nov. 21.

■ WVUT(TV) Vincennes, Ind.—Broadcast Bureau granted CP to install new aux. ant. at main trans. ant. location (BPET-461). Action Nov. 21.

■ WOW-TV Omaha, Neb.—Broadcast Bureau granted CP to make changes in trans. equipment (BPCT-4666). Action Nov. 21.

■ WNET-TV New York—FCC denied application by John Cervase, Newark, N.J. attorney, for review of Broadcast Bureau ruling of Aug. 24 denying his complaint that WNET-TV failed to comply with rules regarding broadcast of personal attacks, and of Sept. 26 staff ruling denying his petition for reconsideration. Action Nov. 28.

■ KVTV(TV) Laredo, Tex.—Broadcast Bureau granted license covering new VHF (BLCT-2240). Action Nov. 23.

■ WHFV(TV) Fredericksburg, Va.—Broadcast Bureau granted license covering permit for new UHF (BLCT-2238). Action Nov. 23.

■ WEAU-TV Eau Claire, Wis.—Broadcast Bureau granted authority to operate trans. by remote control from 1907 South Hastings Way, Eau Claire (BRCTV-171). Action Nov. 21.

■ FCC denied NBC review of Broadcast Bureau's ruling of May 2 upholding fairness doctrine complaint by Accuracy in Media Inc. against network's documentary "Pensions: The Broken Promise." Action Nov. 26.

■ FCC informed ABC and CBS that no further action is planned on alleged "staging" or distortion of news by those networks. The commission, however, censured CBS and admonished ABC for failure to make complete investigation into certain incidents. Action Nov. 26.

Action on motion

■ Administrative Law Judge Byron E. Harrison in Largo, Florida (WLCY-TV Inc. (WLCY-TV)) TV proceeding, granted petition by WLCY-TV to amend application to reflect changes in interim ownership report filed Oct. 29, 1973 on behalf of licensee's parent corporation, Rahall Communications Corp. (Doc. 19627). Action Nov. 21.

Other action

■ FCC denied petition by Dr. Benjamin Spock and Peoples' Party for reconsideration of Nov. 6, 1972, denial of complaint that major networks had failed to comply with fairness doctrine because

they had not given adequate coverage to controversial issues of public importance raised by party's presidential candidate, Dr. Spock, during 1972 campaign. Action Nov. 28.

New AM stations

Applications

■ Tallapoosa, Ga.—West Georgia Broadcasting Co. Seeks 1060 khz, 1 kw-D. P.O. address 202 Norwood Drive, Gadsden, Ala. 35901. Estimated construction cost \$12,896; first-year operating cost \$31,000; revenue \$48,000. Principals: James M. Davis and Ronald H. Livengood (each 50%). Mr. Davis owns WEIS(AM) Centre, Ala., and Mr. Livengood is assistant manager of WAAX(AM) Gadsden, Ala. Ann. Nov. 13.

■ Martinsburg, W.Va.—Shenandoah Communications Inc. Seeks 740 khz, 250 w-D. P.O. address 221 North Maple Avenue, Martinsburg 25401. Estimated construction cost \$10,000 (equipment to be leased); first-year operating cost \$86,172; revenue \$90,000. Principals: Nancy Lee Keatley, Richard S. Wachtel (each 40%) and F. Legarde McBee (20%). Mrs. Keatley is housewife and Messrs. Wachtel and McBee have business interests in Martinsburg. Ann. Nov. 13.

Actions on motions

■ Administrative Law Judge John H. Conlin in Clinton, Mass. (Radio Clinton Inc.), AM proceeding, granted motion by Radio Clinton and dismissed its application with prejudice (Doc. 19731). Action Nov. 26.

■ Administrative Law Judge John H. Conlin in Cleveland Heights, Ohio (Friendly Broadcasting Co.), AM-FM proceeding, on request of Friendly extended to Dec. 7 time for filing proposed findings and conclusions, but not additional two-week extension sought; date for replies remains Dec. 21 (Doc. 19412). Action Nov. 26.

■ Administrative Law Judge Lenore G. Ehrig in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, granted request by Salem and New Hampshire Broadcasting Corp. for indefinite extension of time for filing motions for summary decision; granted request of Salem and New Hampshire for 30 days within which to submit request for approval of merger agreement; parties are advised that as soon as action is taken on merger request, further conference will be scheduled for purpose of establishing procedural dates which will govern balance of proceeding. (Docs. 19434-6). Action Nov. 19.

■ Administrative Law Judge Forest L. McClenny in Tallahassee, Fla. (Charles W. Holt and B. F. J. Timm), AM proceeding, granted joint request by applicants and extended to Dec. 7 time in which to file response to Broadcast Bureau opposition to joint petition for approval of agreement filed Nov. 14 (Docs. 19445, 19447). Action Nov. 19.

Other action

■ Review board in Tallahassee, Fla., AM proceeding, granted request of Charles W. Holt for extension of time through Dec. 7, in which to file responsive pleadings to petition to add issues filed by Broadcast Bureau (Docs. 19445, 19447). Proceeding involves mutually exclusive applications of Mr. Holt and B. F. J. Timm for new AM at Tallahassee. Action Nov. 20.

Call letter action

■ Glen S. Gardner, Delta, Utah—Granted KDLT.


EDWIN TORNBERG

& COMPANY, INC.

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Designated for hearing

■ Milton, Fla.—FCC designated for hearing mutually exclusive applications of Jimmy H. Howell, Mapoles Broadcasting Co., Aaron J. Wells and Radio Santa Rosa Inc. to replace frequency vacated when commission denied renewal of license for WEKY Milton. Action Nov. 28.

Existing AM stations

Application

■ KVRH Salida, Colo.—Seeks mod. of license to change hours from specified to unlimited. Ann. Nov. 28.

Final actions

■ KFIV Modesto, Calif.—FCC admonished Kilibro Broadcasting Corp., licensee, for failing to broadcast total number of commercials paid for by advertiser. Action Nov. 28.

■ KQWC Webster City, Iowa—Broadcast Bureau authorized remote control (BRC-3679). Action Nov. 21.

■ WEYE Sanford, N.C.—FCC granted petition by Crest Broadcasting Corp. asking that forfeiture provision be specified against it in proceeding on its application for renewal of license of WEYE. Action Nov. 28.

■ WPGD Winston-Salem, N.C.—Broadcast Bureau authorized remote control (BRC-3681). Action Nov. 21.

■ WONW Defiance, Ohio—Broadcast Bureau granted license covering use of former main trans. as aux. trans. for aux. purposes only; redescribe trans. and studio location as 2110 Radio Drive, Defiance (BL-13475). Action Nov. 20.

■ WSIB Beaufort, S.C.—FCC ordered Sea Island Broadcasting Corp. of S.C. licensee, to show cause why an order revoking license of WSIB should not be issued. Sea Island was directed to appear at hearing to determine whether it had knowingly engaged in fraudulent billing practices or whether it had made misrepresentations to commission. Action Nov. 28.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Birmingham, Ala. (Hertz Broadcasting of Birmingham Inc. [WENN-AM-FM] and Johnston Broadcasting Co. [WJLD-AM-FM]), AM-FM proceeding, designated Administrative Law Judge James F. Tierney to serve as presiding judge; scheduled prehearing conference for Dec. 21 and hearing for Feb. 4, 1974 (Docs. 19874-5). Action Nov. 16.

■ Chief Administrative Law Judge Arthur A. Gladstone in Stamford, Conn. (Western Connecticut Broadcasting Co. [WSTC] and Radio Stamford Inc.), AM proceeding, designated Administrative Law Judge Lenore G. Ehrig to serve as presiding judge; scheduled prehearing conference for Dec. 21 and hearing for Feb. 5, 1974 (Docs. 19872-3). Action Nov. 16.

■ Administrative Law Judge David I. Kraushaar in Richmond, Va. and Sanford, N.C. (WGOE Inc. [WGOE] and Crest Broadcasting Corporation [WEYE]), AM renewal proceeding, scheduled further prehearing conference for Jan. 14, 1974 (Docs. 19757-8). Action Nov. 15.

■ Administrative Law Judge Reuben Lozner in Apple Valley, Calif. (BHA Enterprises Inc. [KAVR-AM-FM]), AM-FM proceeding, set certain procedural dates; set hearing for March 13, 1974 at San Bernardino, Calif. (Doc. 19844). Action Nov. 26.

Call letter actions

■ WTOR Torrington, Conn.—Granted WSNB.

■ KPAM Portland, Ore.—Granted KLSC.

New FM stations

Applications

■ Tallahassee, Fla.—Capital City FM Inc. Seeks 103.1 mhz, 3 kw. HAAT 300 ft. P.O. address 2341 Phillips Road, Tallahassee 32302. Estimated construction cost \$49,835; first-year operating cost \$36,000; revenue \$60,000. Principals: Wallace D. and Barbara D. Hoy (together 85%) et al. Hoys own WTAL(AM) Tallahassee. Ann. Nov. 14.

■ Tifton, Ga.—Tifton Broadcasting Corp. Seeks 100.3 mhz, 100 kw. HAAT 578 ft. P.O. address Drawer A, 700 West 2nd Street, Tifton 31794. Estimated construction cost \$118,471; first-year operating cost \$30,000; revenue \$50,000. Principal: Ralph N. Edwards is president of Tifton Broadcasting which also operates WWGS(AM) Tifton. Ann. Nov. 16.

■ Window, Minn.—Schneider Broadcasting. Seeks 104.9 mhz, 3 kw. HAAT 95 ft. P.O. address Wolf Lake Road, Window 56101. Estimated construction cost \$6,200; first-year operating cost \$4,800; revenue \$11,800. Principals: Larry and Barbara

Summary of broadcasting According to the FCC, as of Oct. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,372	4	17	4,393	47	4,439
Commercial FM	2,428	0	54	2,482	128	2,610
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	189	0	3	192	41	245
Total commercial TV	694	1	10	705	48	765
Educational FM	598	0	27	625	92	717
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	123	0	14	138	4	143
Total educational TV	212	0	17	229	8	239

* Special temporary authorization.

Schneider (together 100%). Schneiders own KDOM(AM) Windom. Ann. Nov. 20.

■ Southport, N.C.—The Thoms Broadcast Co. Seeks 107.1 mhz, 3 kw. HAAT 300 ft. P.O. address 75 Scenic Highway, Asheville, N.C. 28804. Estimated construction cost \$54,733; first-year operating cost \$60,000; revenue \$50,000. Principals: Harold H. and Meredith S. Thoms (each 33%), Matilann S. Thoms Gennett (26%) et al. Thoms family has interest in WCOG(AM) Greensboro, WKLM(AM) Wilmington and WANC-TV Asheville, all North Carolina, and WEAM(AM) Arlington, Va. Ann. Nov. 14.

■ Memphis—Memphis State University. Seeks 90.3 mhz, 10 w. HAAT 166 ft. P.O. address Johnson Hall, Memphis 38152. Estimated construction cost \$5,083; first-year operating cost \$5,000; revenue none. Principal: Billy M. Jones is president of Memphis State University. Ann. Nov. 23.

Final actions

■ Quincy, Ill.—Quincy College Corp. Broadcast Bureau granted 90.3 mhz, 10 w HAAT 125 ft. P.O. address 1831 College Avenue, Quincy 62301. Estimated construction cost \$462; first-year operating cost \$2,200; revenue none. Principals: Titus Ludes, president, et al. (BPED-1619). Action Nov. 16.

■ Abbeville, La.—Abbeville Broadcast Service Inc. Broadcast Bureau granted 104.9 mhz, 3 kw. HAAT 238 ft. P.O. address Box 610, Abbeville 70510. Estimated construction cost \$41,141; first-year operating cost \$20,000; revenue \$30,000. Abbeville Broadcasting is licensee of KROF(AM) Abbeville. Principals: Paul Piazza, president (2.4%), Wesley Steen, vice president (7.4%), et al. Mr. Piazza owns office supply firm in Abbeville. Mr. Steen has interests in syrup refinery mill there (BPH-8431). Action Nov. 16.

■ Newton, Mass.—Trustees of Boston College. Broadcast Bureau granted 90.3 mhz, 10 w. HAAT 67 ft. P.O. address 140 Commonwealth Avenue, Newton 02167. Estimated construction cost \$6,510; first-year operating cost \$10,000; revenue none. Principals: Rev. J. Donald Morgan S.J. is president of Boston College (BPED-1665). Action Nov. 16.

■ Barre, Vt.—Robert I. Kimel & Bessie W. Grad. Broadcast Bureau granted 107.1 mhz, 3 kw. HAAT minus 164 ft. P.O. address 1 Jacques Street, Barre 05641. Estimated construction cost \$29,659; first-year operating cost \$20,000; revenue \$24,000. Principals: Mr. Kimel and Ms. Grad each own 50% of WWSR-AM-FM St. Albans and WSNB(AM) Barre, both Vermont (BPH-8407). Action Nov. 16.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone in Santa Paula and Fillmore, both California (Jerry Lawrence, William F. Wallace and Anne K. Wallace, Joint Tenants, Clark Ortone Inc. and Class A Broadcasters Inc.), FM proceeding, designated Administrative Law Judge John H. Conlin to serve as presiding judge; scheduled prehearing conference for Dec. 20 and hearing for Feb. 4, 1974 (Docs. 19865-68). Action Nov. 16, 1973.

Other actions

■ Review board in West Palm Beach, Fla., FM proceeding, granted petition by Marshall W. Rowland for extension of time through Nov. 30 in which to file responsive pleadings to petition to add issues filed by Broadcast Bureau. Proceeding involves mutually exclusive applications of Mr. Rowland, Guy S. Erway and Sandpiper Broadcasting Co. for new FM at West Palm Beach (Docs. 19601-2, 19604). Action Nov. 26.

■ Review board in Bloomington, Ind., FM proceeding, in response to request by Bloomington Media Corp., extended through Dec. 7 time in which to file replies to oppositions to requests to add issues filed by Bloomington Media and Henderson Broadcasting Co. and to oppositions to motion to add issues filed by Henderson and Indiana Communications Inc., in proceeding involving competing applications for new FM at Bloomington, Ind. (Docs. 19813-15). Action Nov. 28.

Rulemaking petitions

■ Acting Chief, Broadcast Bureau, in Bath, Me., on request of Porter Broadcasting Services Inc., extended through Dec. 10, time for filing reply comments in matter of amendment of FM table of assignments for Bath (Doc. 19840). Action Nov. 23.

■ Acting Chief, Broadcast Bureau, in Cape Girardeau, Mo., on request of Earl Bradsher, extended through Nov. 30 and Dec. 14 dates for filing comments and reply comments, respectively, in matter of amendment of FM table of assignments for Cape Girardeau, Dexter, Portageville, Caruthersville and Malden, all Missouri (Doc. 19842). Action Nov. 23.

Rulemaking action

■ Lebanon, Mo., etc.—FCC amended FM table of assignments with assignment of ch. 221A to Lebanon, Mo. (RM-1937); ch. 244A to Gulfport, Miss. (RM-1957); and substitution of class C ch. 250 for occupied class A ch. 252 at Poteau, Okla. (RM-1952) (Doc. 19737). Action Nov. 28.

Call letter applications

■ William Jewell College, Liberty, Mo.—Seeks *KWPB(FM).

■ Bryant College, Smithfield, R.I.—Seeks *WJMF(FM).

Existing FM stations

Final actions

■ KKDJ(FM) Los Angeles—FCC admonished Pacific and Southern Co., licensee, for failure to take adequate steps to prevent prearrangement of outcome of promotional contest. Action Nov. 28.

■ WDGC-FM Downers Grove, Ill.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 250 w.; ant. height 130 ft.; conditions (BPED-1629). Action Nov. 21.

■ WOLI(FM) Ottawa, Ill.—FCC modified license of Van Schoick Enterprises Inc. to specify operation on ch. 237A instead of ch. 252A. Action becomes effective with expiration of license on Dec. 1. Action Nov. 28.

■ WOBF-FM West Yarmouth, Mass.—Broadcast Bureau granted CP to change ERP to 14.5 kw (BPH-8650). Action Nov. 21.

■ WHNE(FM) Birmingham, Mich.—Broadcast Bureau granted CP to change trans. location to North-east and Ithaca Streets, Royal Oak township, Mich.; install new ant.; make changes in ant. system (BPH-8539). Action Nov. 26.

■ WOMC(FM) Detroit—Broadcast Bureau granted license covering installation of aux. exciter to be used with existing trans. (BLH-5880). Action Nov. 20.

■ WORW(FM) Port Huron, Mich.—Broadcast Bureau granted license covering new educational FM (BLED-1119). Action Nov. 21.

■ WALT(FM) Meridian, Miss.—Broadcast Bureau granted CP to change studio location and remote control outside city limits to U.S. Highway 45, 2.5 miles south of Meridian; make change in ant. system; change transmission line; ant. height 380 ft. (BPH-8653). Action Nov. 21.

■ WBLI-FM Patchogue, N.Y.—Broadcast Bureau granted CP to change trans. location to Adirondack Drive, 0.65 mile north of Granny Road, Patchogue; install new ant.; make changes in ant. system; ant. height 470 ft.; ERP 10 kw; remote control permitted (BPH-8598). Action Nov. 26.

■ WRXO-FM Roxboro, N.C.—Broadcast Bureau granted CP to install new ant.; ERP 2.50 kw; ant. height 320 ft. (BPH-8409). Action Nov. 21.

■ WTQR(FM) Winston-Salem, N.C.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1300). Action Nov. 21.

■ WNCO(FM) Ashland, Ohio—Broadcast Bureau granted license covering changes; ERP 25 kw; ant. height 390 ft. (BLH-5723). Action Nov. 19.

- **WNRR(FM) Bellevue, Ohio**—Broadcast Bureau granted license covering new FM; ERP 1.1 kw; ant. height 125 ft. (BLH-5952). Action Nov. 21.
- **WYCH(FM) Hamilton, Ohio**—Broadcast Bureau granted CP to install new trans.; ERP 7.2 kw (BPH-8648). Action Nov. 20.
- **WXEZ(FM) Sylvania, Ohio**—Broadcast Bureau granted CP to change trans. location to King Road near Central Avenue. Sylvania township; change studio location to 2965 Pickle Street, Oregon, Ohio; operate by remote control from proposed studio site; install new trans. and ant.; make change in ant. system; ERP 2.25 kw; ant. height 340 ft. (BPH-8175). Action Nov. 16.
- **KHOO(FM) Waco, Tex.**—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; change transmission line; ant. height 450 ft.; condition (BPH-8651); granted CP to use former main trans. as aux. trans. and aux. ant. at main trans. location to be operated on 99.9 mhz for aux. purposes only; ERP 3.4 kw; ant. height 460 ft. (BPH-8652). Action Nov. 20.
- **WHLA(FM) Holmen, Wis.**—Broadcast Bureau granted CP to change trans. location to county highway 25 and Tsjumper Ridge Road, LaCrescent, Minn.; install new trans. and ant.; make change in ant. system; ERP 57 kw; ant. height 1010 ft. (BPED-1671). Action Nov. 19.

Fine

- **WGPR(FM) Detroit**—Broadcast Bureau notified WGPR Inc., licensee, that it had incurred apparent liability of \$500 for violation of rules by permitting two operators to operate trans. system who held operator permits not endorsed for broadcast station operation and permitting operators to make entries in operating logs. Action Nov. 20.

Call letter applications

- **KCBM(FM) Chico, Calif.**—Seeks KFMF(FM).
- **WEST-FM Easton, Pa.**—Seeks WLEV(FM).

Call letter actions

- **KRHM(FM) Lake Havasu City, Ariz.**—Granted KBAS(FM).
- **KZIN-FM Bakersfield, Calif.**—Granted KUZZ-FM.
- **KTIB-FM Thibodaux, La.**—Granted KXOR(FM).
- **WFGF(FM) Rochester, N.Y.**—Granted WDKX-FM.
- **KPAM-FM Portland, Ore.**—Granted KPAM(FM).
- **WEPM-FM Martinsburg, W. Va.**—Granted WESM(FM).

Renewal of licenses,

- Broadcast Bureau granted renewal of licenses, competing aux. and SCA's when appropriate, for following stations: **WEAW(AM) Evanston** and **WEIC-FM Charleston, both Illinois**; **WEKZ-AM-FM Monroe** and **WERL-AM-FM Eagle River, both Wisconsin**; **WESL(AM) East St. Louis, Ill.**; **WEZW-FM Wauwatosa, Wis.**; **WFIW-AM-FM Fairfield, Ill.**; **WFNY(FM) Racine** and **WFON(FM) Fond du Lac, both Wisconsin**; **WFRX-AM-FM West Frankfort, Ill.**; **WGBM(FM) Viroqua, Wis.**; **WGEM(AM) Quincy, WGEM-FM Quincy, WGEN(AM) Geneseo, WGLL-AM-FM Galesburg, WGNU-FM Granite City, WGSY-FM Peru** and **WHCO(AM) Sparta, all Illinois**; **WIBU(AM) Poyntette** and **WIFC(FM) Wausau, both Wisconsin**; **WILL(AM) Urbana, WINI(AM) Murphysboro** and **WIRL(AM) Peoria, both Illinois**; **WISN-FM Milwaukee, WISV(AM) Viroqua, WIXK(AM) New Richmond** and **WIZM(AM) La Crosse, all Wisconsin**; **WJBC(AM) Bloomington, WJBD-AM-FM Salem, WJBM-AM-FM Jerseyville, WJIL(AM) Jacksonville** and **WJJD-AM-FM Chicago, all Illinois**; **WJMT-AM-FM Merrill, Wis.**; **WJPF(AM) Herrin** and **WKAI-AM-FM Macomb, both Illinois**; **WKAU-AM-FM Kaukauna, Wis.**; **WKEL-AM-FM Kewanee, Ill.**; **WKTS(AM) Sheboygan, Wis.**; **WSBC(AM) Chicago, WSDM(FM) Chicago, WSDR(AM) Sterling, WSEI(FM) Olney** and **WSOY-AM-FM Decatur, all Illinois**; **WSPT-AM-FM Stevens Point, Wis.**; **WSWT(FM) Peoria, WTAD-AM-FM Quincy, WTAO(FM) Murphysboro** and **WTIM-AM-FM Taylorville, all Illinois**; **WTKM(AM) Hartford, WTMB-AM-FM Tomah, and WVVC(FM) Milwaukee, all Wisconsin**; **WVEM(FM) Springfield, WVVV(FM) Dundee, is WVLI(FM) Monticello, WVLN(AM) Olney, WVMC(AM) Mt. Carmel, WVPC-FM Monmouth** and **WVXX-AM-FM Highland Park, all Illinois**; **WVDA(AM) Wisconsin Dells** and **WVIS(AM) Black River Falls, both Wisconsin**; **WVMM(FM) Arlington Heights, Ill.**; **WXCO(AM) Wausau, Wis.**; **WXFM(FM) Elmwood Park** and **WXRT(FM) Chicago, both Illinois**; **WYNE(AM) Appleton, WYXE(FM) Sun Prairie, WYYS(AM) Tomahawk** and **WZMF(FM) Menomonee Falls, all Wisconsin**; **WZOE(AM) Princeton, WCBU(FM) Peoria, WWCY(FM) Chicago, WESN(FM) Bloomington, WETN(FM) Wheaton, WGHG(FM) Glen Ellyn** and **WGTL(FM) Normal, all Illinois**; **WHA-FM Madison** and **WHAD-FM Delafield, both Wisconsin** and **WHFH(FM) Homewood-Flossmoor, Ill. Action Nov. 28.**

- Broadcast Bureau granted renewal of licenses, competing aux. and SCA's when appropriate, for following stations: **WKLZ(AM) Casey, Ill.**; **WLAK-FM) Chicago**; **WLBL(AM) Auburndale, Wis.**; **WLDS(AM) Jacksonville, Ill.**; **WLIH-FM New London, WLIP-AM-FM Kenosha** and **WLYE-FM Baraboo, all Wisconsin**; **WMBD-AM-FM Peoria, WMCI(AM) McLeansboro** and **WMDR(FM) Moline, all Illinois**; **WMFM(FM) Madison, WMKC(FM) Oshkosh** and **WMNE(AM) Menomonie, all Wisconsin**; **WMOK(AM) Metropolis** and **WMRY(FM) East St. Louis, both Illinois**; **WNBI-AM-FM Park Falls, Wis.**; **WNIB(FM) Chicago, WNOI(FM) Flora, Ill.**; **WNOV(AM) Milwaukee, WNWV(FM) Madison, WOBT-AM-FM Rhineland, WOCO Oconto, WOKL(AM) Eau Claire, WOMT(AM) Manitowoc** and **WOSH-AM-FM Oshkosh, all Wisconsin**; **WPEO(AM) Peoria** and **WPGU(FM) Urbana, both Illinois**; **WQFM(FM) Milwaukee**; **WQUA(AM) Moline, WRAJ-AM-FM Anna, and WRAM(AM) Monmouth, all Illinois**; **WRDB-AM-FM Reedsburg, WRIG(AM) Wausau, WRIT(AM) Milwaukee, WRJC(AM) Mauston** and **WRLS-FM Hayward, all Wisconsin**; **WROK-FM Rockford, WRIL-FM Rantoul** and **WSAB(FM) Mt. Carmel, all Illinois**; **WSAU(AM) Wausau, Wis.**; **WNTZ(FM) Winneka, WNUF(FM) Evanston** and **WONC(FM) Naperville, all Illinois**; **WPNE-FM Green Bay, WRFW(FM) River Falls, WRST-FM Oshkosh** and **WSHS(FM) Sheboygan, all Wisconsin**; **WSIE(FM) Edwardsville** and **WSIU-FM) Carbondale, both Illinois**; **WSSU(FM) Superior, WSUP(FM) Platteville** and **WSUW(FM) Whitewater, all Wisconsin**; **WTPC(FM) Elmhurst, Ill.**; **WUWM(FM) Milwaukee**; **WVVK(FM) Rock Island, Illinois**; **WVSS(FM) Menomonee, WVWS(FM) Stevens Point** and **WBAY-TV Green Bay, all Wisconsin**; **WCCE-TV Freeport, WCIA(TV) Champaign** and **WFEL-TV Chicago, all Illinois**; **WFRV-TV Green Bay, Wis.**; **WHBF-TV Rock Island** and **WICD(TV) Champaign, both Illinois**; **WISN-TV Milwaukee, WITI-TV Milwaukee, WKBT(TV) LaCrosse, WKOW-TV Madison, WLUK-TV Green Bay** and **WMTV(TV) Madison, all Wisconsin**; **WRAU-TV Peoria** and **WREX-TV Rockford, both Illinois**; **WSAU-TV Wausau, Wis.**; **WSIL-TV Harrisburg, WSNS(TV) Chicago** and **WTVO(TV) Rockford, all Illinois**; **WVTU-TV Milwaukee, WXOW-TV LaCrosse** and **WHA-TV Madison, all Wisconsin**; **WILL-TV Urbana, Ill.**; **WMVS(TV) and WMMV(TV) both Milwaukee** and **WPNE(TV) Green Bay, all Wisconsin**; **WSIU-TV Carbondale** and **WUSI-TV Olney, both Illinois**; **WHHF(FM) Highland** and **WHLA(FM) Hinman, both Wisconsin**; **WHPK-FM Chicago, Illinois**; **WHRM(FM) Wausau** and **WHSA(FM) Brule, both Wisconsin**; **WHSD(FM) Hinsdale, Ill.**; **WHWC(FM) Colfax, Wis.**; **WILL-FM Urbana, WIUM-FM) Macomb, and WKOC(FM) Kankakee, all Illinois**; **WLFM(FM) Appleton** and **WLSU-FM) La Crosse, both Wisconsin**; **WMHS(FM) Morrison** and **WMTH(FM) Park Ridge, both Illinois. Actions Nov. 28.**
- **KHJ-TV Los Angeles**—FCC granted application of RKO General Inc., for renewal of license for KHJ-TV (Doc. 16679), and competing application of Fidelity Television Inc., for new station to operate on same channel at Norwalk, Calif. (Doc. 16680), has been denied, subject to whatever action may be deemed appropriate following resolution of matters being considered in WNAZ-TV Boston, Mass., renewal proceeding. Action Nov. 30.
- **WFYR(FM) Chicago**—Broadcast granted renewal of license to RKO General Inc., licensee, conditioned on final actions in dockets pending before commission and civil proceedings currently before U.S. District Courts. Action Nov. 28.
- **WXLW(AM) Indianapolis**—FCC granted application of Greater Indianapolis Broadcasting Co. for renewal of license of WXLW for short term period ending Dec. 1, 1974 (BR-2253). Action Nov. 28.
- **WVLK Lexington, Ky.**—FCC granted application of Bluegrass Broadcasting Co., Inc. for renewal of license of WVLK for short term ending Aug. 1, 1974 (Doc. 18285). Action Nov. 14.

Modification of CP's, all stations

- **KBXL-FM Caldwell, Idaho**—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 2,520 ft. (BMPH-13934). Action Nov. 21.
- **WHAG-TV Hagerstown, Md.**—Broadcast Bureau granted mod. of CP to change ERP 67.9 kw aur. (BMPCT-7504). Action Nov. 21.
- **WBAD(FM) Leland, Miss.**—Broadcast Bureau granted mod. of CP to operate studio location from trans. site at Route 3, Seven Oaks Road, 4.5 miles west of Leland; change trans. and ant.; ERP 3 kw; ant. height 290 ft. (BMPH-13889). Action Nov. 16.
- **WMPFR(FM) Sumter, S.C.**—Broadcast Bureau granted mod. of CP to change trans. location to 4 miles southeast of Sumter, 2 miles south of Highway 378, Sumter; make change in ant. system; ERP 98 kw; ant. height 1000 ft. (BMPED-1025). Action Nov. 21.
- **WDXN(FM) Olive Hill, Tenn.**—Broadcast Bureau granted mod. of CP to make change in ant. system; ERP 1.5 kw; ant. height 250 ft. (BMPED-1035). Action Nov. 21.

- Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: ***KOED(TV) San Francisco** to May 21, 1974 (BMPET-806); **WFCB-TV Miami** to May 21, 1974 (BMPCT-7503); ***WMFE-TV Orlando, Fla.** to May 21, 1974 (BMPET-808); **KSYS-TV Medford, Ore.**, to May 21, 1974 (BMPCT-7439); ***KWSU-TV Pullman, Wash.** to May 21, 1974 (BMPET-807). Actions Nov. 21.
- Broadcast Bureau granted mod. of CPs for extension of time for following stations: **KRHM(FM) Lake Havasu City, Ariz.** to April 14, 1974 (BMPH-13921); **WOVV(FM) Fort Pierce, Fla.** to May 27, 1974 (BMPH-13920); ***WJCT-FM Jacksonville, Fla.** to March 1, 1974 (BMPED-1040); **WKXI(FM) Jackson, Miss.** to March 1, 1974 (BMPH-13922); **WRPM-FM Poplarville, Miss.** to April 1, 1974 (BMPH-13923); ***WXXI-FM Rochester, N.Y.** to June 27, 1974 (BMPED-1041); ***WOSU-FM Columbus, Ohio** to April 24, 1974 (BMPED-1039). Action Nov. 21.

Other action, all services

- Chief, Broadcast Bureau, on request of Public Broadcasting Service, extended through Feb. 1 and March 1, 1974, dates for filing comments and reply comments, respectively, in proceeding involving matter of ascertainment of community problems by educational broadcast applicants and formulation of rules and policies relating to renewal of educational broadcast licenses (Doc. 19816). Action Nov. 26.

Ownership changes

Applications

- **KKEP(AM) Estes Park, Colo.**—Seeks assignment of license from KKEP Radio Inc. to Estes Park Broadcasting Co. for \$93,500. Seller: Paul E. Moyers (100%). Buyers: Stanley J. and Leslie Ann Pratt (together 100%). Mr. Pratt owns movie theatre and motel in Estes Park. Ann. Nov. 13.
- **WAFM(FM) Angola, Ind.**—Seeks assignment of license from James A. Chase to Great Oaks Broadcasting Inc. for \$60,450. Seller: Mr. Chase (100%). Buyers: Thomas R. Andrews (59.57%), Thomas Wyant (12.77%), et al. Mr. Andrews is announcer with WTRU(AM) Muskegon, Mich. and Mr. Wyant is program director there. Ann. Nov. 19.
- **WDON(AM) Wheaton, Md.**—Seeks transfer of control of WDON Inc. from Edward L. Dillard, Sandra Dillard Faunce as custodian for Donald E. Dillard Jr. et al. (100% before, none after) to Horizon Communications Corp. (none before, 100% after). Consideration: \$403,750. Principals: Gary G. Marshall (39.3%), Edward S. Magnus (17.8%) and William Hildebrandt (23.9%). Mr. Marshall is sales manager with WGSO(AM) New Orleans and Mr. Hildebrandt is salesman with WKRC-TV Cincinnati. Dr. Magnus has medical practice in Oakbrook, Ill. Ann. Nov. 13.
- **KPLD(FM) Branson, Mo.**—Seeks assignment of license from Taneycomo Broadcasting Corp. to Taneycomo Broadcasting Co. for \$23,000. Seller: Saul A. Nucitelli, president et al. (100%). Buyers: Charles W. and Dolores L. Hestington (together 100%). Hestingtons own real estate and restaurant interests in Branson. Ann. Nov. 19.
- **KHOB(AM)-KLDG(FM) Hobbs, N.M.**—Seeks assignment of license from Griffith Broadcasting Co. to Smith Corp. for \$280,000. Sellers: L. Dickson Griffith, president et al. (100%). Buyers: Dan O. Smith (50%), Melvin D. Holborn (20%) et al. Mr. Smith is salesman with Griffith Broadcasting. He also has interest in WMPX(AM) Midland and WKHM-AM-FM Jackson, Mich. Mr. Holborn is sales manager with WMPX(AM) Midland. Ann. Nov. 19.
- **KTAP(AM) Austin, Tex.**—Seeks assignment of license from Kingstip Communications Inc. to Advance Inc. for \$270,000. Sellers: Henry B. Tipple is president of Kingstip which also owns KTVV(TV) and KHFI-FM, both Austin. Buyers: R. Miller Hicks (100%). Mr. Hicks owns KRMH-FM San Marcos, Tex. and 25% interest in KJOE(AM) Shreveport, La.; KIKN(AM) Sinton and KTRM-(AM) Beaumont, both Texas. Ann. Nov. 19.
- **KPNG(AM) Port Neches, Tex.**—Seeks assignment of license from Coastal Broadcasting Corp. to L & R Broadcasting Corp. for \$150,000. Sellers: Delwin Morton, president, et al. (100%). Mr. Delwin Morton, KCAD(AM) Abilene, Tex. and has interest in KTEO(AM) San Angelo, Tex. and KRGQ(AM) Salt Lake City, Buyers: Lester J. and Janet Ledet (together 51%) and Robert F. Ritchey (40%). Mr. Ledet is lease manager of Port Arthur car dealership and Mr. Ritchey is operation director of KPNG. Ann. Nov. 19.
- **WQVA(AM) Quantico, Va.**—Seeks assignment of license from WQVA Inc. to Happy Broadcasting Corp. for \$60,000. Sellers: Harold H. Hersch, president et al. (100%). Mr. Hersch has interest in WPRW(AM) Manassas, Va. and WISZ-AM-FM Glen Burnie, Md. Buyers: Raymond Woolfenden, Jesse G. Whitfield, et al. (100%). Group is applicant for assignment of WSRM(AM) Milton, Fla. pending before commission. Ann. Oct. 19.
- **KVAN(AM) Vancouver, Wash.**—Seeks assignment of license from Ada C. Brown, conservatrix of estate of Cathryn C. Murphy, to New Broadcast-

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ing Corp. for \$150,000. Seller: Mrs. Brown (100%). Buyers: Howard R. Siobodin (50.2%), Leonard N. Kesselman (39.9%) and Alan J. Siobodin (9.9%). Dr. Howard Siobodin has practice in San Francisco and Alan J. Siobodin is therapist in Chicago mental health clinic. Mr. Kesselman practices law in Los Gatos, Calif. Ann. Nov. 13.

■ WSGB(AM) Sutton, W. Va.—Seeks assignment of license from Braxton Broadcasting Co. to Multi Media Associates III, limited partnership, for \$125,000. Seller: Charles M. Erhard (100%). Mr. Erhard has interest in WPME(AM) Punxsutawney, W. Va. and holds CP for new FM there. Buyers: James R. Reese Jr., general partner, et al. Limited Partnership also has interest in WRGT(FM) West Clarksburg, W. Va. and WUOK(AM) Cumberland, Md. Ann. Nov. 13.

Actions

■ KZON(AM) Santa Maria, Calif.—Broadcast Bureau granted transfer of control of Hospitality Broadcasters Inc. from Stanley C. Joan E., Harold and Frances Saneressig (as a group 100% before, none after) to James K. Westfall (none before 100% after). Consideration: \$120,000 (BTC-7180). Principal: Mr. Westfall is former salesman for KJOI(AM) Beverly Hills, Calif. Action Nov. 19.

■ KROS-AM-FM Clinton, Iowa—Broadcast Bureau granted assignment of license from Clinton Broadcasting Corp. to Public Service Broadcasters Inc. for \$480,000. Sellers: Bernard M. Jacobson, president and general manager, et al. (100%). Buyers: Donald G. Jones (22.8%), Harold Hoefler (16.59%), George Ferry (13.01%), Joseph Shafer (10.5%), Ken Kordum (10.38%), et al. Public Service Broadcasters is licensee of WTIM-AM-FM Taylorville and WVLN(AM)-WSEI(FM) Olney, both Illinois; KFIZ(AM) Fond du Lac, Wis.; WCTW(AM)-WMDH(FM) New Castle, Ind. and WZOE(AM) Princeton, Ill. (BAL-7966). Action Nov. 26.

■ KWNS-AM-FM Pratt, Kans.—Broadcast Bureau granted assignment of license from KWNS Inc. to O'Malley-Kieffer Communications Co. for \$254,000 (BAL-7948, BALH-1871, BALRE-2554). Seller: William J. Young, president, et al. (100%). Mr. Young has interest in KBLR(AM) Bolivar, Mo. Buyers: Donald J. O'Malley (70%) and George D. Kieffer (30%). Mr. O'Malley has interest in Newark Broadcasting Co., licensee of KLEO(AM) Wichita, Kan.; KKYX(AM) San Antonio, Tex.; KQEO(AM) Albuquerque, N.M.; KRMG(AM)-KWEN(FM) Tulsa and KKNJ(FM) Oklahoma City, both Oklahoma, and WBYU(FM) New Orleans, Swanco also operates CATV system in several Florida communities. Mr. Kieffer is advertising director for theater chain in Kansas City, Mo. Action Nov. 20.

■ WHDH(AM)-WCOZ(FM), both Boston — FCC granted transfer of control of WHDH Corp. from John Hawkinson, Robert F. Carney, George E. Akerson, William J. McCarthy, James K. Donahue, et al. (collectively 53% before, none after) to John Blair & Co. (25% before, 78% after). Consideration: \$10.129 million. Sellers: Messrs. Hawkinson, Carney, Akerson, McCarthy, Donahue, et al. are selling stockholders and/or agents for selling stockholders. Buyers: John Blair & Co., publicly-held corporation, is national sales representative (BTC-7182). Action Nov. 28.

■ KERG(AM) Eugene, Ore. — Broadcast Bureau granted assignment of license from Guard Publishing Co. to Matco Inc. for \$255,000 (BAL-7992, BALRE-2589). Sellers: Alton F. Baker, president, et al. (100%). Guard Publishing owns newspaper interests in Oregon. Buyers: Russell H. Matthias (75%) and William Warren Matthias (25%). Messrs. Matthias own KBOM(AM) Bismarck-Mandan, N.D. and KOOK(AM) Billings, Mont. They also have numerous other business interests in Chicago area. Action Nov. 19.

■ WABV(AM) Abbeville, S.C.—Broadcast Bureau granted assignment of license from Abbeville Broadcasting Co. to Abco Inc. for \$125,000. Sellers: George W. Settles, president, et al. (100%). Buyers: William L. Thompson, William S. Brissett, Norman W. Wham and Paul W. Mimms (each 25%). Messrs. Thompson, Brissett and Wham own 25% each of WHPB(AM) Belton, S.C. Mr. Mimms owns accounting firm in Anderson, S.C. (BAL-7979). Action Nov. 26.

■ WYPR(AM) Danville, Va. — Broadcast Bureau granted assignment of license from Danville Broadcasting Co. to WYPR Radio Inc. for \$380,000. Seller: David P. Welborne, president (100%). Mr. Welborne owns WTBO(AM) Cumberland, Md.; he also owns 50% of WNCA(AM) Silver City, N.C. Buyers: R & S Communications Inc.; Harry L. Reiner, president. Mr. Reiner will vote 96% of stock in WYPR Inc. for R & S Communications. R & S Communications is also licensee of WEXT(AM) West Hartford, Conn. (BAL-7957). Action Nov. 27.

Cable

Applications

■ Following operators of cable television systems in Pennsylvania have filed to amend applications for certificate of compliance to delete WOR-TV New York: Northeastern Pennsylvania TV Cable

Co. Inc., Scott township (CAC-1426); Centre Video Corporation, Aliquippa borough (CAC-1994), Center township (CAC-1995), Hopewell township (CAC-1996); South Heights borough (CAC-1997), Ambridge borough (CAC-1998), Baden borough (CAC-1999), Bell Acres borough (CAC-2000), Conway borough (CAC-2001), Economy borough (CAC-2002), Edgeworth borough (CAC-2003), Harmony township (CAC-2004), Haysville borough (CAC-2005), Leetsdale borough (CAC-2006), Leet township (CAC-2007), Osborne borough (CAC-2008), Sewickley borough (CAC-2009), White Oak borough (CAC-2010), McKeesport (CAC-2011), Versailles borough (CAC-2012), Elizabeth township (CAC-2013), Carnegie borough (CAC-2014), Crafton borough (CAC-2015), Ingram borough (CAC-2016), Rosslyn Farms borough (CAC-2017), Thornburg borough (CAC-2018), Collier township (CAC-2019), Scott township (CAC-2020), Heidelberg borough (CAC-2021), Bridgeville borough (CAC-2022), Greentree borough (CAC-2023), Stowe township (CAC-2024), McKees Rocks borough (CAC-2025), Castle Shannon borough (CAC-2026), Baldwin borough (CAC-2027), Whitehall borough (CAC-2028), Brentwood borough (CAC-2029), South Park township (CAC-2030), Ross township (CAC-2031), Avalon borough (CAC-2032), Ben Avon borough (CAC-2033), Emsworth borough (CAC-2034), McCandless township (CAC-2035), Millvale borough (CAC-2036), Reserve township (CAC-2037), West View borough (CAC-2038), Bellvue borough (CAC-2039), Penn Hills township (CAC-2040), Wilkinsburg borough (CAC-2041), Braddock Hills borough (CAC-2042), Edgewood borough (CAC-2043), Forest Hills borough (CAC-2044), Glassport borough (CAC-2045), Clairton (CAC-2046), Duquesne (CAC-2047), Dravosburg borough (CAC-2048), Elizabeth borough (CAC-2049), Jefferson borough (CAC-2050), Liberty borough (CAC-2051), Lincoln borough (CAC-2052), Fort Vue borough (CAC-2053), West Elizabeth borough (CAC-2054), Carroll township (CAC-2055), Donora borough (CAC-2056), Monongahela (CAC-2057), Charleroi borough (CAC-2058), North Charleroi borough (CAC-2059), Monessen (CAC-2060), New Eagle borough (CAC-2061), Belle Vernon borough (CAC-2062), North Belle Vernon (CAC-2063), Speers borough (CAC-2064), Rostraver township (CAC-2065), Forward township (CAC-2066), Fallowfield township (CAC-2067), Fox Chapel Borough (CAC-2068), O'Hara township (CAC-2069), Aspinwall borough (CAC-2070) and Shaler township (CAC-2071), Washington Channels Inc., Washington (CAC-2072), North Franklin township (CAC-2073), East Washington borough (CAC-2074), Canton township (CAC-2075), South Strabane town township (CAC-2076) and Amwell township (CAC-2077), Nation Cable Television Corp., Scottsdale borough (CAC-2078), Mt. Pleasant borough (CAC-2079), Everson borough (CAC-2080), Mt. Pleasant township (CAC-2081), East Huntingtown township (CAC-2082), Connellsville (CAC-2083), Connellsville township (CAC-2084), South onnellsville borough (CAC-2085), Dunbar township (CAC-2086), Dunbar borough (CAC-2087) and Upper Tyrone township (CAC-2088); Armstrong Utilities Inc., Butler (CAC-2089), Butler township (CAC-2090) and Center township (CAC-2091); Bethel Park TV Cable Co., Bethel Park (CAC-2092); Dynamic Cablevision Inc., Homestead borough (CAC-2093), West Homestead borough (CAC-2094), Whitaker borough (CAC-2095), Munnhall borough (CAC-2096), West Mifflin borough (CAC-2097) and Pleasant Hills borough (CAC-2098) and Jefferson Cable TV, Jefferson borough (CAC-2522). Ann. Nov. 27.

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Watsontown CATV, White Deer township (CAC-2326, CAC-2942), Lewis township (CAC-2327, CAC-2944), Turbotville borough (CAC-2328, CAC-2943) and McEwensville borough (CAC-2329, CAC-2341) all Pennsylvania; Danville CATV, Danville (CAC-2330, CAC-2914), Derry township (CAC-2331, CAC-2934), Point township (CAC-2332, CAC-2932), Mahoning township (CAC-2333, CAC-2933), Liberty township (CAC-2334, CAC-2927), Montour township (CAC-2335, CAC-2928), Cooper township (CAC-2336, CAC-2929), Valley township (CAC-2337, CAC-2930), Limestone township (CAC-2338, CAC-2931), Riverside borough (CAC-2339, CAC-2924) and Washingtonville borough (CAC-2340, CAC-2925), all Pennsylvania; Milton CATV (Milton borough (CAC-2341, CAC-2926) and White Deer township (CAC-2342, CAC-2915), all Pennsylvania; Teleprompter of Lakeland, Inc., unincorporated areas of Polk county contiguous to Lakeland, Fla. (CAC-2428); Storer Cable Communications Inc., Prattville, Ala. (CAC-2430); The Inter-County Television Enterprises, Hempstead, N.Y. (CAC-2492); Sterling Babylon Cable Television Inc., Babylon (CAC-2494); Amityville (CAC-2495) and Lindenhurst (CAC-2496), all New York; Inter-County Television of Suffolk Inc., Huntington, N.Y. (CAC-2498); Fulton Cablevision Co., Circleville, Ohio (CAC-2592); Northwest Georgia Cablevision Co., La Fayette, Ga. (CAC-1742) and Brazoria Cablevision, Inc., Richmond, Tex. (CAC-1819). Actions Nov. 12 and 13.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Tele-Media Co. of Lake Erie, Geneva township

(CAC-2356) and Harpersfield township (CAC-2357), both Ohio; Teleprompter of Simi Inc., Camarillo, Calif. (CAC-2365); Boothe Video Inc., Caruthersville (CAC-2371) and Hayti (CAC-2372), both Missouri; Community Video Inc., Grant (CAC-2379) and Grand Rapids (CAC-2380), both Wisconsin; Northern Video Inc., Baraga Village, Mich. (CAC-2387), Cleveland Area TV Inc., Rocky River (CAC-2396) and Parma Heights (CAC-2397), both Ohio; Vumore Co. of Laredo, Laredo, Tex. (CAC-2140); Cable Television Inc., Benton Harbor, Mich. (CAC-2417); Daniels Properties Inc., Killeen (CAC-2418), Harker Heights (CAC-2419), Belton (CAC-2420) and Copperas Cove (CAC-2321), all Texas; Alabama Television Cable Co., Reform (CAC-1250) and Gordo (CAC-1251), both Alabama; Central California Communications Corp., East Lake Village (CAC-1725) and Freedom (CAC-1726), both California; Southeastern Cable Co., Raleigh, N.C. (CAC-2211); Lee Cablevision Co., Sanford, N.C. (CAC-2212); Watonsontown (CAC-2324, CAC-2939) and Delaware township (CAC-2325, CAC-2340), both Pennsylvania; Milton CATV, West Chillisquaque township (CAC-2343, CAC-2916), Milton CATV and Lewisburg CATV, East Chillisquaque township (CAC-2343A, CAC-2017), Milton CATV, Turbot township (CAC-2344, CAC-2918), Lewisburg CATV, Lewisburg borough (CAC-2345, CAC-2919) and East Buffalo township (CAC-2346, CAC-2920), Lewisburg CATV and Milton CATV Kelly township (CAC-2347, CAC-2921) and Lewisburg CATV Buffalo township (CAC-2349, CAC-2923), all Pennsylvania. Actions Nov. 12.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Fort Riley Cable TV Service Inc. Fort Riley, Kan. (CAC-1385) (Action Nov. 12); Oceanic Cablevision Inc., North Shore area (CAC-811), Wahiawa (CAC-812), Waipahu (CAC-813), Pearl City (CAC-814), Aiea (CAC-815), Foster Village (CAC-816) and Halawa Heights (CAC-817), all Hawaii; See-Mor Cable TV of Charleston Inc., Charleston, Mo. (CAC-1479); Teleprompter of Baytown, Tex. (CAC-1825); Continental Cablevision of New Hampshire Inc., Berwick, Me. (CAC-1833); Total CATV Inc., East Baton Rouge parish (CAC-1566) and Baton Rouge (CAC-1567); Diversified Communications Inc., Woodstock, N.H. (CAC-2284); See-Mor Cable TV of Charleston Inc., Charleston, Mo. (CAC-1885); Cox Cablevision Corp., Warrenton, Ore. (CAC-1986); Cablevision of Greensboro, Greensboro, N.C. (CAC-2209); Cablevision of Alamance County Inc., Burlington, N.C. (CAC-2233); Diversified Communications Inc., Lincoln, N.H. (CAC-2285); T.V. Cable Service Inc., Fort Payne, Ala. (CAC-2321); Blue Ridge Cable Television Inc., Barrett township, Pa. (CAC-2368); Colby Cable Corp., Hammond (CAC-2369) and East Chicago (CAC-2370), both Indiana; Vecum Inc., Emerald, N.D. (CAC-2376); King Videocable Co., Ellensburg (CAC-2389), unincorporated areas of Kittitas county (CAC-2390) and Kittitas (CAC-2391), all Washington, Monterey Peninsula TV Cable, Carmel Valley village, Calif. (CAC-2394); Vacationland Cablevision Inc., West Baraboo village, Wis. (CAC-2423); Warner Cable of Newport, Newport, Pa. (CAC-2424); Southern Illinois Cable TV Inc., Harrisburg (CAC-2444) and El Dorado (CAC-2445), both Illinois; Community Communications Co., Wilmar, Ark. (CAC-2446) and unincorporated areas of Bradley county (CAC-2447), both Arkansas and Lexington Cable Co., Lexington, Va. (CAC-2476). Actions Nov. 26.

■ Stockton, Calif.—FCC granted petitions by KLOC Broadcasting Co., licensee of KLOC-TV Modesto, Calif., for reconsideration of commission actions granting certificates of compliance to Big Valley Cablevision Inc. to operate cable television systems in Stockton and certain areas of San Joaquin county, Calif. Similar petitions by Great Western Broadcasting Corp., licensee of KXTV-TV Sacramento, Calif., were dismissed. Petitions objected to Big Valley's carriage of KEMO-TV San Francisco. Action Nov. 28.

■ Portsmouth and New Boston, both Ohio and South Shore, Ky.—FCC authorized Teleprompter of Portsmouth Inc. to carry signals of WXIX-TV Newport, Ky. and WUAB Lorain, Ohio, on its cable TV systems at Portsmouth, New Boston and unincorporated areas of Scioto county, Ohio and South Shore and unincorporated areas of Greenup County, Ky., all within specified zone of Charleston-Huntington, W.Va. major television market, and also WKMR Morehead, Ky., on its South Shore and Greenup County, Ky., systems (CAC-1083, 1084, 1085, 1086, 1087). Action Nov. 21.

■ Philipsburg boro, Pa. area—FCC denied Moshannon Valley TV Cable Co. certificates of compliance to add WOR-TV New York to its existing 12-channel cable TV systems at Philipsburg boro, Rush township, South Philipsburg boro Osceola Mills boro, Chester Hill boro, Decatur township, Boggs township, South Philipsburg boro, Osceola Mills (CAC-401, 402, 403, 404, 405, 406, 407, 408). System is in Johnstown-Altoona, Pa. market. Action Nov. 21.

■ Memorial Point Tex.—Authorized Lake Telephone Co. to carry following stations on its cable TV system at Memorial Point: KPRC-TV KUHT, KHOU-TV, KTRK-TV, KVRL and KHTV, all Houston, KTRE-TV Lufkin and KFDM-TV Beaumont, all Texas. (CAC-869). Action Nov. 28.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Black oriented N.E. station, good signal and sound, needs street savvy sales manager who can personally sell and direct young staff. If good, earn 13-15,000 first year. If tiger, 17-19,000 plus. Equal Opportunity Employer. Box N-62, BROADCASTING.

Immediate opening for experienced salesperson with proven sales record. Must be aggressive self-starter to find new business and cultivate excellent agency list. Contact Joe Bell, WEZG-WSOQ, PO Box 20, North Syracuse, NY. Area Code 315-458-1220.

Michigan NBC station needs salesperson. #1 ARB 18-35. Paid Life & Hospitalization insurance. Good list. Send resume & salary requirements with first letter. WSAM, P.O. Box 1776, Saginaw, 48605.

Sales Manager small midwest FM market. Commission plus net profit percentage. Box 205, Sevenson, IL 61074.

Help Wanted Announcers

Warm and versatile voice for major easy listening station in major Northeast market. If you can deliver "agency" quality commercials, believable news and tight production: send tape and resume at once: Box M-126, BROADCASTING.

Good opportunity in major mid-western market for combo-announcer experienced in classical format, preferably commercial. 3rd Phone. Equal Opportunity Employer. Send tape and resume to Box M-171, BROADCASTING.

Good bread for pro who can get it said within a Q format. Major market. PM Drive & production. Box N-11, BROADCASTING.

Need 1st phone announcer & sales for uptempo MOR operation in Florida Keys. Send tape, resume & pic to—Box N-44, BROADCASTING.

Help Wanted Announcers Continued

North West Kentucky AM seeks announcer with 1st phone. Contemporary Format. Equal Opportunity Employer. Box N-48, BROADCASTING.

One of the top rated soul stations in the southwest has immediate opening for drive-time announcer. Looking for outstanding personality with established track record. Please send tape, resume and recent photograph to Edward S. Howard, general manager, KYOK Radio, 3001 Labbranch, Houston, TX 77004.

Rocky Mt. Rocker looking for a 1st phone morning drive jock capable of keeping us number one. Call Gregor Vaule—KYSN Colorado Springs—303-634-1511.

Experienced DJ needed for 6 to midnight. Rush tape, resume, and salary requirement to Jerry Collins, WASK, Lafayette, IN 47902.

Tampa Bay; Florida—AM Progressive Top 40—Must know music—No screamers—good board work and production—Send all information and tape first letter—WFSC, Pinellas Park, FL 33565.

Morning personality with PD possibilities. Must be good on production, promotion and well rounded in operations. Write only . . . GM, WHAG RADIO, 1250 Downsville Pike, Hagerstown, MD 21740.

If you're major market material, but need credentials, we'll help you move after 1 year. Help us stay #1 this year. Modern Country, Clear Channel, ABC Network A.M. Covers Southern Indiana & Western Kentucky. Must have college experience. Low base plus commission. One year hard work expected on air/in sales/and programming. You'll get your return on investment. Call Bud Walter, WKCM, Tell City, IN 812/547-8121—Hawesville, KY 502/927-8121. Equal Opportunity Employer.

Happy Yule bel December 31 opening! 5000 watts at 55! Adult contemporary and gold! Need air talent 2 to 7 p.m. plus production! Resume and tape (unless lost or never recorded) to: Jack Davison, WSAJ, Wausau, WI. 54401, 715-845-4211, extension 238, 9 to Noon.

Wanted: Announcer, third class for up-tempo MOR format, medium southern market. Send resume, and audition to PD, WSSC, Sumter, SC 29150.

WWOM-FM Albany seeks part-time announcers for weekends and fill-in. Contact Don Nutting 518-456-6101.

If you can talk, do news and production—"WE" wants to talk to you—mid-America's #1 talk station is looking—you must be good. No prima donnas. Rush tape, photo, resume, to Jim Fields, WE Radio, Mid-City Building, 1331 Union Avenue, Memphis, TN 38104.

Help Wanted Technical

Engineer, 1st class, for AM/FM in Connecticut. Maintenance most important. Box N-73, BROADCASTING.

Chief Engineer—immediate opening for experienced 1st-class engineer. Complete responsibility of 2-DA transmitter system and studio. The individual we're looking for is probably a Chief or Assistant at a small-market radio station. Salary—\$8,000-10,000. Contact Al Mangum, GM, KMNS, Sioux City, IA 712-258-0628.

Wine Country Radio—Needs full time chief engineer for FM and AM station—located in the beautiful Finger Lakes Wine Country—Excellent benefits—should be able to do some announcing. Write WGHT-AM Box 471, Bath, NY 14810. Attn: Tom Miller—Phone 607-868-3206.

First class engineer who can babysit fm automation six nites a week, 6 to 12. Two tower directional with stereo fm. Great pay and fringes. WHAG Radio, Hagerstown, MD 21740.

Chief Engineer . . . Experienced for AM plus FM stereo automation and auxiliary services. Send resume, references & salary requirement to personnel director, WHFB, P.O. Box 608, Benton Harbor, MI 49022. Equal Opportunity Employer.

Chief Engineer—U.S. territory overseas. Must have extensive experience, full color TV and AM-FM operations and know all phases of maintenance and operations. Two year minimum contract, housing, transportation furnished. Salary negotiable based on experience. Send resume to P.O. Box 4238, Burlington, CA 94010.

Immediate openings for two maintenance technicians. Experience with Ampex broadcast equipment an asset. Reply stating specific experience and salary expected to: Operations Manager, Editel, Inc.; 1920 N. Lincoln Ave.; Chicago, IL 60614.

Help Wanted Technical Continued

Engineer with directional experience needed for 5KW Sioux City, Iowa. Take complete charge of engineering. Salary in excess of \$10,000.00. Write P.O. Box 1379, Sioux City, 51102, an E.O.E.

Chief engineer with first phone, experience with initial installation of tower, STL, transmitter, studio complex for new 5KW AM educational station, \$16,000+. Full details from Leo Lutchansky, MGR, Dillingham Radio, Box 202, Dillingham, AK 99576, 907-842-3189.

Help Wanted News

Wanted: Experienced newperson for night shift at community-oriented station in New England City (just a few hours drive from New York and Boston). Extraordinary fringe benefits, generous vacation plan, bonus, frequent raises, and pleasant working conditions. Box N-8, BROADCASTING.

Black oriented major market news operations has an immediate opening for sharp articulate pro. Good salary, company benefits and working conditions. Rush tape, photo and resume to Ken Brantley, KYOK Radio, 3001 Labbranch, Houston, TX 77004.

Newsperson for AM-FM Operation. Must have good delivery and experience covering meetings, news conferences, etc. Send resume and air check to News Director, WIRL Radio, P.O. Box 3335 West Glen Station, Peoria, IL 61614.

Director, School of Journalism. Accredited in news-editorial and public relations sequences. Approximately 160 undergraduates, 60 MA candidates. Applicant should have high standing in the field as evidenced by significant publication and professional recognition, broad professional experience in print or broadcast journalism, outstanding service to the communications profession, an advanced degree. Position open September, 1974. Application deadline, January 1, 1974. Applications and inquiries should be directed to Chairman, Journalism Search Committee, Division of Social Sciences and Communication, 200 Administration Building, University of Southern California, University Park, Los Angeles, CA 90007. U.S.C. is an equal opportunity employer.

Help Wanted, Programing, Production Others

Midwest major market contemporary soon to go automated needs man sharp in production. First phone preferred. Send resume and we will definitely call you. Box N-57, BROADCASTING.

Modern Country station in Wisconsin seeks program director strong on commercial production. Write Box N-90, BROADCASTING.

Program Director for 5000 watt community-oriented radio station. Must be experienced with good voice, production-oriented, and know music. Send full details, tape, and salary requirement. Call 301-939-0800 or write Manager, WASA, P.O. Box 97, Havre de Grace, MD 21078.

Situations Wanted Management

Seeking small market management position with challenge and broad responsibilities. 16 years experience in sales, programing, radio and TV news. Box N-5, BROADCASTING.

Ten Years Preparation. MBA degree. Currently top salesman North Carolina medium market. Know CPM to ROI. Box N-26, BROADCASTING.

Experienced General Manager, all phases, desires micro market. Currently in major market AM sales. Box N-58, BROADCASTING.

Extensive management and sales management background. (20 years). Previous part ownership background. Would like opportunity to buy-in immediately or options if possible. Eight years present company. Personal sales presently \$150,000 a year, present income, \$25,000. Would consider offer under that if I had a stock interest in company. Only general managements considered, no sales managements please. Box N-65, BROADCASTING.

Are you looking for someone with a strong successful sales background to fill a management position? I may be your man! Box N-81, BROADCASTING.

Does your million-plus market AM and/or FM need a boost to #1? You are now reading about an Operations/Program Manager with 14 years experience in two East Coast Top Ten markets, background in Ops, Automation, Programing, Sales, Promotion, News, an excellent air sound in several formats, and top references (including present employer). Need: competitive challenge, competitive compensation. Will deliver: a highly-rated, highly-profitable operation. Available Jan. 1. All replies answered. Box N-96, BROADCASTING.

Situations Wanted Management Continued

I have sold my newspapers and would like to get back into radio in management capacity. I have made winners out of losers in the newspaper business and can do it in radio using my secret formula (hard work every hour of every day). Would consider cash investment, or stock arrangement in your station's ownership. Incidentally, I grew up with radio so I know what it takes to get results. Age 25, married. All offers considered. Write Box N-83, BROADCASTING.

General manager. Heavyweight with successful large market track record in sales management and general management. Wish to relocate middle to large market. If you need your station turned around as a winner . . . contact me at 17107 Raymer, Northridge, CA or call 213-885-0145.

Situations Wanted Sales

Hard working with sales and management background. Have knowledge in broadcasting and advertising too. Always willing to learn. Want to get back to the best business. Box N-76, BROADCASTING.

Something for nothing? Keep looking. But right breaks/situation gets proven sales manager, BA, first phone. Call Mike, 217-446-7524 before 10:30 a.m. EST.

Situations Wanted Announcers

Limited experience, maximum potential. D.J., local news, production, P.R. background, M.A. Communications-theater, 3rd endorsed. Box N-20, BROADCASTING.

College grad, D.J., announcer, news, commercials, good production. Will relocate. Can follow direction. Box N-31, BROADCASTING.

Announcer, first phone, experienced, easy listening format, will relocate. Box N-49, BROADCASTING.

Move over guys. Sincere female jock wants work in New York City or Long Island. Box N-52, BROADCASTING.

First phone, ten years experience, MOR. Operations, news, production, no maintenance. Box N-53, BROADCASTING.

Top 40/Contemporary personality jock. 3rd endorsed, Business Degree College, experienced and proven, not uptight. Box N-54, BROADCASTING.

Young, experienced announcer looking to move up to a better market. No floater or screamer. Looking for stable position under good management. Tape, resume, upon request. Box N-74, BROADCASTING.

First phone, experienced Top 40/Oldies personality seeks airshift/production challenge within northeast. Former PD Top 50. Excellent references. Box N-75, BROADCASTING.

Tennessee, Kentucky, Country disc jockey, desires locating your great state. First phone, small market 5000 watt experience. Box N-82, BROADCASTING.

Christian Announcer with four years experience seeks position in Radio and/or Television. Box N-86, BROADCASTING.

Modern-Country personality/music director. Six years experience—last three major market. First phone wants major market or good professionally run medium market. Contact Box N-88, BROADCASTING.

A 22-year-old radio broadcaster with 3 years experience in disc-jockey, news and commercial announcing seek greater opportunity. Box N-91, BROADCASTING.

Excellent news and commercial delivery, smooth pleasant sound. MOR or EZ, any location. First phone, one-year experience. R. Canonica, 415-935-0133.

Get back to basics . . . no town clown . . . no jabber . . . Just good time Rock 'n Roll . . . three years experience, mostly "Q" format. First phone . . . go anywhere . . . available immediately . . . Dan 607-797-1398.

Disc Jockey. Experienced, dependable, third endorsed, creative, versatile, authoritative newscaster. Part or full time—metropolitan area. Call Ms. James, 201-824-4007 after 5.

Top rated med. market jock, seeks change, all med. and large markets considered. Prefer midwest. Excellent production, 612-722-3440.

Need first break, 1st phone, creative, hard worker, fast learner, friendly delivery, can read, write, knowledge of music authoritative news, will relocate, seeks air position with progressive-thinking FM or AM. Beth Blakeman, 80 Collins Avenue, Daytona Beach, FL 32018, 904-253-1701 or 252-2791.

Situations Wanted Announcers Continued

Desire return to radio—any position. Broadcast school training, broadcast school instructor, plus 1 yr. experience. Late 20's, family man, veteran, 3rd class. College grad-history. Univ. sports info. dri., sports editor college paper. Avail. Jan. 1. Frank Morock, Vienna, VA 703-938-6749.

Seeking weekend board shift within 100 miles of Detroit. Limited experience, good production, 3rd endorsed. Bob Ferreri: 313-582-0047.

Creative, mature personality—experienced pro with 13 years experience, including all play-by-play sports, looking for position under intelligent, sharp management. Will relocate to right market. Call Neil Rogers 813-955-5389 or write 1508 Dolphin St., Apt. 5, Sarasota, FL 33577.

Northern California preferred. 1st phone air personality-salesman. Progressive rock to MOR O.K. Chris Kidd 702-673-9969. Box 170, Reno, NV 89504.

School grad, seeking DJ position. Will go anywhere. Hard worker, very dependable. 3rd. Tim Butler, 195 Armstrong Avenue, Jersey City, NJ 07305. 201-435-2563.

Young, versatile Black talent with 3rd and 6 yrs. experience looking for pleasant environment to settle in. Cosmopolitan sound with quiet appeal and imagination. Beautiful production/features. Midnight shift perfect. Contact N. Richardson, 516-489-9020 after 8 p.m.

Country music disc jockey available immediately. 12 years experience. 1st class ticket. Telephone 305-831-9363. Leave message for Rick.

Check it out, one Super-Bad Soulcaster, complete with first ticket, together production ability, and musical knowledge. A proven winner in Portland ratings! Now he's available for your station. To order just send your name, address, and proof of purchase from Jet, Ebony, or Richard Nixon's enemy list to Edgar Allen Reeves, 2135 NE Pacific, Portland, OR 97232, or call 503-232-9087. Hurry, this offer is limited while supply lasts!

Skilled broadcaster, 25 years experience, both radio and TV. Fine voice, PD, production, imaginative writer. Versatile, dependable, good worker. Prefer Southwest or Florida. Write Charles Bernard, 2328 S.W. Vermont St., Portland, OR 97219. Phone 503-246-6927.

Experienced announcer. Five years contemporary radio. Seeking medium market. Reliable, responsible and dedicated. Chuck McCann 401 Central, 19956, Tel. 302-875-7464.

DJ Announcer, 3rd endorsed, tight board, versatile and creative. I've had some experience, looking for more. Call 201-926-1334 or write Gerald Wyche, 801 Elizabeth Ave., Newark, NJ 07112.

Situations Wanted Technical

Engineer—20 years experience; AM-DA; FM; Stereo; TV; Audio; prefer South; family; salary open. Box K-242, BROADCASTING.

Off the air again? You need contract maintenance engineers. Proofs, frequency checks, construction. Complete maintenance. Write Box M-30, BROADCASTING.

Engineer First Class—William J. Whitecavage, 141 Starr Street, Brooklyn, NY 11237.

Situations Wanted News

Ambitious, responsible 33 year old with 14 years broadcast news experience. Seeks news director or news announcer position in major market. Box M-234, BROADCASTING.

Veteran radio-TV News Director seeks position which offers the opportunity to mold news operation into #1 product. Box N-36, BROADCASTING.

Six years experience. Prefer good music station on Florida coast, or SW U.S. Presently News Director. 1-414-275-6929. Box N-85, BROADCASTING.

News Director, 15 years, major-medium market experience. McLendon trained, 1st phone, consider talk show. Charles Beach, 4020 Holland #212, Dallas, TX, 1-214-521-7877.

Experienced reporter, anchor, producer, film. Missouri Masters Ivy League Bachelors. Prefer East. Steve Messier, 2012 W. Ash Apt. '03, Columbus, MO.

Dynamism, dedication, integrity, sincerity to news, public affairs. Experience programming, public affairs with Top Five stations. College. Written two books. Know music. Can change news, public affairs picture for your station. Interested in position with growth potential. Young, Box 1642, Studio City, CA 91604. 1-213-766-7421.

Situations Wanted News Continued

News-caster/Reporter. Two years experience. Good news writer. Hard worker. College grad. Third phone. Prefer midwest, northwest, or Canada. Will consider all offers. Call Doug Nagy 1-313-534-0251.

Situation Wanted Programing, Production, Others

Experienced, successful major market program and music director with Top ratings and excellent background. Presently employed at Top Ten market. Highly entertaining D.J. show. I'm looking for a new gig at a station in a medium market. Expert at FM rock programming—a blend of Top 40 and Progressive. Good at staff management. I can do a number on your station. Box N-22, BROADCASTING.

If your small or medium market rock, oldies or adult contemporary station can pay a creative, hard working program-director a five figure salary contact Box N-23, BROADCASTING.

FM Operator! It takes a format and music to win. Try the "Q" and me. Dean Michael Scott, 3079 Florida Boulevard, Lake Park, FL 33403, 305-622-8486.

Program Manager. Experienced in network and community relations, license renewals, programming in top 50 market. Age 38; 20 years in broadcasting. Top references. Call 317-649-6014.

Let me improve your present programming with a truly professional approach. 9 year experience encompassing MOR, rock and progressive pocking and progressive programming in a major market (with ABC). Medium or major market opportunities sought with one station or group owner. Consultancy also. Particularly hip to FM. Bruce A. Breeding, 1701 California, Houston 77006. 713-522-3151.

Staff seeks station—41 years experience, 30 years college combined. Balance, compatible, high-powered professional force ready to fill your needs. Write The Magnificent Seven, P.O. Box 32059-A, Detroit 48232.

TELEVISION

Help Wanted Management

National/Regional Sales Manager. CBS affiliate. Top 50 markets. Need individual who is both a producer and a manager. Group ownership. Excellent growth opportunities. Send resume to Personnel Department, WTOL-TV, P.O. Box 715, Toledo, OH 43601. An Equal Opportunity Employer.

Help Wanted Sales

Need good TV salesman. Excellent guarantee and commission plan, good opportunity to work into sales management. Send resume if you qualify. Box N-60, BROADCASTING.

Help Wanted Technical

Wanted chief engineer AM-FM group owner—heavy on directional antennas, maintenance, audio proof of performance. Top salary and growth potential. Equal opportunity employer M/F. Reply to Box K-170, BROADCASTING.

Chief Engineer well established Pennsylvania television station. Excellent salary, rare opportunity, substantial benefits. Equal opportunity employer. Box M-220, BROADCASTING.

Studio technicians, 1st phone, experienced only, color-video, videotape, remote and maintenance, good pay and benefits. Box N-56, BROADCASTING.

Chief Engineer. Group owned central N.Y. TV only requires chief with proven administrative and technical ability. Box N-59, BROADCASTING.

Engineer. Wanted for expanding studio and remote production house in central United States. Should be familiar with operation and maintenance of Ampex and Norelco equipment. Position will involve working on national commercial productions and with network and independent producers in the production of major network programming. We are seeking an individual who is interested in a high quality product. Contact: Box N-69, BROADCASTING.

Wanted, Chief Engineer, studio and control room supervisor. Must have management experience and thorough knowledge of all equipment including studio cameras, film and slide projection units, video tape units and microwave transmitters and receivers. Write Box N-70, BROADCASTING.

Need 1st class engineer—operator for all new full color public T.V. Will train—contact Vaughn McArthur, C.E. KAID-TV, Boise, ID 208-385-3344. Equal Opportunity Employer.

Help Wanted Technical Continued

Camerapersons, operations and maintenance engineers for major independent UHF. Top union pay for experienced personnel. Send complete resume to Chief Engineer, WPHL-TV, Inc., 1230 E. Mermaid Lane, Philadelphia, PA 19118.

Immediate opening for technician with first phone. Experienced with RCA equipment. Equal opportunity employer. Submit resume to P.O. Box 631, Decatur, IL 62525.

Help Wanted News

News Director—VHF Network Affiliate in 50-100 market size seeks personable, cooperative person who wants to work hard in upper midwest. \$150 per week to start (negotiable) plus all fringe benefits. If you want a position that will let you try out new ideas with a young, growing, going company, send your LB Video Tape audition or photo and audio tape with resume. Tapes will be returned. Box N-25, BROADCASTING.

Anchorperson for 10:00 p.m. news. Excellent news department and fine community. Send VTR audition tape and salary requirements. Experience and credibility a must. Equal Opportunity Employer. Box N-61, BROADCASTING.

News Director—assume full command of outstanding news department in Florida medium market. Should be good air person as well as journalist and leader. Send photo and resume to Box N-93, BROADCASTING.

Meteorologist with personality needed immediately by medium-market station under new progressive ownership. Send resume and VTR to News Director, WPTA-TV, Fort Wayne, IN 46818. An equal opportunity employer.

Help Wanted Programing, Production, Others

Host or Hostess for 1 hr. morning, talk-variety program, top 30 market, network affiliate. Send picture & resume to Box N-38, BROADCASTING.

Major market, group-owned television station needs a combination office-business manager. Must be knowledgeable in computer operations and have prior broadcast experience in this position. Please send current resume and salary history. All replies acknowledged. An Equal Opportunity Employer—M/F. Box N-95, BROADCASTING.

Producer/Director—Top-rated commercial tape production house has immediate opening for a highly experienced, full-time producer/director. Emphasis will be placed on your full knowledge of studio tape production and your track record in producing quality programs including variety, sports and public affairs. We offer excellent working conditions and salary. Send letter and resume to: Brooke Spector, production manager, United Artists Productions, B443 Day Drive, Parma, OH 44129. Equal Opportunity Employer.

Situations Wanted Management

President or Executive Vice President-General Manager for top 50 station or group. Thoroughly experienced all phases; all levels. Since 1943, have practiced radio 12 years; television 18 years. Specialist in competitive programming, sales, community affairs involvement, management-troubleshooting. Nationally recognized as aggressive, quality competitor-industry leader. Accustomed to formidable challenges and much responsibility. Power-struggle at very top of conglomerate-empire prompts decision to make change. Weekend interviews arranged. Box N-55, BROADCASTING.

Situations Wanted Technical

Trade school, first phone, experience—projection, VT's, cameras, transmitters, sharp switcher, maintenance trainee. Southeast. Box M-231, BROADCASTING.

First Phone—28 years, AM-TV, all phases, desires maintenance and or XMTR. Box N-37, BROADCASTING.

TV studio engineer, first phone, ten years broadcast experience with professional workmanship and know-how seeks permanence. Box N-42, BROADCASTING.

Situations Wanted News

I offer reporting ability, professionalism, imagination, and as many hours of hard work as you require. Can you offer me a challenge? BA, Broadcast Communication Arts, and presently completing MS, Mass Communications. Available in January. Box M-160, BROADCASTING.

Television radio talk host; interviews; network features for NBC and ABC; foreign correspondent; 25 years experience; seeks attractive station, community to make permanent home: Telephone 215-525-0814, Box N-19, BROADCASTING.

Situations Wanted News Continued

Newsman/Sports-caster. Young but good. Four years TV-Radio experience. BA Broadcast-Journalism. All markets considered. Box N-45, BROADCASTING.

Reporter, 8 years experience, last 4 as researcher/writer/producer of investigative reports. Box N-89, BROADCASTING.

Reporter with one of nation's top departments. Employed, aggressive, innovative, young. Air experience. Wants major market reporting or smaller market with executive opportunities. Box N-94, BROADCASTING.

Experienced 25 year old college grad wants position as cameraman, reporter. Experience-72-3061. Have done some of everything. 512-672-3061.

Weather-caster, performer-staff. Wash., D.C. 18 years! Money secondary to solid station. All eastern markets considered. Top industry references. Excellent appearance. Color tape. John Douglas 301-320-4664.

25 year old graduate with journalism experience seeks position as reporter. Will relocate anywhere. Bill Liebold, 1645 Leverette, Detroit, MI 48216.

Situations Wanted Programing, Production, Others

First Phone V.T.R./Camera Operator. Diverse production and normal station operation experience. Single. Age 23, Salary Open, Will Relocate, Resume Available. Leonard Johnson, Box N-9, BROADCASTING.

Hardworking, aggressive young man wishes to break into production. Degree, 1st phone, excellent references. Box N-29, BROADCASTING.

Art Director—Awards winning TV designer seeks profitable challenge. Strong print background. Box N-35, BROADCASTING.

Director with seven years experience needs job. Good references. BA. Major Market experience. Gets along well with people. 301-460-1108.

CABLE

Help Wanted Technical

Wanted—Technical manager for large Cable Television system in Western Pennsylvania. Must have thorough knowledge of maintenance and construction. Excellent pay and fringe benefits. Write in confidence. Box N-6, BROADCASTING.

CATV Technicians with practical experience in complex headend maintenance and Jerrold bi-directional equipment. To work in growing system now serving 27,000 subscribers. Minimum 4 years experience in CATV maintenance required. Send details to Paul Knox, Operations Manager, Buckeye Cablevision, 1122 N. Byrne Road, Toledo, OH 43607. Phone 419-531-5121.

WANTED TO BUY EQUIPMENT

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Proof package: HP 200 Osc, Daven 11A gainset, GR 1932A dist/noise. \$1500 FOB So. CA. Box N-63, BROADCASTING.

RCA Antenna 4TF6-A and GE 4TT6B VHF Transmitter both Channel 7. Reply James Van Striver, KGO-TV 277 Golden Gate Avenue, San Francisco, CA, 94102.

1. GE 4TT24A1-3 UHF Driver, Ch. 22 removed from service 10/14/73. 2. 3-COHU 3200 cameras with 10 x 1 lens and remote CCU. 3. 2-SONY 5000 color camera chains with 6 x 1 lens and sync. gen. 4. 1 RCA TK21C film camera. Reply to D. Zulli, KWHY-TV, 213-466-5441, Los Angeles, 90028.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, MD 20850, 301-762-7626.

Heliac-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Marti & Sparta new equipment. Remote pickup/STL/Remote Control. Consoles, Revox, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

For Sale Equipment Continued

Used equipment for complete on the air or production studio. Less than ten months old. For complete details write Equipment, Box 29533, Atlanta, GA 30329.

FM package. Gates 10 channel board, remote control, RCA 6 channel, GE frequency-Modulation Monitor, Federal 5-10kw Transmitter, all for only \$2,450. 702-673-9969. Box 170, Reno, NV 89504.

Videotape—below wholesale. Factory sealed. Box 157, Coventry, CT. 06238.

Marti-Used. Remote pickups/studio transmitter links in stock, New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247, 214-630-3600.

CBS Stereo Volumax 411 Limiter \$500.00. Gates attaché "70" remote amplifier \$250.00. Box 547, Prince Frederick, MD 20678.

RCA TR11, TR2, three TK14 3" 10, zoom lenses, telephoto lenses, cable, tripods, dollies, TG31, TG2 sync gen. pulse DA, video DA, TSSA switcher, WP15 power supply, teleprompter, Eidophor projector, Boyd Humphreys, Utah State University, Logan, UT 801-752-4100.

Automation—Trade-in equipment: 1—AR-2000 with clear text logging, 2—instacards (stereo), 1—BPI time gate. Call Schafar Midwest Regional Manager—Mike Dulaney, 317-362-2621.

New Fidelipac cartridges wound to any length \$1.25 each. Send check with order. Idaho Magnetics, 106 Anderson, Caldwell, ID 83605.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

"Reminiscing in old-time radio". 5-hour old-time comedy spectacular. Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011, 703-342-2170.

Revelation XXIII is here! 1,200 complete pieces of wit and wisdom under one cover for \$3.00 E. F. Brennan, Box 5116, Milwaukee, WI 53204.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. (Also, FCC license training.) G.I. Bill Approved. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on Jan. 7, 1974. For information call or write Don Martin School of Communications, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., licensed and V.A. benefits.

First Class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

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Box N-72, BROADCASTING

Help Wanted Management continued

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We find outstanding candidates for any position above \$12,000 per year in radio, television, or CATV.

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Write: Box M-240, BROADCASTING

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Salary commensurate with ability. Top benefits and a great company.

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Equal Opportunity Employer M/F
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An Equal Opportunity Employer
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BSEE, major market TV-FM-AM/DA included in 4 1/2 years part-time technician experience. Total system performance oriented prefer consulting, design, or supervision. Desire location near snow:

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Employment Service

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BROADCAST PERSONNEL AGENCY
Sherlee Barlish, Director

For Sale Stations continued

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AM Station. Call:

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For Sale Stations

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Fast growing Florida Market
New Studios—Excellent equipment
\$645,350.00 [Excluding Real estate]
Possible terms to right buyer

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BROADCASTING

ORDER FORM

— NEXT PAGE —

For Sale Stations continued

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Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If audio tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. If VTR's are submitted send \$5.00 to cover handling and forwarding. All VTR's forwarded by Parcel Post. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

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—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

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—Add \$1.00 for Box Number per issue.

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—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Dan Rather: lightning rod in White House hostility

In the bad old days of Spiro T. Agnew, when there was all that talk of effete snobs and an Eastern liberal establishment press, there was conjured up a kind of rogues' gallery of the types Mr. Agnew was assumed to have in mind—Harry Reasoner, David Brinkley, Frank McGee, Walter Cronkite, Eric Sevareid—none of whom come from the East. There was CBS's Dan Rather, too; he seemed to fit the mold—vaguely liberal, handsome in a dark and rugged way, elegant in dress and correct in manner and capable of ad-libbing what some viewers regard as anti-Nixon remarks in good-English sentences in that deep, radio-announcer voice. . .

It's that voice, of course, or rather the trace of accent in which it comes out, that provides the clue to Mr. Rather's non-Eastern-establishment origins. They are in Texas, around Houston, where his father laid pipe in gas and oil fields and where his mother, who came off a farm in Bloomington, Tex., worked in a department store. Mr. Rather's establishment schools were Sam Houston State College, in Huntsville, Tex. (not known then or now as a hotbed of liberalism), and night law school at the University of Houston and at South Texas School of Law, where he studied for three years, not to become a lawyer but to get the background he thought he needed for his job as a court reporter for KTRH(AM) Houston, in the mid-1950's. His first job in broadcasting had been at KSAM(AM) Huntsville; the then part-owner and general manager, Ted Lott, gave the young journalism major the job that helped him stay in college.

Never mind that the background does not fit. Dan Rather, White House correspondent for CBS News since 1964 (except for a 21-month period from January 1965 to September 1966, which he spent in London and Vietnam) has managed to anger the White House probably as much as any reporter who covers that establishment. Former presidential assistant John Ehrlichman, over a breakfast in New York with CBS News President Richard Salant, once suggested that Mr. Rather be fired or transferred. (Mr. Ehrlichman later told the CBS newsmen that the suggestion was made in jest; Mr. Rather says he was not amused.)

Then there was the meeting with Mr. Ehrlichman and former White House chief of staff H. R. Haldeman, in Mr. Ehrlichman's White House office in which, as Mr. Rather recalls it, he got a good going-over. Mr. Ehrlichman told Mr. Rather he either was a "Democratic operative" or sounded like one; Mr. Haldeman seemed disturbed that, although in his view Mr. Rather did not know anything, he stood on the White



Dan Irvin Rather—CBS News White House correspondent and Saturday anchorman of *CBS Evening News with Dan Rather*; b. Oct. 31, 1931, Wharton, Tex.; BA, Sam Houston State College, Huntsville, Tex., 1953; attended University of Houston Law School, 1955-57, and South Texas School of Law, 1957-59; KSAM(AM) Huntsville, 1950-53; KTRH(AM) Houston and *Houston Chronicle*, 1954-55; director of news and special events, KTRH, 1956-1960, and reporter for KTRK-TV Houston, 1959-1960; director of news, special events and public service, KHOU-TV Houston, 1960-62; chief of CBS News's Southwest bureau, Dallas, 1962-63, and chief of its southern bureau, New Orleans, 1963; White House correspondent, 1964 to present; m. Jean Goebel, April 21, 1957; children—Robin, 15; Daniel Mark, 13.

House lawn every night for his broadcasts, and people believed him.

Mr. Rather doesn't credit the content of his broadcasts entirely for that kind of attention. Part of it is the vast audience CBS reaches. A correspondent for a station or a group of stations would not get that much time from the Ehrlichmans and Haldemans of this or any other administration. But network newsmen or not, Mr. Rather does manage to drive into towering rages Republicans who feel he is hopelessly anti-Nixon—and who swear they do not feel that way about other network correspondents. (Indeed, some Democrats sense in Mr. Rather a kindred sense of hostility to President Nixon and his administration). Mr. Rather's coverage of President Nixon's visit to Macon, Ga., is cited as a case in point. "Did he have to say the trip looked like a carefully advanced campaign trip?" one Republican officeholder asked his luncheon companion in Washington recently. "And did you get that dig about the President's motorcade traveling at speeds of up to 60 miles an hour?" Those, he said, are "cheap shots."

Like any reporter accused of bias, Mr. Rather says he is simply trying to do his job. "My job is to tell the people what goes on in the White House. It's

not to lead the cheers, and it's not to be hostile. But as with all politicians, this group in the White House feels that anytime I'm not leading the cheers, I'm anti-Nixon." Mr. Rather concedes that he has made mistakes in stories (with a White House ready and able to monitor his every broadcast word, he might as well). But he says, "as far as humanly possible, I leave my feelings behind me when I go through the White House gate."

Mr. Rather makes no apologies for the reports that so upset some Republicans. As for his Macon piece, he thought CBS viewers should see the large crowd that turned out to see the President but should know, also, that it looked like one that had been carefully "advanced." "So I said it." (Some in the crowd at the airport booed reporters getting off the press plane, and carried signs denouncing the networks). As for the detail of the motorcade's speed: "I have a father-in-law in Winchester, Tex., and a brother in Clear Creek-Lake, Tex., who—having been told a few days earlier to keep their driving down to 50 miles an hour—would find that interesting." Mr. Rather refers often to his Texas roots; they seem to be strong and vital, and to provide a constant flow of professional as well as spiritual nourishment.

His Texas relatives and friends and a construction worker Mr. Rather saw on the street outside CBS News's M Street office in Washington were the source, he says, of one of the toughest questions put to President Nixon in that rancorous news conference in San Clemente, in August (BROADCASTING, Aug. 27). The question that concerned them was whether President Nixon and Mr. Ehrlichman attempted to bribe the Ellsberg trial judge, Matt Byrne, with their discussions with him of his possible selection as FBI chief.

"I try to make as certain as I can that the President understands that I have this respect for the Presidency," Mr. Rather said the other day, in discussing the encounter with the President that question generated. "But I also have a job to do. The President who holds the office is no more than another human being. No one has to kneel before the President. This is not a monarch, a descendant of the sun god."

That's blunt talk. Somehow, though, it seems appropriate for a graduate of hard times in Texas; more so, in fact, than for a graduate of an Ivy League school. "What Texas gave me," Mr. Rather said recently, "is a feeling of independence. The people I grew up with were never impressed by anyone or anything. These were people who had to deal with the realities of life; they were not born to privilege or place. If you make it, if you survive it, you feel you're not better than anyone else—but not less than anyone else. I have a sense of that."

Editorials

Take 10

The legislative effort to restore order to the license-renewal process is once again in disarray. Representative Clarence (Bud) Brown (R-Ohio) has suddenly befriended broadcasters with the introduction of a well-intended bill that can only obstruct their cause. The National Association of Broadcasters' staff, pressured by a restive membership, is desperately attempting to rescue something from the debris of bills, amendments and compromises that litter the House Communications Subcommittee. Maybe it is time for everyone to pause for breath.

The chances of getting any kind of renewal relief through the Congress in this session, which is certain to end before Christmas, are at absolute zero. The chances of getting a bill out of the House Commerce Committee are little better, now that Torbert H. Macdonald (D-Mass.), chairman of the Communications Subcommittee and shepherd of renewal legislation, has been taken out of play at least temporarily while hospitalized for diagnostic tests.

It won't be fatal if broadcasters have to wait for action in the next session—which is only a month or so off. In a cooling-off period perhaps everyone will come to realize that a simple bill will be the best one. Licensees may reasonably expect a provision prohibiting the FCC from restructuring the radio-TV system case by case and another requiring the FCC to enforce its rules for timely filings. Perhaps there is reason for them to hope for an extension of the license term.

As this publication has remarked before, a bill containing those provisions would give qualified incumbents reasonable expectations of tenure without denying qualified outsiders a chance to be heard at renewal time. How much more can broadcasters expect?

The Federal Programing Commission

In a flurry of actions, taken or proposed, the FCC has insinuated itself deeper than ever into program control. Consider only a few of the events reported in this publication's issue of a week ago.

The commission announced its intention to modify the prime-time-access rule, in its original form an unprecedented restraint on licensee programing judgment. The modification purports to loosen the rule but would actually impose new standards of "good" programing the commission expects from television networks and stations.

In the same week the FCC issued a report on the volume of news, public-affairs, other nonentertainment and local programing broadcast by television stations throughout the country. The survey was made to provide foundation data for the commission's formation of standards by which "substantial" service may be judged.

In still another action the FCC judged NBC-TV guilty of violating the fairness doctrine in a documentary on private pension plans and ordered the network to broadcast views conflicting with those expressed on the program.

Out of these and related actions is emerging a catalogue of officially approved programing. In the prime-time-access proposals the FCC has all but ordered presentations appealing to minorities and children or directed to community needs, thus telling broadcasters not only what they must broadcast but also when. In its issuance of criteria for "substantial service" it proposes to set quotas on news, local, public-affairs and perhaps still other programing in current

favor in Washington. In its decision on NBC's *Pensions: the Broken Promise* the FCC has been even more explicit by making a detailed appraisal of a single program and ordering a sequel of some kind. Unarrested, this process can lead only to the destruction of the last vestiges of broadcaster independence.

It is not at all certain that broadcasters are aware of these dark prospects or, if aware, that they care very much. There have been no cries of rage about the prime-time-access proposals. And there are those who are actively encouraging the FCC to adopt standards of "substantial service." The theory is that standards would provide a government sanctuary against challenges at license-renewal time. They would, of course, provide only the launching pad for an escalating system of government control.

As to the FCC's fairness-doctrine decision against NBC, it can only be interpreted as a device to inhibit the aggressiveness of network journalism. The survivors in the White House must be applauding. NBC is considering a court test. If it takes an appeal, it will merit the support of every broadcaster who still pretends to be somehow involved in the craft of journalism.

No news is bad news

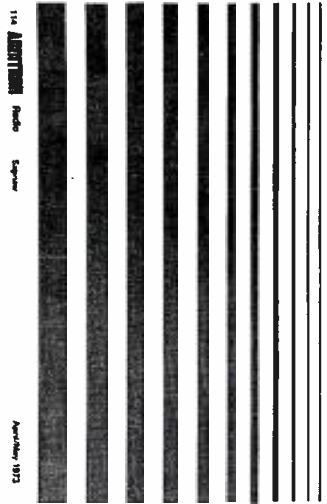
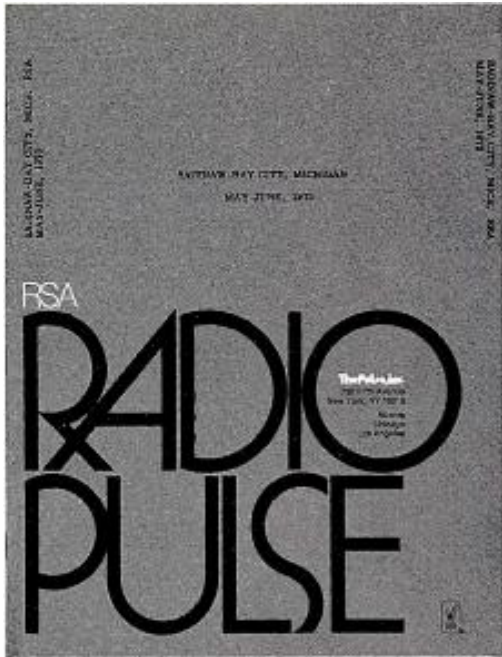
The National News Council, self-appointed watchdog of the journalism media, can't find anything to bite. It announced a full investigation of President Nixon's charge of "outrageous, vicious, distorted" reporting, only to be told that the White House wouldn't cooperate (*Broadcasting*, Dec. 3). Its officials are complaining that nobody is sending it complaints.

The rational response to these conditions would be an admission that there is no demonstrated reason for the National News Council to exist. The response of the council's officials, however, is to embark on a publicity campaign to drum up complaints. Anything to keep all that foundation money flowing.

At its creation, the council was described as the answer to a crying need for arbitration in what was said to be a controversy raging between the media and the public. The need, it has been proved, is nonexistent.



Drawn for *Broadcasting* by Sid Hix
"He's the one who broadcasts all those editorials on cleaning up the environment."



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Saginaw

April / May 1973
April 12-May 8

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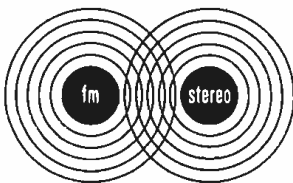
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WGER-FM
102.5 mc

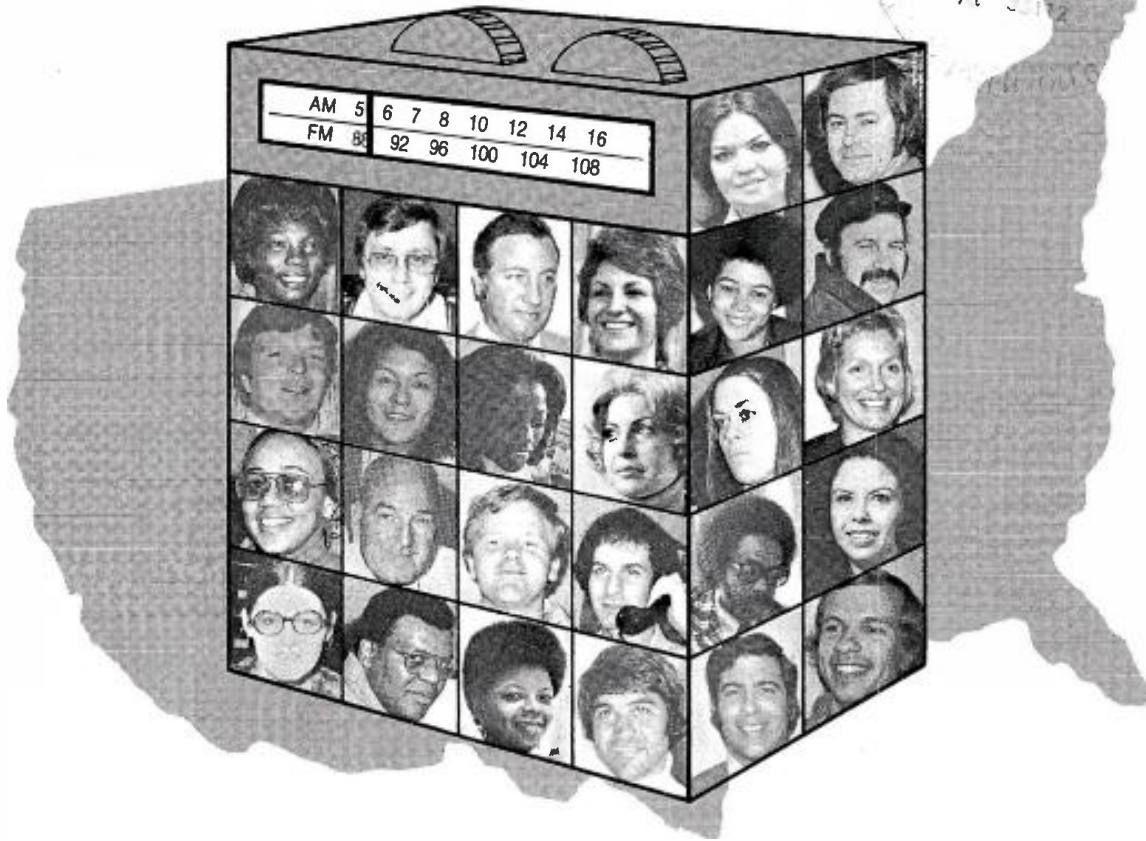
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it's about people

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All RKO Radio People have a common goal; to ensure that RKO Radio Stations stand head and shoulders above any other communications medium in the country.

The maintenance of this high level of aspiration requires a spirit of pride—and the ability to prove, by competence, that RKO Radio Stations are the best because they deserve to be the best.

No matter what part of the country you're in—New York, Boston, Washington, D.C., Miami, Chicago, Memphis, Los Angeles or San Francisco, the radio station with the strongest frequency of professionalism is bound to be an RKO Radio Station, because the highest calibre of personnel are those who toil behind the scenes to make RKO Radio Stations the hallmark of excellence.

And those dedicated professionals—the best—are known by the title "RKO Radio People!"

RKORADIO



REPRESENTED NATIONALLY BY

RKO RADIO REPRESENTATIVES

WOR New York • WXLO New York • WRKO Boston • WROR Boston • WFYR Chicago • WHBQ Memphis • KHJ Los Angeles
 KRTH Los Angeles • KFRC San Francisco • KFRC FM San Francisco • WAXY Ft. Lauderdale • WGMS AM & FM Washington, D.C.