

The TV networks: Riding a wave of prosperity
The debate over OTP's long-range vision for cable

Broadcasting Jan 21

The newswEEKly of broadcasting and allied arts

Our 43d Year 1974

57101
FREE PUBLIC LIBRARY
SIoux FALLS SD 57101
C0404AGA<JUN/74



WGN is...50 years of service to America.

The President's Trophy was awarded to WGN Continental Broadcasting Company for our "Golden Anniversary" float in the 1974 Tournament of Roses Parade. Our entry paid tribute to the hundreds of dedicated men and women of WGN. For 50 years they have brought the highest quality of entertainment and service to countless Americans.

As we progress into the next 50 years, we at WGN will strive to maintain our reputation of "The Most Respected Call Letters in Broadcasting."
WGN Continental
Broadcasting Company

SIoux FALLS PUBLIC LIBRARY
SIoux FALLS, S. DAK.

**Available for one-a-week print
starting Sept., 1974**



starring Art

- * Entering its 11th winning year on the NBC-TV network**
- * One of the highest rated and most successful network game shows in the history of daytime network television**

See us at NATPE
Feb. 17-20, Century Plaza Hotel, L.A.
Penthouse Suite



A GRIFFIN PRODUCTION

time access programming

JEOPARDY!

Fleming as Host

- * All new half-hours · On tape · In color
- * Specially produced
for prime time access

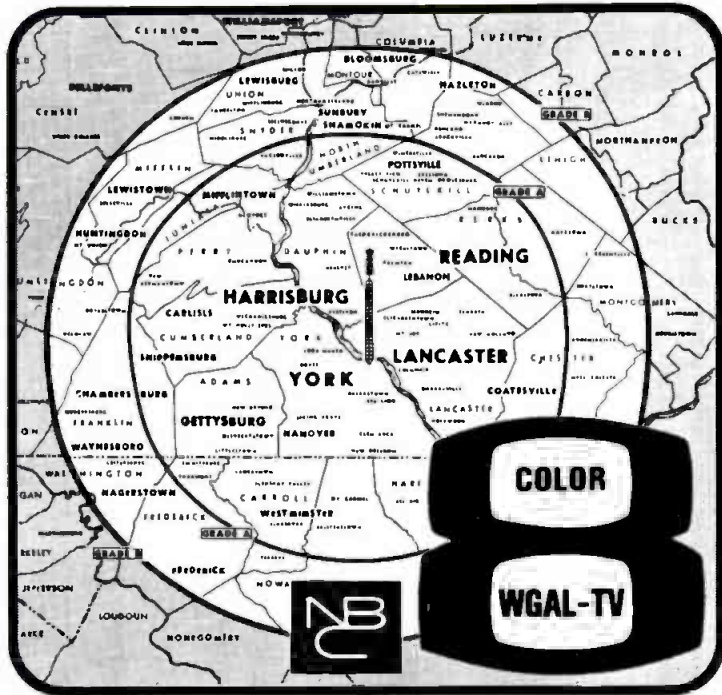
Phone, wire or write immediately for availability in your market

DISTRIBUTED BY



METROMEDIA PRODUCERS CORPORATION

485 LEXINGTON AVENUE, NEW YORK, NEW YORK 10017 • TEL (212) 682-9100 CABLE METPROEAST



No other station in its area provides advertisers with its unique benefits. WGAL-TV has the distinction of providing reach and penetration of the entire market. No other station is quite like it when you want to sell effectively in this great multi-city plus-market Lancaster-Harrisburg-York-Lebanon.

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative:

THE MEEKER COMPANY

New York • Chicago • Los Angeles • San Francisco

No other quite like it/WGAL-TV

Pennsylvania is one of the few states to have named a State Dog by legislative action. It is the Great Dane.



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

Closed Circuit®

Robert E. Lee next? Is Nixon administration aiming at maximum turnover at FCC, without regard to political affiliation? That prospect loomed last week as word quietly made rounds that White House scouts are looking for candidates not only for Democratic vacancy (H. Rex Lee) but also for two upcoming Republican slots. That would mean replacement is being sought not only for Dean Burch but for FCC's senior member — Robert E. Lee — whose term expires next June 30. Mr. Lee, 61, wants reappointment although he's eligible for retirement after two decades on FCC plus service on House Appropriations Committee staff and as FBI agent. Mr. Lee has known President since Mr. Nixon was representative from California.

Meanwhile, there's move among consumer advocates to switch James H. Quello, whose confirmation hearings begin Wednesday before Senate Commerce Committee, from appointment to Nicholas Johnson term, which has six and a half years left, to Rex Lee term, ending June 30, 1975. Aim is to get consumer advocate in longer term, and bait is withdrawal of opposition to Mr. Quello. Footnote: Mr. Quello reportedly will send committee letter committing himself to sell all of his broadcast stock upon confirmation by Senate. Taking FCC seat will cost him money. All his issues have fallen in price since acquired.

Medalist. Selection of Richard W. Chapin to receive National Association of Broadcasters' 1974 Distinguished Service Award (see page 10), which caused controversy among members of joint board at winter meeting in St. Maarten last week, seems to have been walkaway. Selection was made by convention committee, by 5-to-2 vote, in about 20 minutes. Before meeting, front-runners were considered to be NBC President Julian Goodman, Cox Broadcasting's (and Cox Cable's) J. Leonard Reinsch; cable connection was considered kiss of death for latter. Andrew Ockershausen, of Washington Star stations, who succeeded Mr. Chapin as joint board chairman, stumped for Chapin selection as man of year.

Sets in use. For eleventh straight year, TV viewing in 1973 reached record high mark. Final Nielsen figures, now in, put daily average at 6 hours 15 minutes per TV home, three minutes ahead of 1972 record. President Norman E. Cash of Television Bureau of Advertising, which keeps track of such things, had predicted new mark, based on 11-month averages. All that was needed to confirm his forecast was average of at least 6 hours 35 minutes in December — which came in at 6 hours 38 minutes. That was 10 minutes behind December 1972, but seven other months — April through October — reached all-time highs.

New targets. There's fresh evidence independent TV stations are beginning to make themselves felt as competitors for advertising dollar. For first known time, leading station rep has developed research presentation against independents and has been showing it to major agencies and big spot-TV clients. Presentation, by Harrington, Righter & Parsons, counters — though it doesn't mention — one by Metromedia in behalf of independents. Metromedia's cites sev-

eral research sources as showing that adult women, not children, control early-evening viewing of situation comedies and pay at least as close attention to those shows as to newscasts. HR&P cites research showing that when women watch early fringe-time situation comedies on network affiliates they are accompanied by fewer children, and thus freer from distractions, in HR&P's view, than women who watch them on independent stations.

Metromedia presentation asks advertisers and agencies to evaluate women viewers of situation comedies on same basis as women viewers of other programs. HR&P suggests advertisers refrain from buying spots for adult-oriented products in programs where more than half of audience is under age 18.

Manpower and money. President Nixon is expected to make several appointments soon to Corporation for Public Broadcasting board. One new name is that of Republican Durwood Varner, president of University of Nebraska, who would fill vacancy. Irving Kristol, Democrat, who has been sitting on board for year without Senate acting on his nomination, is expected to be reappointed. Third nominee, reportedly another university head, is also expected.

Office of Telecommunications Policy, meanwhile, is expected to complete work this week, and send to Office of Management and Budget for clearance to Congress, promised bill providing long-range funding for CPB. Terms call for financing that will rise in annual stages to \$100 million a year in federal money after five years.

Whitehead's mission. Office of Telecommunications Policy apparently sees legislative implementation of report by cabinet committee on cable television (see page 32) coming in stages. In first bill that OTP is drafting, jurisdiction for regulating cable will be spelled out and allocated among federal, state and local governments. Additional legislation dealing with major elements of report may be several years away.

OTP Director Clay T. Whitehead, incidentally, made major personal public-relations effort to get report off on best foot possible, but success was less than complete. He made personal calls on Monday on David Adams, chairman of NBC, and Arthur Taylor, president of CBS. Calls to ABC for appointment with Leonard Goldenson, chairman, were not returned. Mr. Whitehead also briefed FCC commissioners on Tuesday, but some officials were miffed that Aspen-sponsored conference on report was held on Wednesday, when they had to attend regular meeting of their own.

Amelioration. FCC Commissioner Robert E. Lee sees, in growing number of stations whose license renewal applications are, for one reason or another, being deferred for increasing length of time, inequity that commission could eliminate. For instance, as of Dec. 1, 1973, 760 renewals were on deferred status; 400 of them had been for more than two years. Thus, many stations are not getting full three-year renewals, even if investigation clears them. Under commission procedures, stations are renewed by region, stations in each coming up every three years. Commissioner Lee's idea: If station merits full renewal, grant it, even if that would put station's license period out of sync with others in station's region.

Top of the Week

Moving forward. In television networking, even last runner home is winner in race to bank. Broadcasting's discussions with those at helms of ABC, NBC and CBS verify that no slowdowns in competitive program development are being contemplated. Nor do Messrs. Rule, Goodman, Adams and Taylor foresee any curtailment in corporate growth, despite plethora of economic variables. It's three-way race on every front, and risks and rewards involved justify the fervor with which battle is being waged. Page 21.

Status quo. Ends won't justify means. That's conclusion of study delivered to NAB's joint board in St. Maarten on merits of cutting broadcast hours as energy-saving scheme. Radio board also expresses support for all-channel-receiver law, concern over sex and violence in TV programing. Page 23.

Helping hand. Justice Department's antitrust division is making no secret of its intention to justify its existence in area of multimedia ownership. In West Coast filing, it is equally candid in stressing conviction that FCC should be its ally. Page 24.

The People's Business. Getting public more involved in public broadcasting is becoming high-priority ambition in medium. This week's PBS-sponsored meeting in Washington kicks off the effort. Page 29.

Spy vs. spy. CBS has some suspicions that its investigative efforts at White House might have been secretly reciprocated by Nixon administration. It asks court trying Justice's antitrust suit against networks to compel evidence to prove its fears. Page 30.

The word on cable. There was no shortage of instant analyses of administration's long-awaited report on CATV policy — which endorses massive regulatory retreat. Aspen-sponsored conference immediately following release of study provides extensive forum for debate, with cablemen finding much to praise. Broadcasters generally lie low at outset, but criticisms of some — particularly ABC — indicate developing fight. Page 32.



White House aide Leonard Garment, shown taking notes at hastily called conference on report of Cabinet Committee on Cable Television, is one of increasingly exclusive club: members of that committee who are still in government. Only other member is its chairman, Clay T. Whitehead, director of Office of Telecommunications Policy. Other members were Peter G. Peterson, secretary of Commerce; Elliot L. Richardson, on committee as secretary of Health, Education and Welfare; George Romney, secretary of Housing and Urban Development; Robert H. Finch, presidential assistant, and Herbert G. Klein, director of White House Office of Communications. Also seen in picture above, on Mr. Garment's left, Thomas Moore, former president of ABC-TV who now heads Tomorrow Entertainment. (See page 32.)

Incubator. Pay cable needs time to develop, says Viacom's Baruch. He proposes three-year FCC regulatory moratorium to foster that opportunity. Page 39.

Free ride. Those all-expense-paid trips that some journalists regard as occupational fringe benefits come in for some harsh treatment by CBS's Mike Wallace — at same time that network was hosting affair of its own. Bad vibrations ensue. Page 41.

First of the second. Networks' second seasons get underway with two premieres. CBS-TV's Dirty Sally fares well in ratings, adequately with critics. If reviews are any indication, Happy Days could inspire a few at ABC-TV. NBC-TV's initial attempt at Friday-night schedule jockeying spoiled by "Hawaii" movie blockbuster. Page 48.

Arbiter. Is concept of fairness doctrine for print valid? Supreme Court will look for answer in Miami Herald case. Page 42.

Mellow fellow. N. W. Ayer's Neal O'Connor proves that nice guys need not finish last. Page 65.

NAB television board takes hard line, makes code membership mandatory to all; radio board tables similar initiative

National Association of Broadcasters' TV board voted last week to require all member TV stations to subscribe to NAB code, effective April 1, 1976 ("Closed Circuit," Jan. 14). Decision, during joint board meetings in St. Maarten, Netherlands Antilles, came day after radio board had tabled same proposal until 1975 — at behest of NAB staff, which requested "more time to sell the idea" to radio members.

Second surprise was decision to conduct future elections of TV directors by mail instead of balloting at annual convention. Decision goes into effect next year. Proposal that TV board members be elected from nine geographical districts with three at-large members — instead of by market-size classification — was defeated. Vote to solicit opinion of membership on district idea also failed.

Consumer group proposal that TV code authority be severed from NAB and that non-broadcasters be awarded seats on board was unanimously defeated. Decision is said to be predicated on conviction that self-regulatory procedures should be preserved.

TV code has also been notified of board's concern over rising tide of sex and violence in TV programing. Radio board first raised question of taste concerning such programs as NBC-TV's "How to Save a Marriage" and certain segments of Tomorrow show. Networks have been "put on notice," Joint Board Chairman Andrew Ockershausen said, and any specific action was relegated to network affiliate boards. Executive committee reaffirmed radio and TV programing statement stemming from "topless" radio controversy last year; NBC Washington Vice President Pete Kenney was only abstention. TV code dues structure was modified, resulting in increase for stations in larger markets and decrease for smaller-market outlets. Board also reiterated strong opposition to any change in FCC's CATV nonduplication rules.

By-laws committee, in short meeting, turned down motion that would have changed dates for selection of board chairmen and vice chairmen of TV, radio and joint boards from annual convention in March to January board meeting. Committee wanted to avoid situation where board officers might be chosen in January and then defeated for reelection in March.

Joint board accepted proposed \$4.3 million budget, cre-

ated Radio Information Office supervisory committee similar to TV Information Office group, and approved recommendation that outside accounting firm with trade association expertise be consulted on NAB bookkeeping.

Association expects to take in \$3,900,500 in fiscal 1974 (including \$1,356,000 in radio dues, \$977,000 in TV dues and \$340,000 profit on annual convention). Expenses are expected to produce \$371,000 deficit. General administration is expected to take biggest portion of expenses, \$1.1-million. Station relations department is budgeted for about \$870,000, government relations at \$635,000, public relations \$590,000 and anti-pay-cable efforts \$240,500. NAB had \$425,000 surplus in fiscal 1973.

For earlier actions, see page 23.

Cable, telephone companies near pact agreeing to 10% hike on pole attachments

Negotiations in progress since last August over cable industry dispute with common carriers regarding pole-attachment fees are nearing successful conclusion, with formal agreement expected soon — possibly this week. Terms of agreement, according to highly placed source, call for uniform interim rental increase of 10%, pending outcome of study which could lead to joint ownership of poles by cable industry and utilities.

Development follows key meetings held in Los Angeles last Thursday between National Cable Television Association's special pole-line negotiating committee and representatives of AT&T and General Telephone & Electronics. GT&E, which met separately with NCTA body (headed by J. Orrin Marlowe of Spectrum Communications), was reported to have accepted industry's proposed settlement. While AT&T representatives said they would have to seek approval of superiors, sources were confident that Bell System would agree.

Swift resolution of issue is regarded as essential in light of Jan. 31 deadline FCC has imposed for internal settlement. Agency has said it will assert jurisdiction in area if CATV and phone-company interests failed to reach private accord. It was reported, however, that commission is prepared to extend deadline if substantial progress in negotiations can be shown — as is now obviously case.

Disparities of pressures on, effectiveness of print, broadcast media bother FCC's Burch

FCC Chairman Dean Burch is continuing to indicate uneasiness over different kinds of treatment print and broadcast press receive as result of obligations fairness doctrine imposes on broadcasters. Chairman, speaking in Rome at conference sponsored by RAI, Italian government television authority, said, as he did before Federal Communications Bar Association in June (*Broadcasting*, July 2, 1973), distinction "disturbs" him and "calls for some fundamental rethinking." Government's role, he said, "is to make sure that the gateways to marketplace of ideas are open, free, and accessible—and to stay out of the marketplace itself."

In same remarks, chairman expressed dismay over statistics showing substantial edge that TV has over newspapers and other media as medium from which public obtains its news and which it regards as fairest and most unbiased. Sense of "disquiet," he said, results from "obvious and indeed inherent limitations of television news coverage." He recalled that CBS's Walter Cronkite once remarked that total text of his half-hour news program would fill less than page of daily newspaper. So "at best, chairman said, "television news only touches the high points." Nevertheless, he said, coverage of actual events, such as Watergate hearings, "represent some of television's finest and truly indispensable hours."

Justice Department sees no problem with OTP's stand on crossownership; citizen group launches an attack

Justice Department's antitrust division sees no conflict between its position on crossownership of cable television and television stations in same markets and that of Cabinet Committee on Cable Television (see page 32). Department is pressing for strict application of FCC rule barring such crossownership, while committee would permit it.

But, said Bruce Wilson, deputy assistant attorney general for antitrust division, "goals" of department and of committee are same—to prevent concentration of control of media. He said committee's recommendation for separating ownership of cable systems from control of content on their channels must be read in conjunction with section that would permit crossownership. Key factor, he suggested, was multiplicity of channels cable owner would make available but which would provide basis for competition. Justice and committee, he said, are addressing different problems. Department is concerned with breaking up what it considers existing concentrations of media control, while committee is looking "10 to 15 years down the road."

However, committee's crossownership recommendation was one of several provisions in report attacked by spokesman for Office of Communication of United Church of Christ. The Rev. W. James Richards, deputy director of office, said report was "weighted toward industry needs rather than toward public service" and was "truly shocking in its disregard of public necessities." Most discouraging aspect, he said, was proposed dropping of fairness doctrine obligation for cable systems." It is no answer to say that a member of the public may participate in the 'Hyde Park' discussion which the committee proposed. An audience for such set-tos is likely to be limited."

Ups and downs of second season

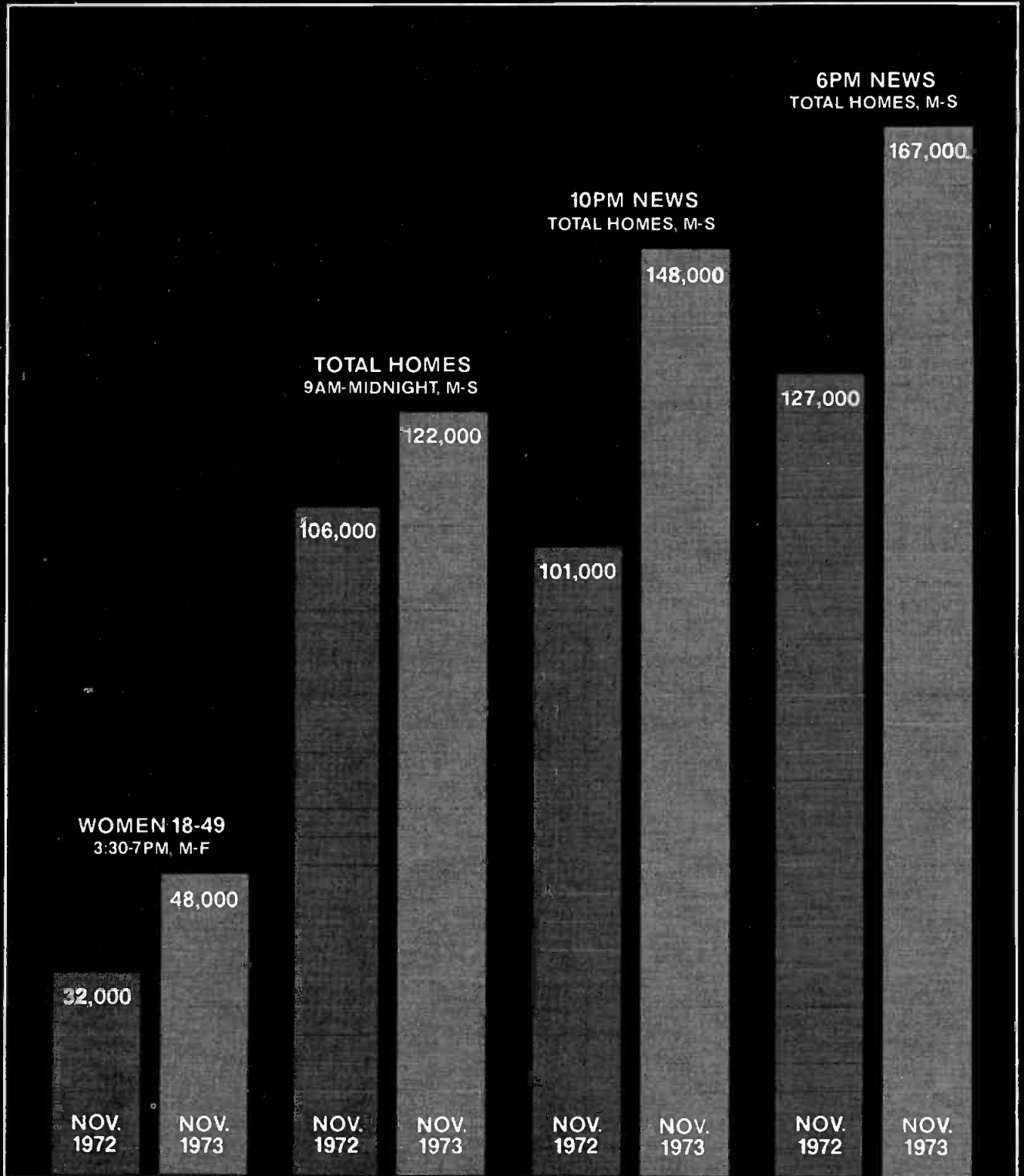
ABC-TV's new *Happy Days* nostalgia comedy pulled upset over CBS's high-rated *Maude* last Tuesday (Jan. 15; 8-8:30 p.m. NYT) in national Nielsens with 23.0 rating and 34 share to *Maude's* 19.8 rating and 30 share. NBC's new Tuesday schedule got off to rocky start on Jan. 15 as *Adam-12* at 8 got 19.9 rating and 30 share (it was averaging mid-30's shares on Wednesday) and *Banacek*, from 8:30 to 10, averaged sub-par 25 share (compared to low-30's when it was on Wednesday). NBC's *Magician* action series also stumbled in its first Monday (Jan. 14; 8-9 p.m.) Nielsen test with 16.6 rating and 25 share against *Gunsmoke's* (CBS) 37 share and *The Rookies'* (ABC) 33 share. NBC's new Wednesday schedule also failed on Jan. 16, with *Chase* (8-9 p.m.) getting middling 18.2 rating and 28 share and new *Wednesday Night at the Movies* (9-11 p.m.) averaging disastrous 21 share over two hours with Dick Van Dyke film called "Some Kind of Nut."

In Brief

It's over. *The New York Times* announced last week that CBS News morning co-anchor person Sally Quinn will join its Washington bureau.

One down. Representative H. R. Gross (R-Iowa), man ex-FCC Commissioner Nick Johnson hoped to have chance to beat in fall elections, has withdrawn from race. Mr. Gross is 74, attributed decision to age. He was newsmen at WHO-AM) Des Moines, Iowa; WLW (AM) Cincinnati; WISH-AM) Indianapolis, and KXEL (AM) Waterloo, Iowa, before being elected to Congress in 1948. Mr. Johnson declared his Democratic candidacy for seat two weeks ago (*Broadcasting*, Jan. 14). Primary opponents will include Mason City chiropractor and university assistant professor from

DEMOS, HOMES,



Source: Nielsen, November 1972 & November 1973, Dallas.

Audience measurement figures cited above are estimates only subject to qualifications of the source indicated.

NEWS & HRP.

KDFW-TV

Dallas-Ft. Worth, CBS Channel 4
announces the appointment of
Harrington, Richter & Parsons, Inc.
as national representative.

hrp

Cedar Falls. Even if he wins primary, assessment of local broadcasters is that he'll face uphill race in general election. He's being tagged "carpetbagger" who took up residence for sole purpose of congressional bid.

Fair weather. *The Secret Storm*, half-hour daytime drama on CBS-TV, will continue on air uninterrupted, though network has canceled show after 20 years, replacing it with game show, *Tattle-tales* (Mon.-Fri., 4-4:30 p.m.). *Storm* has its last program on CBS-TV Feb. 8, and beginning Feb. 11, series will be carried on more than 140 stations in varying time slots via barter syndication by American Home Products, New York, through John F. Murray Inc., New York.

In jeopardy. In action reflecting growing concern with allegations of improper business activities on part of broadcasters, FCC last week announced what is still something of rarity — license renewal hearing involving TV station. Renewal of WEAU-TV Eau Clair, Wis., was designated for hearing on issues to determine whether station engaged in fraudulent billing practices or if it failed to exercise diligence needed to prevent its "agents and employees" from engaging in such practices. Hearing could result in forfeiture of up to \$10,000 even if license is renewed.

Candidate. Another name's surfaced for Democratic (Rex Lee) vacancy on FCC: that of Albert Hardy, director of broadcasting and recording department, International Brotherhood of Electrical Workers.

Counterattacking. Post-Newsweek Stations has accused competing applicant for its WPLG-TV Miami of "massive misrepresentations" in its ascertainment-of-needs showing. P-N says commission should hold predesignation hearing to determine whether Tropical Florida Broadcasting Co. should be disqualified. According to P-N its counsel interviewed 185 of 354 listed in ascertainment documents, found at least 58 who said they had not been interviewed by Tropical Florida.

Changes. Broadcast engineering firm of Robert E. L. Kennedy, Washington, has been reorganized, renamed Kears and Kennedy Associates. Frank G. Kear, original partner of late Robert Kennedy, will act as consultant to new operation. Archer S. Taylor, partner in Malarkey, Taylor & Associates, Washington cable consultant (which owns majority in Kears and Kennedy), will supervise engineering at company.

Late Fates. *John F. Bergin*, senior VP and associate creative director, BBDO, New York, joins SSC&B there as executive VP, creative director and member of board and executive committee. *Gene Graham*, national sales manager for Avco Broadcasting's WLWD (TV) Dayton, Ohio, named general sales manager of Avco Program Sales, company's syndication division. He replaces *Hal Golden*, who had headed sales arm from New York. Headquarters will shift to Cincinnati. *Catherine Mackin*, NBC News correspondent in Los Angeles, shifts to Washington to succeed Paul Duke, who is joining National Public Affairs Center for Television (see page 41). *James W. Cantor*, assistant to president of Warner Cable Corp., New York, named senior VP-administration. Position includes personnel responsibilities for group's 150-plus cable systems. *Cris Rashbaum*, VP and re-

search director of Harrington, Righter & Parsons since 1960 and with that rep firm since 1951, leaves Feb. 15 to begin second career as lawyer — he passed bar exams in 1958 — in criminal division of Legal Aid Society of New York. *Steve Raffel*, a senior sales executive whose 10 years at HR&P include three as assistant to Mr. Rashbaum, succeeds him as research head. *Fred A. Seaton*, 64, head of Seaton Publishing Co., Hastings, Neb., and its station group, died Jan. 16 in Minneapolis hospital. He was close associate of President Eisenhower, was secretary of interior and senator. *Benjamin Margolis*, 61, VP, Television Advertising Representatives, New York, died Jan. 16 enroute to office. He had been with TVAR since 1961, earlier had been with CBS for 26 years. (For earlier "Fates & Fortunes" see page 52.)

Headliners



Pierce



Croninger



Chapin

Frederick S. Pierce, VP in charge of ABC Television planning and assistant to president, ABC-TV, named to new post of senior VP, with responsibilities that include supervision and coordination of all activities of television division of ABC, covering ABC-TV, ABC Entertainment, ABC Owned Television Stations, ABC Sports and ABC Television planning and development. **I. Martin Pompadur**, president, ABC Leisure Group, and **Walter A. Schwartz**, president, ABC Television, elected to board of directors of ABC Inc.

David C. Croninger, formerly president of Metromedia Radio and recently executive vice president of Buckley Radio Sales, has been named vice president and general manager of WHDH (AM)-WCOZ (FM) Boston. **Richard W. Borel**, manager of planning and development for Blair, has been appointed vice president, administration, of parent WHDH Corp. (See story page 52.)

Joe Windsor, VP-general manager of WTVM (TV) Columbus, Ga., named president of Fuqua Communications, broadcast subsidiary of Fuqua Industries. He succeeds **Asa Stallworth Jr.**, 45, who died of heart attack, in Augusta, Ga., Dec. 22, 1973. Mr. Windsor will headquarter in Columbus, will be succeeded as WTVM general manager by **Lynn F. Avery**, VP-sales.

Richard W. Chapin, president of Stuart Enterprises station group, Lincoln, Neb., will receive National Association of Broadcasters' Distinguished Service Award at annual convention in Houston March 18. He is immediate past chairman of association's joint board of directors, will be 22d recipient of honor. Selection was announced at winter meeting of NAB joint boards (see page 23).

Index to Departments	Changing Hands	26	Fates & Fortunes	52	Music	45
Broadcast Journalism 41	Closed Circuit	5	Finance	50	Open Mike	16
Cablecasting 32	Datebook	15	For the Record	54	Playlist	46
	Editorials	66	Media	21	Profile	65
	Equip. & Engineering	43	Monday Memo	19	Programing	48

THIS IS THE **HOT ONE!**

Everybody's
A WINNER
with



THE FIRST AND ONLY GAME SHOW DIRECT FROM LAS VEGAS!

Deal Your Own Game
260 EPISODES
One half-hour five day
a week strip or
one half-hour prime time
access once weekly.

Emcee & Host
BOB HASTINGS

Executive Producers
BO FISHMAN and RANDALL FREER

Producer Director
RAY HORL DAN SMITH

These Stations Have Already HIT THE JACKPOT!

- WNEW-TV — New York
- WTTG-TV — Washington, D.C.
- KDKA-TV — Pittsburgh
- WJZ-TV — Baltimore
- KCMO-TV — Kansas City
- WLWT-TV — Cincinnati
- WAVY-TV — Norfolk
- KSHO-TV — Las Vegas
- KTTV-TV — Los Angeles
- WGN-TV — Chicago
- WTCN-TV — Minneapolis
- WBZ-TV — Boston
- KPIX-TV — San Francisco
- WCIX-TV — Miami
- KWGN-TV — Denver
- WBAP-TV — Dallas
- WRGB-TV — Albany

AVAILABLE NOW! AVAILABLE NOW! AVAILABLE NOW!

THE ANTE'S NOT TOO HIGH, EITHER!

Phone, wire or TWX collect for your market.
Les Wallwork, Jim Isaacs or Dick Hasbrook.



LES WALLWORK & ASSOCIATES
1541 N. Vine • Hollywood, California 90028
(213) 466-3381 • TWX: 910-321-2875



TWO.

One was 'The Yearling.'

The success of which you already know. 145 stations signed; a coverage of

94% of all TV homes, it reached 40,000,000 viewers and pulled a spectacular 40 share.

Two is 'Knights of the Round Table.'

A sweeping, glorious film of the noble Arthur, the proud Lancelot, the love-torn



Guinevere, and the wicked Modred. Its huge cast includes Robert Taylor, Ava Gardner, Mel Ferrer.

This Film will have its Television premiere in mid-March and many of our

original sponsors will be back. If you, too, would like to be part of this grand adventure, give us a call now.

The MGM Family Network
1350 Avenue of the Americas, New York, New York



GOODSON-TODMAN'S

THE NEW

Beat The Clock is better 4 ways!*

* NOV. '73 ARB

1. Better against prime access one-a-week competition!

FOR EXAMPLE: IN ALBANY/SCHENCTY/TROY

7:30 PM

STATION	DAY	PROGRAM	ADI		METRO		TV HH	WOMEN		
			RTG	SHR	RTG	SHR		TOT	18-49	18-34
WRGB	5 DAY AVG	BEAT CLOCK	21	39	23	40	96	71	29	18
STATION A	Mon	DUSTYS TRAIL	14	25	15	28	68	40	19	12
	Tue	PRICE RIGHT	18	33	19	35	89	67	38	20
	Wed	CONCENTRATN	16	27	21	33	71	59	22	11
	Thu	OZZIES GIRLS	17	30	19	33	76	54	28	22
	Fri	DATING GAME	15	29	18	36	70	46	19	11
STATION B	Mon	MAKE A DEAL	14	26	17	31	83	48	28	18
	Tue	HLYWD SQUARE	12	22	14	25	52	41	26	16
	Wed	SALE CENTURY	9	16	10	16	49	31	17	5
	Thu	HLYWD SQUARE	17	30	20	35	70	55	32	20
	Fri	PAYS TO BE IGRNT	7	13	6	12	28	18	9	6

2. Better against prime access first-run strip competition!

FOR EXAMPLE: IN GREENSBORO/WIN-SALEM/HI-PT

7:00 PM

STATION	DAY	PROGRAM	ADI		METRO		TV HH	WOMEN		
			RTG	SHR	RTG	SHR		TOT	18-49	18-34
WFMY	5 DAY AVG	BEAT CLOCK	22	39	23	41	97	65	39	24
STATION A	"	TRUTH-CONSEO	13	22	14	25	70	59	38	22
STATION B	"	WHAT MY LINE	16	27	17	29	63	63	27	14

3. Better against prime access off-net strip competition!

FOR EXAMPLE: IN FT. WAYNE

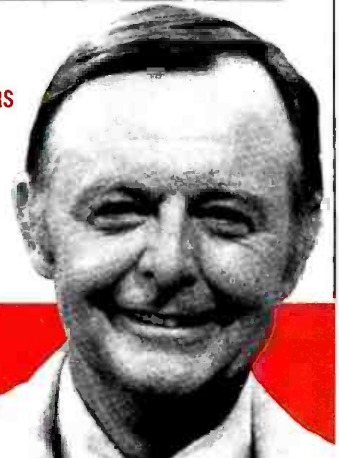
7:00 PM

STATION	DAY	PROGRAM	ADI		METRO		TV HH	WOMEN		
			RTG	SHR	RTG	SHR		TOT	18-49	18-34
WANE	5 DAY AVG	BEAT CLOCK	19	35	21	43	43	33	16	10
STATION A	"	MISSION IMP	10	19	10	21	23	13	9	6
STATION B	"	BONANZA	20	36	20	41	44	31	16	9

4. ... yes, better against fringe and daytime strip competition too!

#1 AT 4:00 PM IN QUINCY	#1 AT 1:00 PM IN SAVANNAH	#1 AT 5:30 PM IN CHARLESTON	#1 AT 1:00 PM IN HARTFORD
--------------------------------------	----------------------------------------	------------------------------------------	----------------------------------------

GENE WOOD STARS
and brings your viewers new fun, new action and new stunts. It's faster and funnier than ever.



* All ratings shown are from the ARE TELEVISION MARKET REPORTS of NOV. 1973 (ADI & METRO).
They are as presented, subject to certain limitations described in the report.

FIRESTONE

PROGRAM SYNDICATION CO.

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

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 TELEVISION®

The newsweekly of broadcasting and allied arts

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.
Carol Dana, Thomas Hundley, *staff writers*.
Jonathan Tourtellot, *editorial research*.
Nancy Dahl, Monica Dignam, Patricia Thach,
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, Donna Wyckoff.

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 Endter.

ADMINISTRATION

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

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*.
Leslie Fuller, *staff writer*.

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

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

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



* Reg. U.S. Patent Office.

© 1974 by Broadcasting Publications Inc.

Datebook®

• indicates new or revised listing.

This week

Jan. 20-22—Public Broadcasting Service meeting of public television station officials. Washington Hilton hotel, Washington.

Jan. 20-22—Idaho State Broadcasters Association midwinter meeting. Featured speakers: James Duffy, ABC-TV president, and Donald Ziefang, National Association of Broadcasters. Rodeway Inn, Boise.

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

Jan. 21—Extended deadline for filing reply comments on FCC's proposed rulemaking on combination advertising rates and other joint sales practices.

Jan. 21-22—California Broadcasters Association annual meeting. Featured speakers: FCC Commissioner Robert E. Lee; ABC President Elton Rule. Palm Springs, Calif.

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

Jan. 22—Turner Communications Corp. special stockholders meeting. 1018 West Peachtree Street, N.W., Atlanta.

Jan. 22—New Jersey Broadcasters Association annual managers meeting. Monmouth College. West Long Branch.

Jan. 22-23—National Cable Television Association board meeting. Watergate hotel, Washington.

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 (D-Ga.), and J. Leonard Reinsch, former Cox Broadcasting president. Center for Continuing Education, University of Georgia, Athens.

Jan. 23—Start of Senate Commerce Committee hearing on nomination of James H. Quello to FCC. Washington.

Jan. 24-25—Society of Motion Picture and Television Engineers winter conference. Denver Hilton hotel, Denver.

Jan. 24-25—Consumer Federation of America consumer assembly. Statler Hilton hotel, Washington.

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

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

Jan. 26—Mississippi Broadcasters Association winter meeting and sales conference. LeFleur's Restaurant, Jackson.

Also in January

Jan. 27-30—National Religious Broadcasters 31st annual convention. Featured speaker: Vice President Gerald R. Ford. Washington Hilton, Washington.

Jan. 28-29—National Cable Television Association regional legislative conference. Quality Inn, Washington.

Jan. 29—Lee Enterprises Inc. annual stockholders

Major meeting dates in 1974

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

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

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

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

June 2-6—American Advertising Federation annual convention. Statler Hilton hotel, Washington.

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

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

meeting. 130 East Second Street, Davenport, Iowa.

Jan. 29-31—Cable Television Information Center and EDUCOM (Educational Testing Service) conference, "Cable Television and the University." North Park Inn, Dallas.

Jan. 30-Feb. 5—American Bar Association midyear meeting. Among topics to be discussed are federal shield laws for newsmen. Houston.

Jan. 31—Minnesota Broadcasters Association meeting. Minnesota Press Club, Minneapolis.

February

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 Serepca, MBA, 1125 15th Street, N.W., Washington 20005.

Feb. 1—Extended date for filing comments in FCC proceeding on ascertainment of community problems by educational broadcast applicants and formulation of policies relating to renewal of educational broadcast licenses.

Feb. 3-5—Association of Independent Television Stations first annual convention. James R. Herd, KLPR-TV St. Louis, is chairman of convention planning. Statler Hilton hotel, Dallas.

Feb. 3-5—South Carolina Broadcasters Association annual winter convention. Speaker: William Ray, FCC. Holiday Inn, Rock Hill, S.C.

Feb. 4-5—National Cable Television Association regional legislative conference. Quality Inn, Washington.

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, Sheraton hotel, Fort Worth.

Feb. 8-10—Retail Advertising Conference annual convention. Keynote speaker: Ralph Nader, consumer advocate. Drake hotel, Chicago.

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

Feb. 15—Deadline for entries in 1974 National Cable Television Association cablecasting awards. NCTA, 918 16th Street, N.W., Washington 20006.

Feb. 15-17—Loyola University college radio conference. Lewis Towers Campus, 820 North Michigan Avenue, Chicago.

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

Feb. 18—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. 18-22—Texas Tech University, Department of Mass Communications. Mass Communications Week. TTU, Lubbock, Tex.

Feb. 19-April 9—International Radio and Television Society weekly seminars on broadcasting and the law. Bankers Trust building, New York.

Feb. 20—Deadline for comments on FCC's proposed rulemaking providing one-hour earlier sign-on time for daytime AM stations in response to adoption of year-round Daylight Saving Time.

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

March 1—*American Bar Association Gavel Awards* entry deadline. Competition is open to broadcast and print entries that contribute to public understanding of American legal and judicial systems. Contact: ABA, Committee on Gavel Awards, 1155 East 60th Street, Chicago 50637.

March 1—Deadline for comments on FCC's proposed revised rules to permit use of Vertical Interval Refer-

ence signal for monitoring color quality of TV programs.

March 1—Extended date for filing reply comments in FCC proceeding on ascertainment of community problems by educational broadcast applicants and formulation of policies relating to renewal of educational broadcast licenses.

March 7—Deadline for submission of interim reports to FCC on testing of proposed systems of automatic audio identification of programing material on radio and television.

March 11-12—*Ohio Cable Television Association* annual convention. Scot's Inn, Columbus.

March 11-12—*National Cable Television Association* legislative conference. Quality Inn, Washington.

March 13—Annual spring conference, *Electronic In-*

dustries Association. Shoreham hotel, Washington.

March 15-16—*American Forces* radio and television workshop. Houston.

March 15-16—*Fifth annual Country Radio Seminar*. Hilton Inn, Nashville.

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 18-19—*National Cable Television Association* legislative conference. Quality Inn, Washington.

Open Mike®

Some good words

EDITOR: I've read so much about the Rev. Everett C. Parker's remarks about broadcasting, with never a good word, that I'm afraid the FCC may be believing it by now.

I cite KMAM's programing of last week, during which we took it upon ourselves to help a mother of nine, whose home had been burned with all of the family's possessions. At the same time we were warning the area of a bilk artist who was taking advantage of people in a house-inspection game. We were urging listeners to give blood while the bloodmobile was in the county—over and above our regular fare of public service programing.

I resent people like Dr. Parker, who has the money and the time to spend convincing members of the FCC that we broadcasters are no good.—*B. D. Thornton, president, general manager, KMAM (AM) Butler, Mo.*

(The FCC had another chance to hear from Dr. Parker last week; see story this issue.)

Fabulous

EDITOR: Hat's off to you for doing that "Profile" on Eastman's Bill Burton (Jan. 7). It's refreshing to read of solid selling truths again. Complex complexes always were hard to relate to, but there should be no cerebral fog for up-and-coming young people in sales in understanding the philosophy Mr. Burton expounds. We old turks always knew we had a moral obligation to be optimistic, and that salesmen were not hired to say things management wouldn't put in writing.—*James W. Mansfield, public relations, Washington, D.C.*

Credit's due

EDITOR: In your Jan. 7 issue, you referred to an A. D. Little study "commissioned jointly" by the National Association of Broadcasters and the National Association of FM Broadcasters. Actually, this study was commissioned by the Joint Committee for All-Channel Legislation, which is composed of representatives of many organizations supporting radio all-channel legislation. One of these organizations is the Corporation for Public Broadcasting, whose director of engi-

neering, Philip Rubin, designed the study. And it was CPB that paid half of the cost of the study, with NAFMB and NAB paying, between them, the other half. Phil Rubin and his associates at CPB and in public and educational radio have been prime movers in the effort to accelerate passage of the radio all-channel legislation, and we commercial broadcasters are mighty happy to have them on our side in this project.—*Abe Voron, executive director, NAFMB, New York.*

Elliot would understand

EDITOR: Hands down, the winner of my poll for 1974's most intriguing leads is on page 39 of your Jan. 14 issue, and I quote the pertinent portion:

"It's the old bang-and-whimper story again with CBS's Sally Quinn. . ."

Your reporters certainly do an in-depth job.—*Richard Krolik, office of Representative Torbert Macdonald (D-Mass.), Washington.*

Rather response response

EDITOR: I'd like to respond to letters in your Dec. 31 issue regarding CBS's Dan Rather and network commentators in general. Mr. Bisset of WRBS describes Mr. Rather's "anti-Nixon bias" as "on occasion, so apparent as to be a little frightening." It is absurd to expect a reporter-commentator to follow a politician's career without developing personal opinions about that politician. If that reporter has witnessed enough examples of what he considers to be dishonest or unscrupulous behavior on the part of that politician—even if that politician is President—it is not unreasonable for him to reach the conclusion that that politician is dishonest or unscrupulous and, perhaps, unfit for public office. A commentator's personal views *should* be apparent—the job of a commentator is to examine the issues and offer his own personal opinions on them. Who is dangerous is the man who hides his political or social beliefs and weaves his own views into what is supposed to be unbiased news reporting.

And if Mr. Chapman of WMCS feels CBS's programing is often "licentious or seditious," his responsibility to the public

is clear: He should drop the network. But apparently Mr. Chapman's criteria for "tasteful features and commentary" is that the features meet his personal "taste" and that the commentary reflect his own personal political or social preferences.—*Danny Odess, program director, WIPCA (AM) Lake Wales, Fla.*

EDITOR: In response to the comments on your "Profile" on Dan Rather, may I too offer some comments:

As for Mr. Chapman of WMCS, the solution to his dilemma is contained in his letter. No one is forcing that station to air Mr. Rather's reports. And if Mr. Chapman is so violently opposed to the reporting of Messrs. Rather, Cronkite and Wallace, may I suggest he terminate his affiliation with CBS.

And as for Mr. Bisset of WRBS, may I remind him that reporters such as Mr. Rather serve a definite service on exposing corruption in the White House and other political departments.—*Jim Cailer, sales director, Baltimore Youth Pulse, Brooklandville, Md.*

Sorely missed

EDITOR: I had the privilege to be a member of a committee that selected the late Martha Deane (BROADCASTING, Dec. 17, 1973), whose true name was Marion Young, to take the place of her predecessor. Her understanding of news, the human qualities of reporting, her confidence in explaining how she found and researched her material convinced us that the time slot of "Martha Deane" would be in capable hands.

Unfortunately, today the majority of news reporters look for instant success and consider themselves experts in commentary and editorial expression.—*J. R. Poppele, Tele-Measurements Inc., Clifton, N.J. (VP, WOR New York, 1922-52).*

One standing up

EDITOR: After reading the Jan. 7 "Open Mike" by Mr. Oakes on Carl McIntire, I must admit that he is 100% right. If the broadcasters of this country don't stand up for what is right and what is wrong, we better give up the ship, because it will be all over for free speech. There are a few of us in this business that are sick and tired of the government telling us how to

We repeat

**What's a nice
TV station
like us doing
in a place
like this?**

What We're Doing

It began in May when we were number one in news for the first time.* November proved May was right. We're reporting more news to more people than any other local Washington news program.

The Place We're In

The Scene Tonight is number one in metro rating, share, total homes and key demographic groups at both 6 p.m. and 11 p.m.*

WMAL TV 7
Washington, D.C.

*May and November, 1973. N.S.I. 6-7 p.m., M-F, and 11-11:30 p.m., T-F. Subject to qualifications available upon request.

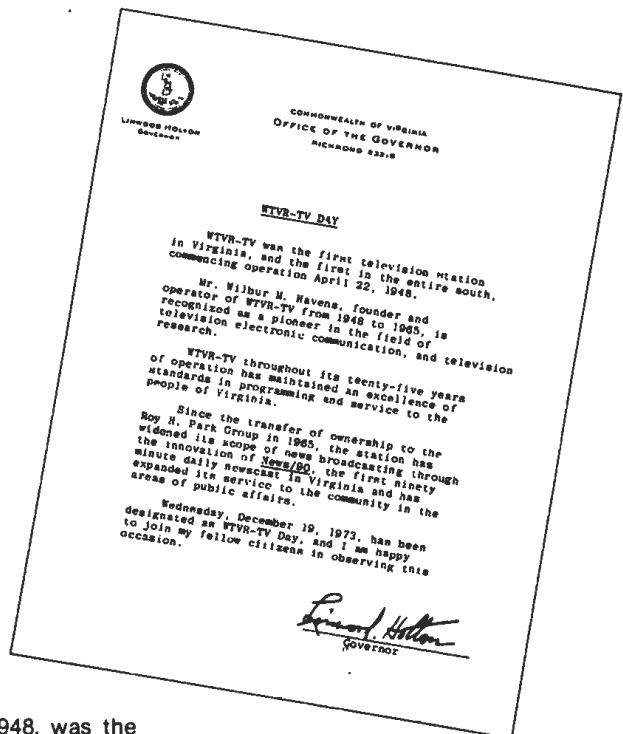
FIRST IN THE SOUTH

WTVR TV 6

RICHMOND, VIRGINIA



Governor Linwood Holton of Virginia designates WTVR-TV Day in Virginia, honoring the South's and Virginia's first television station. With him are John R. Mahoney, station general manager (standing) and Wilbur M. Havens, (right) the station's founder and now a director.



FIRST IN VIRGINIA

WTVR-TV, which signed on the air April 22, 1948, was the first television station to provide television network service (January 1, 1949) and a 90-minute daily newscast — *News/90*.

**AND TODAY WTVR-TV IS STILL OVERWHELMINGLY FIRST
IN SHARE OF TOTAL HOMES WITH . . .**

17 OF THE TOP 20 PROGRAMS*

* NSI-November 1973

18 OF THE TOP 20 PROGRAMS*

* ARB-November 1973

WTVR-TV . . . THE LEADER YESTERDAY • TODAY • AND TOMORROW

WTVR-TV is the Flagship Station of Park Broadcasting's Television Group which includes: WBMG, Birmingham, Ala.; WDEF, Chattanooga, Tenn.; WJHL, Johnson City, Tenn.; WNCT, Greenville, N.C.; WSLs, Roanoke, Va.; WUTR, Utica, N.Y.

REPRESENTED BY BLAIR TELEVISION

The Park Radio Group includes: WTVR-AM-FM; WDEF-AM-FM; WNCT-AM-FM; KRIS-AM-FM, Minneapolis, Minn.; KWJJ-AM, Portland, Ore.; WEBC-AM, Duluth, Minn.; and WNAX-AM, Yankton, S.D.

Park

B R O A D C A S T I N G , I N C .

TERRACE HILL, ITHACA, NEW YORK 14850

* Audience information based on indicated services; subject to qualifications available on request.

run this business when few if any of these "experts" have ever been in the radio business.—*William K. Hoisington, general manager, WKYV(FM) Vicksburg, Miss.*

There first

EDITOR: The last sentence of a notice in your Jan. 7 issue under "Changing Formats" said that WGLD-FM Oak Park, Ill.,

is the only outlet offering a black oriented format in the Chicago area.

WVON(AM), a facility ranked by the rating services among the leaders in Chicago, programs to the black community and has for many years.—*Cooks Bauman, manager, New York, WVON(AM) Chicago.*

(The item should have said that WGLD-FM claims to be providing the first FM stereo service to the black audience.)

Home run for Hix

EDITOR: As the home station for the Knicks, Nets, Rangers, Islanders and Mets, everyone at WOR-TV New York especially enjoyed Sid Hix's cartoon of Jan. 7—"They bring me ball games, I buy their beer. It's as simple as that." Bless those sports fans, every one of them. And BROADCASTING, too.—*Pat Throne, director, TV publicity, WOR-TV.*

Monday Memo.

A broadcast advertising commentary from Gordon Webber, senior vice president, Benton & Bowles, New York

At B&B: cutting costs but keeping up creativity

Three years ago, it was fairly common to let an associate creative director, copywriter or art director have his way when he said, for "creative reasons," he wanted to go with the highest of three competitive bids from TV commercial production houses.

Today, we have a rule at Benton & Bowles that if a group wants to accept a bid other than the lowest bid, it has to come up to me and give a damned good reason why. Virtually all the jobs we bid competitively now go to the lowest bidder.

We have been in the cost control business at B&B for a long time. And out of this experience, I think we have learned a few things. One is that any cost control plan or program that is going to succeed and serve the real interests of the advertiser has to satisfy two conditions:

(1) It has to work in a way that does not impede or compromise the creative excellence of the advertising, and (2) It has to be able to show that it is saving money.

If a cost control plan achieves the second objective, but fails in the first, I think everyone would agree that it's a bad plan. If it achieves the first objective, but fails in the second, then I guess you would have to say you have no plan at all, or at least one that isn't working.

The plan that satisfies both conditions is a good plan, good for the creative product and good for profit. Happily there are a number of these around. Meanwhile, let me tell you about two or three we have in operation at B&B.

After an American Association of Advertising Agencies study in May 1969, we at Benton & Bowles, along with our client, Procter & Gamble, decided to act on one of the study's suggestions. Early in 1969, we put into effect a consolidation plan, in which all the finishing, from dailies to answer print, was consolidated in one house.

The plan now includes four of our clients. We enjoy not only a very favorable schedule of rates, but a volume discount as well. This benefits even small clients, since the discount is based on the total volume generated by all our clients that are in the plan.



Gordon Webber joined Benton & Bowles, New York, in 1948 as a television copy supervisor and has been with the agency continuously since that time in various executive posts. Prior to his association with B & B, Mr. Webber was with NBC as script writer and director of the script department and as writer and editor of the NBC-TV *Newsreel*. For five years he wrote both commercials and scripts for the *I Remember Mama* TV series. He is author of three published novels and has written numerous short stories and television dramas. He was chairman for five years of the Commercial Production Committee of the American Association of Advertising Agencies.

During the past four and a half years we have had the plan, more than 700 commercials have been completed with savings of 30% to 40% on finishing costs and 6% to 7% on gross production costs.

(An interesting thing has happened in the industry since we began that plan. In 1969, the industry average cost for editing a one-minute spot was \$2,900. Today, the average has dropped to about \$2,000. The base price we enjoy under our plan is still substantially below that. Under the competitive influence of this consolidation plan, a lot of the water

has been squeezed out of this phase of film production throughout the industry.)

We also have been operating under a cost-plus-fixed-fee plan for about two and a half years with a number of our clients. We have been able to show a very respectable savings over what we would have had to pay without the plan. In addition, we are able to share with our clients detailed breakdowns and cost information—which, incidentally, is spot edited by us.

The test of another cost control plan, in which we participated, was concluded last July. This was the plan Procter & Gamble and its agencies entered into with MPO. Under it, half of P&G's production was consolidated with MPO for two years.

During this period P&G and its agencies developed a considerable amount of sophisticated information and understanding about production costs. As a result of this experience, I would venture to say no advertiser today has a more wide-ranging knowledge of cost control or the practical means to apply this knowledge to a comprehensive cost control system.

The plan was not continued beyond the test period, but not because it didn't produce efficiencies and economies. It did, although not to the extent predicted. It was terminated mainly because the client felt it could accomplish the desired objectives of the plan by returning the cost control function to the agencies and setting up with them a cost control system based on the accumulated experience gained from the two-year test. Another factor that weighed in the decision was the matter of creative freedom. Agencies felt limited in their choice of directors under the consolidation plan, and although there was no perceptible loss in production quality of the commercials produced under the plan, it was felt a continuation of the plan might have a long-term effect on the morale and enthusiasm of creative people. This is a risk neither P&G nor its agencies wanted to take.

I think this new cost control system developed by P&G and its agencies comes pretty close to fulfilling that objective: creative freedom within a system that guarantees efficient control of production costs.

**DIALING
FOR DOLLARS***

9:30 to 10 AM

Monday through Friday

BONANZA*

4:30 to 5:30 PM

Monday through Friday

**I DREAM OF
JEANNIE***

5:30 to 6 PM

Monday through Friday

NEWSWATCH*

The Number One News Program

7 to 7:30 PM

Monday through Friday

AND

11 to 11:30 PM

Monday through Saturday

To Tell The Truth*

7:30 to 8 PM

Monday through Friday

*These programs are Number One in their time periods according to November 1973 Nielsen Audience Estimates. Subject to inherent limitations as stated in applicable reports.

In Maryland Most People Watch

WMAR-TV



A CBS AFFILIATE

TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

Media

Three views from the top: strong futures for networks

At midseason company presidents analyze their present standings, see no letup in program development, say they count on continued growth despite uncertainties in U.S. economy

The three commercial television networks, going into the second lap of the 1973-74 season, are engaged in not one horse race but several, with multimillion-dollar stakes in each.

The heads of the three network companies ranged across some of these competitive areas—and others, including fields potentially competitive with television—in interviews with BROADCASTING during the past two weeks. They appeared confident that their respective companies have the momentum and plans needed to provide better than average growth both in this economically cloudy year and in the foreseeable future. They left no doubt that they expected their activities in broadcasting to increase and remain the bulk of their businesses. And each expected his own network's competitive position to improve, starting with second-season changes now being introduced.

Heads of companies do not give out dollar details. Nor do their subordinates. But estimates compiled from other sources, though unofficial, suggest that the frequently proclaimed "three-network horse race" is really a number of races with network positions varying widely. For instance:

■ In prime time, the showcase where network billings total a billion dollars a year and where network "winners" and "losers" are traditionally determined by audience size, the rankings in the ratings are unchanged from recent years. CBS is first, NBC second and ABC third, a little farther back than it has grown accustomed to be. But the best available information suggests that the billings gaps separating the three may be only about half as wide as the ratings gaps, with CBS getting close to 35%, NBC about 34%, ABC close to 32%.

■ In Monday-Friday daytime, where billings reach approximately \$400 million

—and translate into profits much more easily than prime-time billings—the three networks are literally head to head in the ratings. Whose nose is in front depends on the angle of viewing. In ratings for each network's own programs, 10 a.m. to 4:30 a.m. NYT, ABC has approximately a half-point edge over the others this season. For those periods when all three are programing simultaneously, however, NBC has a fractional lead over CBS, and CBS an even smaller lead over ABC, though the differences are so small they may be accounted for by statistical margins of error. In billings, however, unofficial estimates give CBS about 38% of the daytime pie, NBC about 34% and ABC about 28%.

■ In evening-news periods, which account for an estimated \$80 million in billings, it's still a two-network race for first in ratings, with CBS's Walter Cronkite ahead by about half a point on average but overtaken occasionally by NBC's John Chancellor, while ABC's Howard K. Smith and Harry Reasoner

ABC's Rule:

"Some programs didn't perform as they had been intended to."

CBS's Taylor:

"I don't want to sound overconfident."

NBC's Goodman:

"No network develops a schedule expecting to be last."

have been pulling up steadily but remain third by more than two points. In billings estimates it's much closer to a three-way race, with CBS credited with about 38% of the total, NBC about 32% and ABC about 30%.

■ In weekend daytime, where the three networks divided an estimated \$230 million in billings, several different races are being run, but sometimes with fewer than three full-time competitors. On Saturday mornings, when all three are programing for children, CBS is first, ABC second and NBC a close third. On Sunday morning, ABC and CBS again program for children and stand in that order in the ratings, while NBC offers no regularly scheduled programing. Collegiate football has boosted ABC's volume

of Saturday-afternoon programing substantially above CBS's and NBC's, while pro football has pushed CBS's and NBC's Sunday-afternoon hours well above ABC's. In general, NBC with its fewer hours and ABC with its football have led the Saturday-afternoon ratings, in that order, while NBC and CBS have swept Sunday afternoons, again in that order (although the rankings for pro football alone are reversed, with CBS ahead of NBC). In this hodgepodge, CBS is credited with about 40% of estimated weekend daytime billings, ABC with about a third, NBC with about 27%.

■ In early morning and late night, which together represent close to \$160 million in estimated billings, the ratings are dominated by NBC's *Today* and *Tonight* and, more recently, the late-late *Tomorrow* which is unopposed by ABC and CBS. Estimates assign more than 46% of the billings to NBC, about 31% to CBS, about 23% to ABC.

■ For the entire network broadcast day, network researchers do not ordinarily keep ratings averages, presumably on the theory that advertisers buy into specific day parts and specific programs, not whole days. But billings figures are available from Broadcast Advertisers Reports. Of the estimated \$2-billion-plus that advertisers spent on the three networks in 1973, 35.6% or \$712,252,100 was spent on CBS, 34% or \$681,185,800 on NBC and 30.4% or \$606,641,700 on ABC.

These figures on ratings and billings are not directly comparable: The ratings represent Nielsen averages from Sept. 10, the start of the 1973-74 season, to Dec. 23, the latest available at time of compilation, while the billings shares represent estimates for calendar 1973—also to Dec. 23, the latest for which that data was available.

While network drumbeaters often tend to fight over fractional differences in ratings and try to explain away poor showings, the men at the top take a more pragmatic view.

"No network develops a schedule expecting to be last," said Julian Goodman, president of NBC. At ABC Inc., President Elton Rule concurred: ABC's prime-time performance this season hasn't been up to expectations, he agreed, because "some of the programs that were scheduled didn't perform as they had been intended to." Even at front-running CBS Inc., President Arthur Taylor was cautious: "I don't want to sound overconfident," he said. "In this game you have to compete and win every year. I just hope we can continue [to lead]."

Neither NBC nor ABC really expects to overtake CBS this season. ABC's Mr.



ABC's Rule

Rule didn't say so specifically, but NBC's Mr. Goodman, speaking from a stronger midseason rating position, thought it likely that even with the current changes—which all networks are counting on to strengthen their rating clout—NBC “will probably stay slightly behind [CBS] in prime time.” David C. Adams, NBC chairman, who joined him in the interview, agreed. As for 1974-75, “Who can say? It depends on what each network does.”

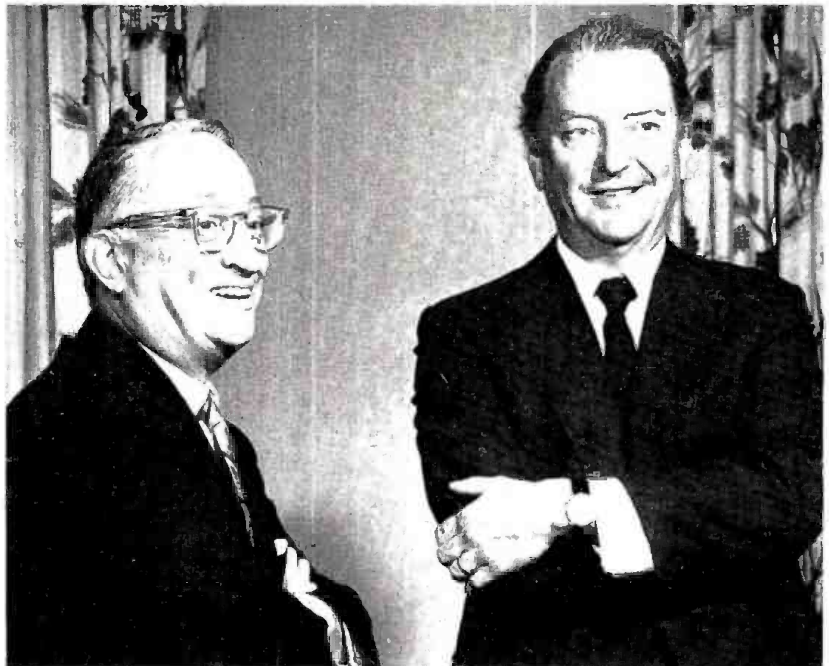
The pragmatism didn't imply that anyone was taking second or third place lightly, or wasn't out to be number one across the board. Despite the fuzzy outlook for the economy generally, the heads of all three companies insisted program development is not being curtailed. And all three could point to specific bright spots in their records to date.

For NBC President Goodman these included progress in *NBC Nightly News*, which he said had edged ahead of CBS's Cronkite report during “several weeks” of 1973's fourth quarter; advances in daytime ratings and also in daytime sales; continued “dominance” of *Today* in the morning and *Tonight* in late evening, the new late-late *Tomorrow*, which he said is doing “very well,” attracting some 2 million homes, and NBC's performance in sports, where, he said, different measurements may be used but “we think we're number one.” As for prime time, that's “always a horse race—we're right behind CBS and way ahead of ABC.”

One area where NBC is not as competitive as it would like and intends to be, he said, is in Saturday morning children's programming where NBC ranks third on the totem pole. But even there, he said, there's been “a big improvement” with



CBS's Taylor



NBC's Adams and Goodman

an estimated 30% gain in ratings, and the push for more gains is still on.

At ABC, President Rule said the bright spots included maintenance of “an exceptionally good position” in daytime; “decided improvement” in late night, with gains of 40%-45% in ratings and a format that has gone through its shakedown period and, though it may require some further tinkering, gives “a dimension to late night that is different from anything television has had before.” He could also take pride in ABC evening news gains and in the sports image ABC has built over the years. In prime time, though he conceded this has not been one of ABC's best years, he was confident that with the midseason changes now under way “we will pick up momentum again,” and he said his associates had told him that prospects for next season—which he will get into in more first-hand detail in discussions in Hollywood this week—are “better than excellent.”

He also noted that ABC is developing

a morning show, to be part news and part entertainment, which it hopes to have ready by early 1975, and has given some thought, but nothing more than that as yet, to the idea of a late-late talk show to go against NBC's *Tomorrow*.

At CBS, the bright spots for President Taylor included prime time, obviously; the late-night movies, which he said are doing “very well” in ratings and “very well” financially; CBS's top position in Saturday morning children's programming and improvements in its position in Monday-Friday daytime.

Weekday daytime is an area of special concern because CBS dominated it so completely for years and then slipped, a few years ago, to third place. There have been changes in both game shows and soap operas, and almost certainly there will be more, possibly including—though Mr. Taylor says there's been no decision on this—the introduction of some long-form programming, presumably similar to that introduced by ABC-TV

this season. "We're looking at a number of things," Mr. Taylor said. "But the present schedule seems to be improving our competitive position—especially in common time."

Like ABC, CBS has talked about the possibility of a late-late talk show but apparently hasn't spent much time on it. "Frankly, we have not looked seriously at it," Mr. Taylor said, observing a little later that the audience potential at that hour, 1-2 a.m. NYT, might be considered insubstantial for a mass medium.

The heads of all three companies agreed that, as all have said before, neither cable TV nor video cassettes and disks are likely to give broadcast TV serious audience competition in the foreseeable future unless—as they have also said before—CATV and especially pay cable are allowed to siphon off programs, particularly sports and movies, that the public can now watch without charge on broadcast TV.

They were uniformly bullish on radio, although it represents a relatively small part of their businesses. Only ABC's President Rule would say flatly that his company's radio network—actually, in ABC's case, four different network services—is operating in the black (and he expected even greater profitability in 1974). But each denied any plan to close out its network operation—a denial given in reply to questions echoing speculation that pops up from time to time—and the NBC officials noted that their network has in fact embarked on a more aggressive course both in signing affiliates and in adapting its programming to suit affiliates' wishes. All reported their radio station operations doing well.

Messrs. Godman and Adams, while declining to speak in terms of profitability or unprofitability, noted that NBC sold two of its AM-FM combinations but said its four others are doing so well, and increasing their market shares, that NBC is no longer actively seeking buyers for them.

Mr. Rule and Mr. Taylor indicated that not only are their respective AM stations turning in strong performances but their FM operations are making exceptional progress, in some cases better than anticipated.

"We have the outstanding performance in division AM, the country, and our FM division looks to be following the same pattern," Mr. Rule said. He said the FM division, which includes spot sales, "is really coming into its own as a real force" and that the ABC FM stations, while not profitable in 1973, should be in the black in 1974.

Broadcasting represents the biggest source of revenues and an even bigger source of profits for both ABC and CBS and virtually all of the revenues and profits of NBC, since it is a subsidiary of RCA and diversification is undertaken at the parent-company level.

Papers filed with the Securities and Exchange Commission indicate that at CBS, broadcasting contributed 48% of the net sales and 68% of the pre-tax profits in 1972, down from 59% and

80% respectively in 1968. At ABC, similar papers indicated, broadcasting's share was 74% of the revenues and 94% of the profits for 1972, up from 72% of the revenue and only 36% of the profits in 1968, when theaters were ABC's big profit center.

Both companies have been expanding in nonbroadcast fields and expect to continue to do so—provided the acquisitions are in fields compatible with broadcasting, such as education, where CBS has concentrated much of its diversification program, and leisure time, where ABC has developed many of its acquisitions.

Mr. Rule would like eventually to see ABC's broadcast-nonbroadcast revenues nearer the 50-50 mark. Mr. Taylor says CBS has set "ambitious growth goals for the next four to five years and will try to meet them," but that in his view management's highest responsibility is to manage its present businesses "as best we can" and improve them. Even with further diversification in other fields, he expects broadcasting's own growth will insure that it remains "the major piece of what we are."

All three network companies are taking a cautious approach to 1974 and its general economic uncertainties. They're cost-conscious, but the officials say this is mainly a continuation of existing policies, at least thus far. As a rule they are not taking on new personnel, but program development or other program-related costs.

(A rare official insight into how big these may be and how they may compare with revenues, network by network, was provided in largely overlooked sections of replies that ABC, CBS and NBC individually filed a few weeks ago in the Justice Department's antitrust suit against them. For 1969, ABC said it spent \$326,422,000 on TV programming and recouped \$313,985,000 in net revenues, incurring a network loss of \$12,438,000; CBS reported program expenditures of more than \$250 million and gross revenues exceeding \$520 million; NBC said it spent more than \$310 million on program and had gross revenues of more than \$570 million.)

The officials appeared as bullish about 1974 business prospects as the over-all economy's inflexibility would permit. Messrs. Goodman and Adams said NBC hopes not only to match but to exceed the expected 4%-6% industry average gain in broadcast sales. Mr. Rule was on record with a similar projection for ABC. Mr. Taylor has said he expects CBS to do better than in 1973—which Wall Street analysts expect to show, when the results are out, a per-share earnings gain of about 15%.

The officials tended to expect the economy to show slow first-half growth rather than fall into a real recession. And broadcasting, it was noted, has built-in advantages. "Like everybody else," Mr. Goodman said, "we're looking at 1974 with some caution and some optimism—caution because we don't know what the energy crisis will do to the economy, but optimism because the economy of the businesses that advertise on television and radio seem to have an underlying strength."

NAB's joint board rejects cutback in broadcast hours

Proposed curtailment of radio-TV would have minimal effect on energy crisis, study contends; radio board backs all-channel set law, expresses concern over sex and violence in TV

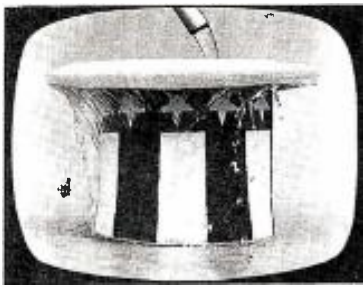
The joint board of the National Association of Broadcasters has rejected the notion that radio and television stations could ease pressure on the energy situation by curtailing broadcast hours. A study by the Hittman Corp., Columbia, Md., presented last week to the board at its winter meeting in St. Maarten, Netherlands Antilles, found that if transmission of signals were banned during peak hours (4-7 p.m.) and late night (11 p.m.-6 a.m.), the savings would amount to only .12% of the nation's annual consumption rate ("Closed Circuit," Jan. 14).

NAB President Vincent Wasilewski said that such a broadcasting blackout "would cut communications between the public and the government itself and could endanger the nation's very security" as well. Mr. Wasilewski echoed the Hittman findings, saying, "measured against an insignificant energy saving . . . reduction of hours by radio and television stations would not be in the public interest."

According to the study, television sets use about 95% of all energy associated with broadcasting. Banning broadcasting during those two periods, it said, would save only a merest fraction of the nation's "energy budget." To a single family, such a ban would mean a savings of less than 1% of its energy requirements. Among the more startling findings was that if late-night broadcasting were banned, and only one out of every 100 viewers were to take his car for a pleasure ride for that reason, roughly twice the projected energy saving would be spent.

The joint board adopted a resolution that directs the association's staff to meet with federal energy office director William Simon so that the industry might offer its cooperation in "developing information on the various aspects of the energy crisis . . . so that it can be made available to the public." The association will also seek to coordinate the various conservation campaigns initiated by the government, industry, public service organizations and advertisers "so as to minimize the confusion and promote understanding of the problem."

In other action, the radio board unexpectedly resolved to support action aimed at passage of pending all-channel set legislation. Such legislation would require that all radio sets selling for \$15 or more—including automobile receivers—have AM and FM capability. The radio board has until this time refrained from taking a position on this issue. Although radio board chairman Clint Formby (KPAW-AM-FM Hereford, Tex.) felt the board would eventually pass such a



Resource-minded. "Our cup runneth over . . . but not any more," is the theme of a state-wide public service campaign adopted by the South Carolina Broadcasters Association and being made available to stations across the country in its effort to promote fuel savings through slower driving. Gasoline spilling out of Uncle Sam's red, white and blue top hat forms one frame in the S.A.V.E. (Same America's Vital Energy) spots conceived by WFBC-AM-FM-TV Greenville. The PSA's have been selected by Governor John West's Energy Advisory Committee for inclusion in the state's official public information program. Interested stations may receive a copy of the spots by sending a blank audio or video tape to Doug Smith, SCBA public relations chairman, c/o WFBC-TV, P.O. Box 788, Greenville 29602.

resolution, he said; "I was surprised at how little resistance there was to the idea." The vote tally, however, was not recorded.

At its meeting last Wednesday, the radio board also:

- Directed the NAB staff to develop ways of increasing management services and information to members, as requested by the small market radio committee.

- Adopted a resolution opposing the extension of so-called carrier current systems that "distribute a broadcast-type service." It felt that use of such systems by schools and universities for educational purposes should be encouraged, but that any commercialization or networking of carrier current systems must be fought.

- Appointed four new members to the radio code board: Jack Thayer, vice president, Nationwide Communications, Cleveland; Arthur Mortenson, president, KBIG-AM-FM Los Angeles; Carl Venters, general manager, WPTF-AM-FM Raleigh, N.C.; and Hal Davis, vice president, KITE(AM) San Antonio, Tex.

Another surprise developed in the radio board meeting when the subject of sex and violence in TV programming was raised by a member whose congressman had expressed concern over that issue. Andrew Ockershausen, chairman of the joint board, volunteered his services as an emissary to convey that concern to the TV board, which was to meet the next day. Some members considered the matter tit-for-tat: last year, it was the TV board that first expressed concern over sex-talk programming in radio.

The joint board, meeting on Tuesday, rejected a proposal that single stations of

a broadcast group be admitted to individual membership—an amendment to the "unit rule" now in effect. The board, however, instructed the NAB staff to study a discounted dues structure for group stations. It also instructed the legal staff to join in possible Supreme Court review of a Philadelphia court's holding that lottery reports are "hot news" and thus protected by the First Amendment (BROADCASTING, Jan. 7). NAB's stand would be in support of the Philadelphia ruling, which overturned an FCC decision in the case.

Witness line-up jells for Quello hearings

Michigan state delegation goes to bat Wednesday; Nicholas Johnson, star pitcher in second week of testimony, is expected to throw some curve balls at man nominated to be his successor

Decisive hearings to determine the confirmation of James H. Quello to succeed Nicholas Johnson on the FCC will begin Wednesday (Jan. 23) before the Senate Commerce Committee, with John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, presiding. The hearings will continue into next week. Mr. Johnson is scheduled to be the star—if far from lone—opposition witness.

Leading off will be members of the Michigan congressional delegation—Senators Philip Hart (D) and Robert Griffin (R) and Democratic Representatives John Dingell, Lucien Nedzi, Martha Griffiths and John Conyers. They will be followed by Representative Parren Mitchell (D-Md.) and Mr. Quello, retired general manager of WJR-AM-FM Detroit and vice president of its parent, Capital Cities Communications Inc., who was nominated last September for the FCC post by President Nixon (BROADCASTING, Sept. 24, 1973).

On Thursday the witnesses are Robert Choate, Council on Children, Media and Merchandising; consumer activist Ralph Nader; Emma L. Bowen, president, Black Citizens for Fair Media, New York; John A. Flores, national chairman, National Spanish-Speaking Coalition on Domestic Affairs, Fresno, Calif.; Armond Greene, chairman, Hartford Communications Committee; Steven Schlossberg, general counsel, United Auto Workers, and former Detroit Mayor Jerome Cavanaugh.

The Friday witnesses are U.S. District Judge Damon Keith of Detroit; Boniface Maile, Detroit attorney; Francis Kornegay, executive director, Detroit Urban League, and Ronald Hewitt, director, Detroit Housing and Urban Renewal Commission.

William Harris, former WJR(AM) operations manager, and Edward Baker, publisher of *La Tribuna El Populo*, Detroit, were also scheduled to testify but will instead submit statements.

Mr. Johnson will testify next Monday (Jan. 28). Other witnesses for that day and for Jan. 29 and 30 have not yet been set.

Justice again hands off to the FCC on multimedia ownership

In filing in West Coast CATV-TV case, department insists commission has duty to foster competition by breaking up concentrations of control; meanwhile, Cowles says basic facts are wrong in Justice petition

The Department of Justice's antitrust division appeared to go out of its way last week to make the point that regulatory agencies, such as the FCC, have a role in "preventing transactions or relationships that may develop into full-blown violations of the antitrust laws" and that such actions "can make prolonged and burdensome suits to enforce the antitrust laws unnecessary." As a result, the department added, "we have a substantial interest in the proper construction of the commission's statutory powers to promote competition . . ."

The department made the statement in a brief in support of the commission in a case in the U.S. Court of Appeals for the Ninth District in San Francisco, in which 10 companies are appealing the FCC's order banning crossownership of cable TV and television stations in the same market and requiring the breakup of such existing crossownerships.

The brief was unusual in that the department normally joins with the commission in defending against appeals of commission actions. But, the department said the reason for the separate filing was not any disagreement with the commission's action but, rather "to set forth our views," on questions of competition. The commission's brief was filed on Jan. 2.

The department's brief contains arguments that could lead to a court decision providing substantial support for the pending FCC rulemaking aimed at breaking up newspaper-TV crossownerships in the same markets, as well as for the department's recently initiated campaign of filing against the license renewals of newspaper-related broadcast properties.

Bruce Wilson, deputy assistant attorney general for the antitrust division, pointed up the connection. A court ruling upholding the commission on the CATV-TV crossownership question would have an "obvious" bearing on the question of newspaper-broadcast crossownership, since the situations are similar, he said.

The Justice Department, which has filed more than 60 oppositions to requests for waiver of the CATV-TV crossownership ban, contends that strict enforcement of the rule is needed to assure the development of cable television on a competitive basis. And it was a suggestion of the department's, in the course of a 1968 commission rulemaking proceeding that resulted in a prospective ban on radio-TV crossownership, that led the commission to propose a rule requiring the breakup



Robert Q. Lewis, one of radio's biggest draws, now has a syndicated show — Robert Q's Hollywood — at a price designed to fit your market and budget. Your audience will love his humorous patter with the most glamorous people in the world. Packages from one-minute to one-hour are immediately available. For more information on these great packages, write:

Robert Q's Hollywood
100 Universal City Plaza
Universal City, California 91608

Or call: Derek Jones (213) 985-4321

of existing multimedia holdings, including newspapers.

The requests for judicial review of the CATV-TV crossownership rule were filed by Gill Cable Inc. and Gill Industries, Western Communications Inc., Concord TV Cable, Western TV Cable, County TV Cable, Chronicle Broadcasting Co., Newchannels Corp. and Newhouse Broadcasting Corp., and McClatchey Newspapers. They contend that the rule is beyond the commission's authority and that it is unreasonable; some also contend that it violates the First Amendment.

Both the commission in its brief and the department said commission authority to adopt such a rule has been recognized by courts in opinions which held that the regulation of broadcasting was designed to preserve competition and prevent monopoly. And they said the widest possible dissemination of information was consistent with the fundamental concept of the First Amendment.

But the department stressed the commission's responsibility for considering competitive effects in making public interest findings. "The commission clearly does have a duty to consider the competitive effects of granting broadcast licenses to owners of competing media in the absence of some clear legislative expression of contrary intent," Justice said.

And at another point it said the Supreme Court considers the public interest, in connection with regulatory statutes, "as establishing a presumption in

favor of competition. The administrative agency can and should presume that the more procompetitive result is beneficial to the public interest in the absence of a showing that the procompetitive result is outweighed by other public benefits which further valid regulatory purposes of the particular regulatory statute."

The department was also unmoved by an argument the petitioners made and some commissioners have made privately in indicating opposition to the proposed breakup of multimedia holdings. The petitioners had argued that crossownership of CATV and television stations did not have an adverse effect on competition because it has not produced a history of "abuses." But, the department said, "antitrust policy is not concerned exclusively or primarily with such misconduct. The antitrust laws are intended to preserve market structures which are conducive to effective competition."

Meanwhile, one of the targets of the department's petitions to deny broadcast renewals on grounds of crossownership with newspapers has filed its reply. And the principal argument of Cowles Communications Inc., licensee of KRNT-AM-FM-TV Des Moines, Iowa, is that, contrary to the department's pleading, the stations are not under common ownership or control with the *Des Moines Register* and *Tribune*.

Furthermore, CCI said, an FCC administrative law judge reached that conclusion in an initial decision issued Nov. 27, 1973, which recommended renewal of

CCI's WESH-TV Daytona Beach, Fla., and denial of the competing application filed by Central Florida Enterprises (BROADCASTING, Dec. 10, 1973). And Judge Chester Naumowicz issued that decision, CCI noted, without considering the effect of voting-trust agreements concluded on April 11, 1973, that "buttressed" his conclusion on the common ownership or control issue.

Under one agreement, the Register and Tribune Co. placed the 9% of CCI stock it owns in a trust. Gardner Cowles, honorary chairman, director and major stockholder in CCI, and two other CCI officials are voting trustees. Under the other, Mr. Cowles, members of his family and a corporation he controls placed the R&T stock they own in voting trusts. On the same day, Mr. Cowles resigned as a director and officer of R&T.

Accordingly, CCI said, whatever bonds may have existed between CCI and R&T "were effectively severed as of April 11, 1973." CCI also said the Justice Department's "flat statement that Cowles and R&T have common directors" is in error.

CCI also noted that it has filed an application for assignment of licenses of KRNT-AM-FM to Stauffer Publications Inc. And if the proposed sale is approved, CCI said, it would be left only with KRNT-TV in Des Moines—which would provide no basis for a hearing.

Changing Hands

Announced

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

■ WPEN-AM-FM Philadelphia: Application filed for sale from William Penn Broadcasting Co. to Greater Philadelphia Radio Inc. for \$4.3 million (BROADCASTING, Oct. 22, 1973). Martin Field owns William Penn. John L. Rosenmiller and Peter A. Bordes own Greater Media Inc., parent company of Greater Philadelphia. They also have interest in WCTR(AM) Ashland, Ky.; WGAY-AM-FM Silver Spring, Md.-Washington; WVOM(FM) Huntington, W. Va.; WGMS(AM) Huntington and WCTO(FM) Smithtown, both New York; WCTC(AM)-WOMR(FM) New Brunswick, N.J.; WHNE(FM) Birmingham and WQTE(AM) Monroe, both Michigan. WPEN operates full time on 950 khz with 5 kw. WPEN is on 102.9 mhz and 50 kw and antenna 420 feet above average terrain. Broker: R. C. Crisler & Co., Cincinnati.

■ KTVW(TV) Seattle: Sold by Blaidon Mutual Investors Corp. to Christian Broadcasting Network Inc. for \$1.5 million. Donald Wolfstone is principal owner of Blaidon. M. G. Robertson is president of nonprofit Christian Broadcasting Network which also operates WYAH-TV Portsmouth, Va.; WHAE-TV Atlanta; WXNF-TV Boston; WXRL-FM Norfolk, Va.; and WBIV-FM Wethersfield; WEIV-FM Ithaca; WMIV-FM Bristol; WOIV-FM DeRuyter and WJIV-FM Cherry Valley, all New York, and KDTV(TV) Dallas. KTVW is on channel 13 with 214 kw visual, 31.6 kw aural and antenna 800 feet above average terrain.

**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

**WEST COAST
FULL TIME AM/FM
\$1,800,000**

Major market full time AM and Class B FM. Absentee owned combined operation with real estate included. Terms of 29% down and long term payout for qualified buyer.

BLACKBURN & COMPANY, INC.

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

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

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30309
1655 Peachtree
Road, N.E.
(404) 873-5626

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

73-69

▪ **KCYL(AM)** Lampasas, Tex.: Sold by Lampasas Broadcasting Corp. to Stephen S. Sampson for \$200,000. Lampasas is owned by Mrs. Dean Turner and James E. Nugent. Mr. Sampson is general manager of KCYL. Station operates full time on 1450 khz with 1 kw day and 250 w night.

▪ **KKAT(AM)** Roswell, N.M.: Sold by Pecos Valley Entertainment Inc. to Andromedia Broadcasting System for \$88,000. James Talley is president of Pecos Valley. Owner of Andromedia is John R. Wardy. KKAT operates full time on 1430 khz with 5 kw day and 1 kw night. Broker: Blackburn & Co.

Approved

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

▪ **WENK(AM)** Union City, Tenn. and **WCMA(AM)** Corinth, Miss.: Sold by Union City Broadcasting Co. and Corinth Broadcasting Co. to WENK of Union City Inc. and John Bell Broadcasters Inc. for \$626,000 and \$225,000 respectively. Union City Broadcasting and Corinth Broadcasting are principally owned by National Bank of Commerce of Jackson, Tenn., as estate trustee of Aaron B. Robinson. James L. Rippey Jr., William P. Burnett Jr., E. B. Tanner and others own WENK of Union City. They have various business and professional interests in Union City. John M. Bell owns Bell Broadcasters. Mr. Bell is general manager of WCMA. WENK operates full time on 1240 khz with 1 kw day and 250 w night. WCMA operates full time on 1230 khz with 1 kw day and 250 w night.

▪ **KIIX-AM-FM** Fort Collins, Colo.: Sold by Fort Collins Broadcasting Co. to WREN Broadcasting Co. for \$475,000. Fort Collins Broadcasting is owned by Dan Lacy. WREN is owned by former Kansas Governor Alf M. Landon and his family. Landons also own WREN(AM) Topeka, KSCB(AM) Liberal and KEDD(AM) Dodge City, all Kansas. Mr. Landon's daughter, Nancy Landon Kassebaum, and her husband, Philip Kassebaum, are majority stockholders in KFH(AM)-KBRA(FM) Wichita, Kan. KIIX(AM) is daytimer on 600 khz with 1 kw. KIIX-FM operates on 93.3 mhz with 25 kw and antenna 37 feet above average terrain.

▪ **WMAS(AM)-WHVY(FM)** Springfield, Mass.: Sold by Masscom Broadcasting Corp. to Valley Broadcasters Inc. for \$410,000. Richard J. Miller is president of Masscom, wholly owned subsidiary of Communication Fund, which also owns KXLW(AM)-KADI-FM St. Louis and KWKI-FM Kansas City, Mo. Marvin I. Sameth, president of Valley Broadcasters, has insurance and computer interests in New York. WMAS operates full time on 1450 khz with 1 kw day and 250 w night. WHVY(FM) is on 94.7 mhz with 1.35 kw and antenna 175 feet above average terrain.

▪ **WKTS(AM)** Sheboygan, Wis.: Sold by WKTS Inc. to First Sheboygan Corp. for \$300,000. R. Karl Baker is president of WKTS Inc. Principal owner of First Sheboygan is Steven T. Moravec, who is

account executive with Minneapolis advertising and public relations firm. WKTS is a daytimer on 950 khz with 500 w.

Bass, Storer deny wrongdoing in San Diego

KCST-TV sale principals also cite lateness of NOW's petition to block, question organization's status

Objections to the petition by the National Organization for Women seeking to block the sale of KCST-TV San Diego have been filed by seller, Bass Brothers Enterprises, and buyer, Storer Broadcasting Co. NOW had charged that Bass Brothers was engaged in "trafficking" and that both parties had made misrepresentations to the commission regarding the sale. An affidavit attached to the Storer filing—alleging that a public-interest attorney involved in the case had solicited the citizen protest and tried to block an agreement between Storer and his client—was reported earlier (BROADCASTING, Jan. 14).

The initial announcement of the KCST-TV sale was made a week after the commission resolved a long-standing issue by authorizing an agreement under which KCST-TV assumed the ABC affiliation formerly provided to San Diego by XETV-TV Tijuana, Mexico.

Storer said its primary objection to the NOW filing is that it is inexcusably late—

two months after the original deadline and seven weeks after an extended deadline agreed to by the parties. Bass Brothers questioned NOW's standing as a party of interest in the proceeding. According to Bass Brothers, the petition "does not state who the members of NOW are, or their numbers, or the basis upon which NOW purports to speak for . . . the community."

Regarding NOW's allegation of "trafficking," both Storer and Bass Brothers noted that Bass Brothers owned the station for over six years, easily satisfying the commission's three-year-rule. Bass Brothers also denies that it is harvesting a "windfall" profit as charged by NOW. The net gain from the \$12 million sale is described as "modest" by Bass Brothers.

Because the sale announcement followed so closely after the grant of the ABC affiliation, NOW contends that the parties must have been negotiating prior to the announcement and therefore misrepresented this fact to the commission. NOW charged that the "ink was barely dry" on the affiliation contract award when the sale was announced.

Bass Brothers and Storer deny that negotiations took place prior to the affiliation announcement. They also point out that there is no obligation to report such preliminary negotiations to the commission and that there would be no reason to conceal such negotiations even if they had taken place.

Mid-East Medium Market

Full time, non-directional AM that covers the market well. Good cash flow and much undeveloped potential, yet priced at less than twice gross revenues.

Price: \$550,000.

Includes Real Estate.

**Contact: Milton Q. Ford,
Washington, D.C. Office**

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

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

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

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

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

Brokers of Newspaper, Radio, CATV & TV Properties

Critics of FCC run into heavy flak

Dr. Parker and his party find commissioners in no mood to knuckle under to charges about policy

Some 160 representatives of groups and organizations in 28 states got together with the FCC last week in another in a series of Washington rap sessions the commission has been holding with groups concerned about commission regulation of the communications industry. But last week, the commissioners not only heard complaints and expressions of concern about their plans and policies, they used the meeting to defend and clarify those plans and policies.

FCC Chairman Dean Burch set the tone at the outset, complaining about a background paper that Robert Lewis Shayon, professor at the Annenberg School of Communication at the University of Pennsylvania, had written for participants at the meeting. "I want to clear the air on this," Chairman Burch said. The paper "is not factual" in alleging that there is a "grand conspiracy between FCC and the Congress to wipe out all public-interest protection."

The paper referred to the commission's re-regulation program as one aimed at dismantling commission rules providing for public access to the airwaves and for insuring that programing representing community interests and needs, are met and said the project might lead to elimination of the fairness doctrine (BROADCASTING, Jan. 7). Dr. Everett Parker, director of the Office of Communication of the United Church of Christ, and one of the organizers of the meeting, echoed those views in an opening statement.

Commissioner Richard E. Wiley, who heads the commission's re-regulation project, had come prepared to offer rebuttal. He called the project "government regulation at its finest"—an effort to modernize commission rules after 40 years of regulation, and strip away or modify those that have become obsolete.

And to prove his point, he called on Broadcast Bureau Chief Wallace Johnson, a member of the re-regulation task force, to review the actions taken thus far. After some 10 minutes of hearing

about the commission's reduction in the number of meter readings and transmitting-equipment inspections that broadcasters must make, and the permission broadcasters now have to combine the operating log and maintenance log in one technical log, Dr. Parker, in effect, hollered "uncle." He said the members of the group would prefer to use the time available to express their views, and would settle for copies of the report that Commissioner Wiley had had prepared.

In a related matter, Commissioner Wiley said the commission had not reached a decision on proposals for eliminating the fairness doctrine even on a test basis; indeed, he said legislation would probably be required for such a test. And he also said the commission unit that is staffing the commission's inquiry into the fairness doctrine, which he also heads, has not made any decisions on whether broadcasters would be required to provide time for counteradvertising. Several of those who addressed the commission, including Warren Braren, of the Consumers Union, spoke in support of counterads as a means of informing the public on controversial issues.

However, officials working on the fairness inquiry are known to feel strongly that broadcasters should not be required to air counteradvertising. And Chairman Burch last week indicated he felt that the commission's ruling applying the fairness doctrine to cigarette advertising—the action always cited by those endorsing counteradvertising—had been a mistake. He would have relied on the commission's public-interest standard to achieve the same result of requiring health hazard warnings in connection with cigarette commercials, he said.

Use of the fairness doctrine "leads you in strange directions," he said. He becomes "frustrated," he said, when he finds himself "literally" using a stop watch to determine how much time a broadcaster has devoted to one side of a controversial issue as against another side. "It's very disturbing," he said.

Another major point of concern to the group was the commission's enforcement of policies dealing with equal-employment opportunity—not only at the nation's broadcast stations but within the commission. And here the commissioners

were more defensive. Blacks and women said more of their respective number should be hired by broadcasters, not only as a matter of right to employment but as a means of providing the kind of input into programing they feel they are particularly qualified to make.

Commissioner Benjamin L. Hooks issued a statement asserting that the commission, on a percentage basis, was employing in top jobs (except the top three grades, where no minority group members were employed) more minority-group members and females this year than last. He also said the percentage figures exceeded those in most other areas of government. But Chairman Burch, in response to a complaint of James D. Williams, of the National Urban League, that the commission was "lackadaisical" in enforcement of EEO rules, acknowledged that the commission had problems in dealing with the employment practices of its 8,000 broadcast licensees—not to mention the major common carrier companies, such as AT&T, which are also subject to commission EEO rules.

However, he noted that the commission had developed a two-man EEO office to help develop policies covering the regulated industries. (It also has an office run by a woman that checks on the commission's own compliance with EEO law.) The external office, Chairman Burch said, is drafting a policy under which the commission would deal with EEO matters "on a more scientific basis" than is now the case. The commission uses what it admits are crude figures in determining whether to check into a renewal applicant's employment practices. Chairman Burch said the commission would like to use its computer—to have it "spit out" for checking those stations not acting fairly in EEO matters.

After some two hours of complaints reflecting concern that the commission was too stodgy and unwilling to act in the public's behalf, the commissioners were startled to hear themselves described as in danger of being accused "of being biased in favor of the liberal point of view."

The warning came from Dr. Kenneth Lee, of Adelphi, Md., who was not part of Dr. Parker's group but who is a supporter of Dr. Carl McIntire, the fun-



Across a crowded room. Chief protagonists in a semi-friendly confrontation between the FCC commissioners and representatives of numerous citizen



groups (c) were the Rev. Everett C. Parker (l), of the United Church of Christ's Office of Communication, and FCC Chairman Dean Burch.

damentalist preacher, who was in the audience last week and whose *Twentieth Century Reformation Hour* is heard on several hundred stations across the country. Dr. McIntire has complained that stations are dropping the program because of fear of the FCC's displeasure; he also claims that the seminary he heads lost its licenses for WXUR-AM-FM Media, Pa., for political reasons.

And Dr. Lee said Lamar Newcomb, owner of WFAX-AM-FM Falls Church, Va., told him that friends within the FCC staff warned Mr. Newcomb that he would have trouble at license-renewal time if he did not drop Dr. McIntire's program.

Chairman Burch's reaction was prompt. Either Mr. Newcomb "is giving you a lot of bum information, or he's nutty as a fruitcake." Dr. Lee urged the chairman to check Mr. Newcomb, and the chairman said he would. (Mr. Newcomb was out of town and could not be reached last week.)

The day had been a tiring one for the commissioners. In the morning, they had met with two other groups—one representing amateur radio operators, the other the National Association of Business and Educational Radio Operators. But Commissioner Hooks, for one, indicated he felt it was worth the effort, if only to get across the commission's point of view. Speaking toward the end of the two-and-a-half-hour session with Dr. Parker's group, he said: "There

seems to be misapprehension and misinformation about the FCC. We go to broadcasters, and they accuse us of trying to choke 'em to death. When we go to public interest groups, they accuse us of being too palsy-walsy with broadcasters." And Dr. Parker, he said, by such meetings as he had last week, "wants to put us on the griddle, to hold us accountable." But, he said, the commission is not trying to "de-regulate against the public interest."

It had been a busy day for the public interest groups, too. In the morning, they met on Capitol Hill, for a meeting with the staff of the House Communications Subcommittee on pending license renewal legislation. They were also briefed on the day's program by Les Brown of the *New York Times* and Dr. Parker.

Starting up in Altoona

WOPC(TV) Altoona, Pa., was scheduled to go on the air yesterday (Jan. 20). John R. Powley, permittee of the new ch. 38 outlet, said a 100-foot Stainless tower has been constructed atop Wopsononock mountain near Altoona. An RCA UHF pylon antenna has been top-mounted. WOPC will be represented nationally by Savilli/Gates, New York, and regionally by Regional Reps, Cleveland. Mr. Powley also owns WHGM(FM) Bellwood, Pa.-Altoona.

PBS aims to make public television people's business

Grassroots consciousness raising is focus of Washington conference, with look at responsive programming, community involvement in funding

Some 325 professional and lay station officials of public television meet in Washington this week (at the Washington Hilton) for a round of conferences specifically designed to increase public awareness of and participation in the medium. The theme indicates the philosophy officials are hoping to engender at the grass roots: "Public Television is The People's Business."

The meeting, sponsored by the Public Broadcasting Service, is an outgrowth of the administrative turnaround that has been taking place in PTV in the past year, according to the PBS Vice President Chalmers Marquis. In the past 12 months, Mr. Marquis noted, the stewardship of individual noncommercial stations has been transferred from the operating heads to trustees representing the public at large. "If we're going to do a job in turning the industry over to laymen," he said, "we'd better make darn sure that they're thoroughly educated." Accordingly, the meeting has been designed to introduce those new administrators into the public broad-

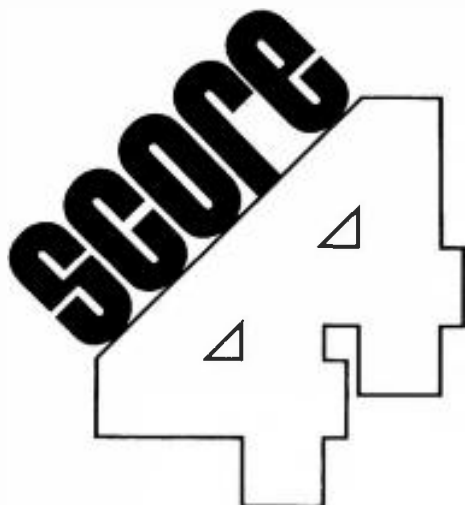
Gates New AM Frequency and Modulation Monitors....

Medium Wave Frequency Monitor with Digital Readout Accurately indicates carrier frequencies of standard AM broadcast transmitters, regardless of modulation level. Digital readout, or conventional analog monitors available. Remote reading analog display optional.

Medium Wave Modulation Monitor Measures 125% Modulation Measures modulation percentages to 125% positive peaks for broadcast and shortwave stations in the 540 kHz — 30 MHz range. True peak measurements. Reliable performance. Remote operation optional.



HARRIS
GATES DIVISION
 Quincy, Illinois 62301, U.S.A.



FOR CHICAGO'S HEAVIEST TV SPORTS SCHEDULE

- Chicago Bulls Basketball
- Chicago Cougars Hockey
- Chicago White Sox Baseball
- Purdue/Indiana College Basketball
- Championship Bowling
- Wrestling and Boxing
- Hunting and Fishing
- Horse Racing
- Auto Racing

THAT'S WHY WE'RE CHICAGO'S TELEVISION SPORTS CENTER! THE PLACE WHERE YOU REACH MORE CHICAGOLAND MEN.

TV 44 WSNS CHICAGO
2,500,000 Watts

Edward L. Morris Nat Gershman
General Manager General Sales Manager

430 W. Grant Place,
Chicago 60614
(312) 929-1200

Represented nationally by



television, inc.

casting environment. "The managers are all old hands at this," Mr. Marquis noted. "The laymen are not."

Significant portions of the three-day session (Jan. 20-22) will be devoted to programing and long-range funding. Four hours have been set aside for deliberations on national programing objectives, including a three-hour panel Monday afternoon. Participants will include Norman Lloyd, executive producer of PBS's *Hollywood Television Theater*; Frank Getlein of the *Washington Star-News*; Michael Straight, deputy director of National Endowment for the Arts; PBS commentator Bill Moyers; George Will of the *National Review*; Paul Duke (see page 41) and James Lehrer of the National Public Affairs Center for Television, and Christopher Sarenson of Boston's Educational Development Center, Boston. A second session Tuesday morning will inaugurate what PBS calls the "National Inventory of Community Needs." The voluntary project, modeled after an experiment conducted in the past year by Pennsylvania's seven PTV stations, will involve a nationwide polling of public programing preferences conducted by individual stations and tallied by PBS. Station personnel will be issued model questionnaires from which stations may develop individual public survey formats.

Long-range funding will be the subject of a Tuesday morning session. It will be stressed that a public-consciousness-raising program on the funding issue is essential in light of a proposal now before Congress calling for a five-year, \$1 billion federal matching-funds allocation to the Corporation for Public Broadcasting. Noting that the proposal calls for the federal government to match 50% of all funds collected by the medium from other sources, Mr. Marquis stated: "If everybody wants that \$1 billion federal allocation, they're going to have to agree among themselves that they can raise \$2 billion locally. There's going to have to be a lot of thinking about that one point." Mr. Marquis noted that local contributions "haven't come near" that level in the past.

Speakers at the three-day meeting will include HEW Secretary Caspar Weinberger and Representatives Clarence Brown (R-Ohio), Daniel Flood (D-Pa.) and Robert Michel (R-Ill.) (the last two on tape). Senator John Pastore (D-R.I.) has been tentatively scheduled as a Tuesday luncheon speaker. Congressmen Torbert Macdonald (D-Mass.) and Harley Staggers (D-W.Va.) are also being sought but no firm commitment had been made last week. There is also a "remote chance" of an appearance by President Nixon and Vice President Ford, Mr. Marquis said. In addition, some 100 members of Congress have agreed to attend a Monday evening dinner honoring CPB Chairman James Killian, who is recovering from major surgery and is not expected to be present.

The meeting will be preceded by a two-day gathering of PBS's newly elected board of managers and the existing board of governors. The eight new additions to the 25-member managers board include Ronald Bornstein, Madison, Wis.; Donely Feddersen, Bloomington, Ind.; David Ives,

Boston; William McCarter, Chicago; Richard Meyer, Seattle; Otto Schlaak, Milwaukee; Sheldon Siegel, Allentown, Pa., and Gregory Van Camp, Morgantown, W.Va.

Incumbents are Howard Holst, Memphis; Lloyd Kaiser, Pittsburgh; James Loper, Los Angeles; George Bair, Chapel Hill, N.C.; Frank Barreca, Tucson, Ariz.; Martin Busch, Vermillion, S.D.; Henry Cauthen, Columbia, S.C.; Michael Collins, Buffalo, N.Y.; Betty Cope, Cleveland; Dona Lee Davenport, Charlotte, N.C.; Robert Ellis, Tempe, Ariz.; Lawrence Frymire, Trenton, N.J.; Arthur Paul, Sacramento, Calif.; Fred Rebman, Jacksonville, Fla.; Robert Shepherd, Nashville; Paul Taff, Hartford, Conn.; and Donald Taverner, Washington.

CBS counterattacks antitrust suit

In court filing, network seeks documents relevant to any government investigation of company officials or newsmen

Did the Nixon administration spy on CBS officials and newsmen? That is an inference from a CBS filing in U.S. District Court in Los Angeles in the Department of Justice's antitrust suit against all three television networks.

In a Jan. 8 filing, CBS asked for any and all documents relating to actual or prospective antitrust litigation from a number of government officials, including President Nixon.

Except for the implication that government agencies may have investigated some of its officials and newsmen, the CBS filing is similar to one that was filed by ABC two weeks ago (BROADCASTING, Jan. 14). Both filings are part of the Department of Justice antitrust suit filed in 1972 that is aimed at prohibiting the TV networks from producing their own entertainment programs or feature films for TV.

NBC, which had not submitted a similar request for documents, was reported to be talking to the Justice Department about a possible settlement. An NBC official said that "preliminary discussions" with the department had been held but that no agreement had been reached.

The CBS pleading, titled "First Request for Documents Directed at Plaintiff," meaning the Department of Justice, names not only the President but also the Vice President, the attorney general, the Motion Picture Association of America; Jules C. Stein, founder of MCA Inc.; Ted Ashley, chairman of Warner Bros.; Taft B. Schreiber, director and former executive vice president of MCA, and Herbert Kalmbach, President Nixon's former personal lawyer.

Among the federal agencies mentioned in the CBS document are the White House, the Office of Telecommunications Policy, the Watergate special prosecution force, the FBI, the Internal Revenue Service, the Secret Service and the FCC. Also mentioned by name is the Committee to Re-Elect the President.

In its reference to CBS officials and

newsmen, the network asked for any and all documents relating to any investigations by government agencies or others including, it said, documents relating to "any unlawful or covert entry into the office or home of such person." Named as objects of such surveillance, if it took place, were these 31 CBS officials and newsmen:

William S. Paley, chairman; Frank Stanton, retired vice chairman and former president; Arthur R. Taylor, president; Charles Ireland, former president, deceased; John A. Schneider, president, CBS Broadcast Group; Richard W. Jencks, Washington vice president; Robert D. Wood, president, CBS-TV; Thomas H. Dawson, former president, CBS-TV.

Robert V. Evans, vice president-general counsel; John D. Appel, assistant secretary and deputy general counsel; Jack B. Purcell, assistant secretary and West Coast counsel; Michael J. Goldey and Ralph E. Goldberg, general attorneys, New York; Joseph DeFranco, general attorney, Washington; Richard Salant, president, CBS News; William J. Small, vice president, Washington, CBS News; Gordon Manning, senior vice president-director of news, CBS News; William A. Leonard, senior vice president-director of public affairs, CBS News.

Fred Silverman, vice president-programs, CBS-TV; Michael Dann, former vice president, programs, CBS-TV, and Donald Sipes, vice president-business affairs and planning, CBS-TV.

Newsmen Walter Cronkite, Eric Sevareid, Daniel Schorr, Daniel Rather, Marvin Kalb, Robert Pierpoint, Bernard Kalb, John Hart, David Marash, and Fred Graham.

A closed can of worms will be opened again

Loser in contest for ch. 3 Jackson talks FCC into sending case back to law judge for further hearing on qualifications of licensee stockholder

Civic Communications Corp., one of the unsuccessful applicants for channel 3 Jackson, Miss., has succeeded in persuading the FCC to reopen the case. The frequency, formerly WLBT(TV), was awarded to Dixie National Broadcasting in an initial decision last year.

The FCC's review board has ordered the proceeding remanded to Administrative Law Judge Lenore G. Ehrig for further hearing and issuance of a supplementary initial decision. The action resulted from a petition for remand that Civic filed in July 1973, which contended that there was "newly discovered evidence of decisional significance" bearing on Dixie's qualifications to be a licensee. Civic alleged Dixie failed to fully report the relationship of Rubel Phillips, a 6% stockholder of Dixie, with Stirling Homex Corp., a firm in the factory-built housing field, and that Dixie "deliberately misrepresented" the extent and nature of Mr. Phillips's business interests to the commission. Civic charged that, contrary to his testimony, Mr. Phillips was a "key employee" of Stirling. The reasons for non-

disclosure, Civic said, were that, less than a year after Stirling netted some \$19 million from a public stock offering, the company went bankrupt.

Dixie argued Civic was trying to create a theory of guilt by association and said that there has been no evidence of any wrongdoing by Mr. Phillips.

In siding with Civic, the review board said that while "remand is rarely desirable . . . it is the only way in certain cases to satisfy the public-interest standard we are mandated to follow. . . . It said "resolution of the significance of the possibly inadequate disclosures can be assessed only by a reopening of the record and further hearing."


Turner may add one TV, drop two radio outlets

Proposal to fund WRET-TV includes option to buy; also to be voted is plan to swap WTMA-WPXI-FM for stock

Turner Communications Corp. stockholders will vote this week on a proposed loan and option agreement and a stock redemption plan that may result in Turner acquiring its second TV station and disposing of two of its four radio properties.

Under one proposal, Atlanta-based Turner would provide financial backing for WRET-TV Charlotte, N.C. (ch. 36),

Your Direct Line to the Insurance World



When you need facts or comment about auto, home, life, or other personal lines of insurance, pick up your phone and call us collect.


Our staff of former newsmen will try to give you the information right away. If we don't know the answers, we'll get them from someone who does and call you back in time for your deadline.

When you want comment from the world's largest auto and home insurer, we'll arrange for you to talk with one of our top executives.

If you need tables, charts, or other written material, we can usually get it to you within minutes through our Telecopier* hookup.

Hundreds of news writers and broadcasters have called us for help on insurance stories. Next time, why don't you?

Call collect 309/662-2521 or 309/662-2063.



Public Relations Department
State Farm Insurance Companies
One State Farm Plaza E-2
Bloomington, Illinois 61701

* Telecopier* is a trademark of XEROX CORPORATION

Reaction mixed as Whitehead pries loose cable report

Cable interests favorably inclined, but broadcaster opposition may be heralded by immediate ABC blast

owned by Turner's chairman and president, R. E. Turner III, in exchange for the option to buy the station.

If a majority of Turner shareholders (inclusive and exclusive of the more than 50% of Turner Communications held by Mr. Turner), approve the plan at the Jan. 22 meeting, Turner Communications would secure \$1.3 million in financing for WRET-TV licensee Turner Broadcasting of North Carolina Inc. WRET-TV would use the funds to reduce indebtedness and to meet working capital needs. "Since its acquisition by TBNC [in 1970], WRET-TV has been operated at a deficit, although this may be largely a result of TBNC's lack of resources to provide adequate financing, working capital and staff," Turner Communications said in the notice of the special meeting. It said results of an independent audit of TBNC conducted as of Aug. 31, 1973, showed WRET-TV had total assets of \$1,568,414, of which \$377,098 are current assets; current liabilities of \$2,054,690, non-current liabilities of \$841,975 and a deficit of \$1,328,251.

In return for the loan, Mr. Turner has agreed to grant Turner Communications the option to purchase from him for \$60,000 all outstanding shares of TBNC. The option expires either on Dec. 31, 1977, or on the date TBNC repays the loan in full, whichever is later. Exercise of the option would be subject to FCC approval.

The notice expressed the opinion of Turner Communications management "that TBNC, with the funding provided by the loan from the company, will be able to take advantage of the growth of the Charlotte television market and of the growing use of cable television to make WRET-TV a viable property." It added that if WRET-TV shows the earnings improvement expected, Turner Communications will exercise its option to acquire the station.

Another item to be voted upon by Turner shareholders is a proposal to redeem 236,103 shares of Turner common stock held by Jack M. Rice (a member of the Turner board of directors) and Charles E. Smith (also a board member and vice president-broadcasting) and their families in exchange for Turner's WTMA(AM)-WPXI-FM Charleston, S.C., and its outdoor advertising plant in Charleston.

Turner said in the meeting notice that there is insufficient available earned surplus from which to make the redemption and a portion of it must be made out of capital surplus. Requiring under Georgia law the consent of a majority of Turner shareholders.

Based on the appraised value of the properties (put at \$2,150,000), Turner said, the redeeming shareholders are receiving an after-tax appraised value of \$7.73 for their shares and Turner is saving about \$325,000 in capital gains taxes that will be paid by the redeeming shareholders. (Turner stock has been running in recent over-the-counter trading at around \$3 bid.)

Turner Communications also owns WGOW(AM)-WYNQ-FM Chattanooga and WTCG(TV) Atlanta (ch. 17).

After two and a half years of gestation, the report of the cabinet committee on cable television emerged from the shell last week—and immediately came under the scrutiny of a number of experts and vested interests. Many found things to praise; this was particularly true of cable industry interests who appeared to be relieved. But for every compliment there seemed to be a question or a criticism. And while broadcasters generally left the opening round to others, there was evidence, in a sharply critical statement by ABC, that they would participate with vigor in subsequent developments.

In short, the post-natal critique on Wednesday appeared to be the start of what Clay T. Whitehead, director of the Office of Telecommunications Policy and chairman of the committee, hoped would develop: a debate on a national policy of cable television regulation.

The committee, he said, "has come down on the side of a literal interpretation of the First Amendment, with a minimum of fooling around with compromise. Whether we make that choice or another one, we should make it consciously—and decide how the medium is going to be brought into our society and economy."

And a day later, in an appearance on NBC's *Today* show, Mr. Whitehead cited

The boss's ear. Clay T. Whitehead, director of the Office of Telecommunications Policy, who expects to leave government service in the next few months, went to San Clemente to unburden himself on the future of the OTP—and the FCC—in a conversation with White House Chief of Staff Alexander Haig. He ended up talking with the President, who happened to drop in.

Mr. Whitehead, in his discussion with General Haig, reportedly said that the White House should stress quality in selecting appointments for the FCC, and not be overly concerned with the political connections of the prospective appointee. The report of the cabinet committee on cable television was another topic of discussion. Mr. Whitehead, who had discussed the report with President previously, noted that it had been completed and that he had already asked White House clearance. Approval was received on Jan. 10.

the report as a reply to the criticisms that have been heard for years about the administration's—and Mr. Whitehead's—attitude regarding the media. "Some people say we want to restrict what people say and hear," he said. "This report indicates this is not the case."

The prodding and poking at the report was done at an unusual unveiling for a government report—a conference at the Brookings Institution, Washington, sponsored by the Aspen Program on Communications and Society. Douglas Cater, director of the program, offered the Aspen organization's services as forum for the release to help Mr. Whitehead obtain White House permission to turn the document loose.

The conference was attended by some 70 persons—lawyers, representatives of foundations and think tanks, academics, members of the press and cable industry officials. The only major broadcasting figure present was J. Leonard Reinsch, who was a major force in the development of Cox Broadcasting and is now chairman of Cox Cablevision, one of the largest cable companies in the country. National Association of Broadcasters' officials, and representatives of the networks were invited but were attending the NAB winter board meeting in St. Maarten, Netherlands Antilles. NAB was expected to issue a statement this week.

Whether the conference provides the impetus needed to make the report more than a one-day story remains to be seen. But Mr. Whitehead said OTP is drafting legislation to implement the report and will submit it to President Nixon for introduction to Congress.

And Nicholas Zapple, the Senate Commerce Committee's staff expert on communications, said the Communications Subcommittee would hold hearings on an administration bill if it is introduced reasonably soon. He noted that Senator John O. Pastore (D-R.I.), chairman of the subcommittee, had asked Mr. Whitehead last February, when he was testifying on OTP activities, for the cabinet committee's recommendations on cable legislation. But prompt action is important, Mr. Zapple said. "The calendar and the subcommittee's workload both must be considered," he said.

OTP staff members had discussed the report with members of the House Commerce Committee staff as well as with Mr. Zapple and other Senate Commerce Committee aides before the general release on Wednesday. However, the chances of a hearing in the House did not seem as good as Mr. Zapple indicated they were in the Senate. House Commerce Committee aides said OTP would have to demonstrate "need" for hearings on the subject before the committee would be turned away from problems stemming from the energy crisis.

Although many of those commenting on the report at the Aspen conference qualified their remarks as tentative—they said their reading of report had been hurried—the major themes of any debate that develops seemed to have been struck.

Virtually all of the public-interest types and foundation representatives praised the report's major principle—that owner-



Whitehead

Cater

Reinsch

Geller

Foster

ship of cable systems and control of programming must be separated, and that government regulation should be kept to a minimum. But then there were so many questions about important details that some observers wondered how much support a bill following the outlines of the report would attract in a congressional hearing.

For instance, a number of the participants questioned the committee's less than total commitment to separation; the committee would permit cable owners to program "one or two" channels, besides retransmitting the television signals permitted by FCC rules and leasing the remainder on a nondiscriminatory basis.

Allowing operators to program any channels makes possible "the same kind of abuses that the separations policy is supposed to prevent," said Walter Baer, of the Rand Corp.

He and others objected also to the proposed restrictions on rate-of-return regulation and to what they said was the lack of precision and detail with which the "transition" period was treated; how, Mr. Baer wondered, "do we get from here to there?"—there being the final implementation of all the report's recommendations after cable penetration reaches 50% of TV homes. With eight million of the nation's 66 million TV homes now wired for cable, Mr. Baer said he does expect 50% penetration to be reached before 1985 or 1990.

The committee's recommendation that broadcasters and newspapers be permitted to own cable systems in their markets was also disturbing to a number of participants. If cable is going to compete with newspapers and television, said Henry Geller, former FCC general counsel who is now a member of the Rand think tank, it should not be part of the same communications complex. When cable achieves 50% penetration, he said, it "will not need broadcasters to get it going."

(Support for the crossownership aspect of the report came from Mr. Reinsch. He likened the present situation to the 1940's when, he said, "The FCC was begging us"—radio stations and newspapers—"to get into television." If problems develop from crossownership, they can be dealt with individually. But for now, he said, cable needs the financial strength that established TV organizations can provide. "We shouldn't be too interested in who owns the system—just that they have the money to develop the industry," he said.)

Former FCC Commissioner Kenneth

A. Cox, who as a member of the commission had urged that a tight regulatory leash be kept on cable television, indicated he has not changed his views. He remains skeptical that cable will, if unleashed, provide many useful services. "I have the continuing suspicion that people most active in cable will be happy if they can find a magic formula for getting to 40% or 50% penetration, provide only broadcast signals, and sports and movies for pay," Mr. Cox said.

Cable industry representatives had complaints too. But mostly, their comments seemed to reflect satisfaction. David Foster, president of the National Cable Television Association, said that if it were not "Footnote 2"—in which the report says cable operators would be permitted to program "one or two" channels—the report "would have been met [by cable interests] with a gnashing of teeth and hearty laughter," thus appearing to confirm the views of earlier speakers that the footnote was added as a means of securing cable industry support.

Mr. Foster and Amos Hostetter, chairman of NCTA, both questioned the need even for limiting cable operators to two channels. They said the multiplicity of channels that cable operators theoretically would have available for lease would eliminate the danger of operators abusing the right to program channels.

But they both said that Footnote 2 is essential to attract investment capital to cable television. "A complete separations policy and a common-carrier flavor would have been damaging to the financial credibility of the cable industry," Mr. Foster said.

He evidently found more to like in the report than Footnote 2. In a prepared statement, he said NCTA applauds the recommendations "which would encourage the growth of pay cablecasting, prohibit rate of return regulation and entitle cable operators to a blanket copyright license fixed by law for retransmission of broadcast signals."

But one criticism cable industry spokesmen expressed was of the committee's recommendation that the bulk of cable industry regulation be taken over from the FCC by state and local governments. The cable industry has long urged FCC preemption of all regulatory authority. "The federal government causes problems, but it's a central source," said Alfred Stern, chairman of Warner Cable. The industry, he indicated, is concerned about the prospect of dealing with 50 separate regulatory bodies.

All of the comment, including the criticism, was expressed politely and with restraint. But the ABC statement, a possible precursor of the kind of attack major broadcast interests will mount, had a different tone. "The proposals for a national cable subscriber system reflect the same lack of comprehension of the advantages to the public of the present system which has characterized many of Mr. Whitehead's recommendations on broadcasting," it said.

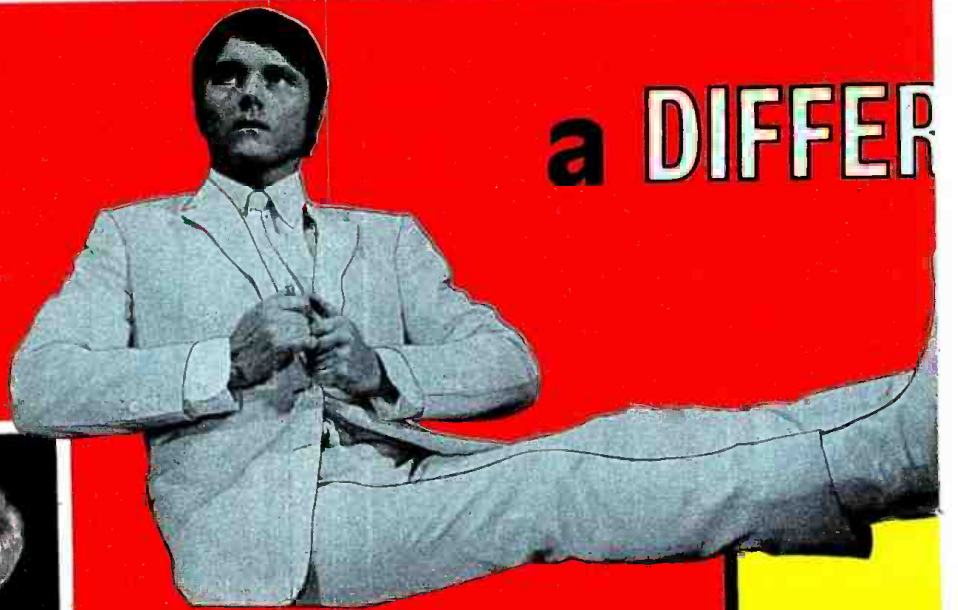
It added that the report "does not come to grips with prohibitive cost of wiring the nation, now estimated at \$250 billion," fails to indicate how cable service can be provided to the poor in the cities or to the rich or poor in rural or outlying areas. And ABC warned that the report would create a system in which ultimately 50% of the nation's homes will be denied many of the programs they receive free; the programs will have been siphoned off by pay cable after cable reaches the 50% penetration mark and the present ban on siphoning is dropped.

Not much was made of the siphoning threat in the Aspen conference. Indeed, Bruce Owen, former chief economist with OTP who is now teaching at Stanford University, said that relaxation of the commission's rules on pay cable is needed to assure cable's "rapid growth." Without relaxation, he said, "cable won't reach 50% penetration in the foreseeable future." Jack Valenti, president of the Motion Picture Association of America, made the same point—but he also argued, as he has in numerous other forums, that the longstanding resolution of the copyright dispute between cable and copyright owners is essential.

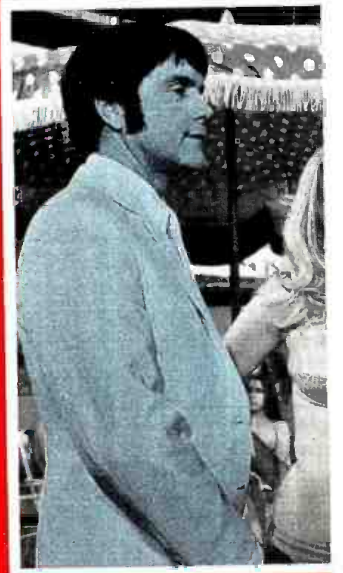
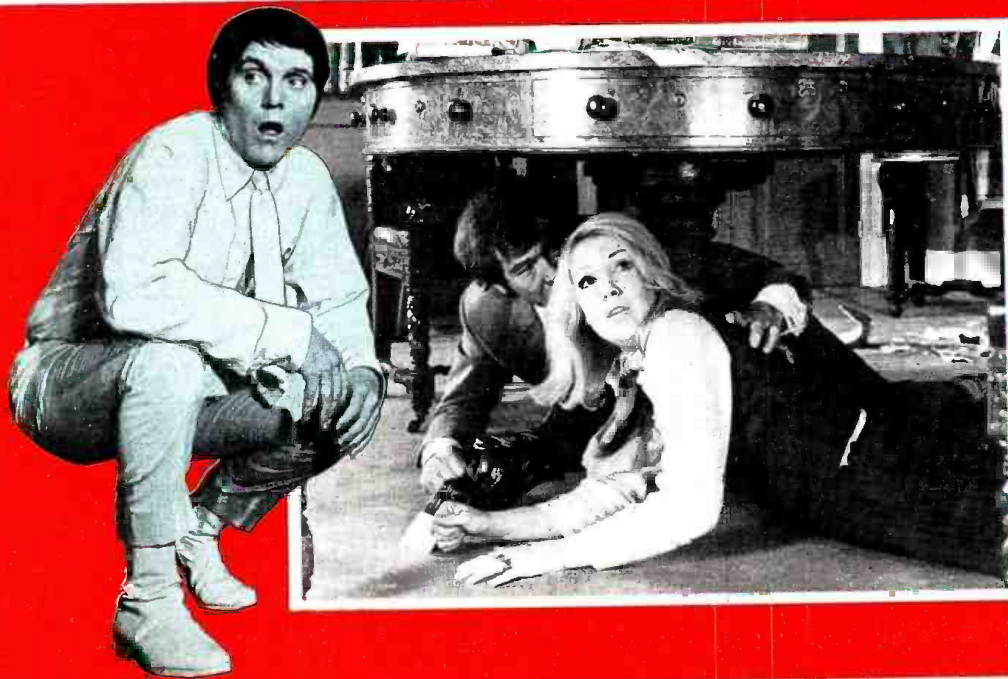
Some of the other matters of concern cited by ABC, however, were also expressed in the conference. Former Commissioner H. Rex Lee, whose principal complaint was what he said was the report's failure to deal with cable's potential for education, said he was disappointed also about the report's treatment of the problem of extending cable to the poor and rural areas.

And there was a strong indication that blacks and minority groups generally would not support legislation based on the report. Theodore Ledbetter, a Washington-based communications consultant who is active in aiding blacks interested in entering the communications business as owners, found it difficult to praise anything about the report other than that it was finally issued. His main concern was what he said was the report's lack of

a DIFFER



MY
th



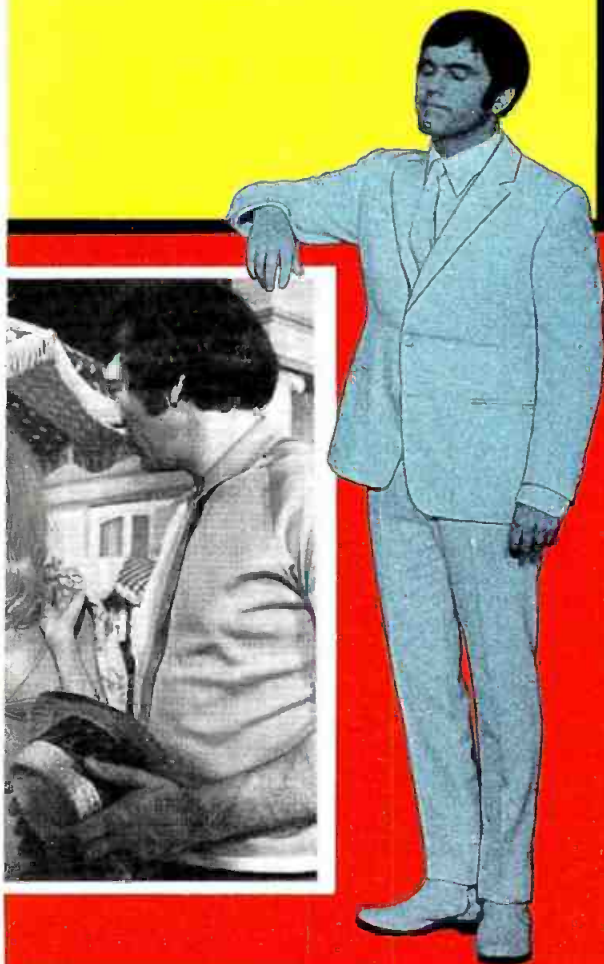
ENT kind of detective series

in the great tradition

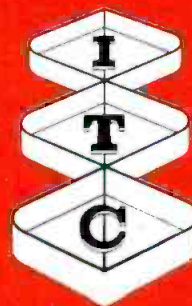
of TOPPER and

THE INVISIBLE MAN

**PARTNER
eGHOST**



**... a brand-new
first-run series
of 26 one-hour
action-adventure
episodes, in color**



concern with diversity of ownership of cable. And by that, he meant, the report "does not do anything to encourage minority-group ownership." There is a brief chapter on facilitating minority ownership. But that chapter, like the one on extending cable to the poor and to outlying areas, Mr. Ledbetter said, is an "afterthought."

Many of those who commented were critical of the length of time needed to issue the report. Some said its effectiveness was not what it would have been had it been issued within a year after the committee began working on it, in June 1971.

But one who disagreed with that view was Sol Schildhouse, former chief of the commission's Cable Television Bureau. "The report," he said, "is one of the most bullish things to happen to cable in years. And this is a good time to deliver it." Reference to 50% penetration by a cabinet committee will impress investors, he suggested. Cable, which has been having its troubles in the money market, "has bottomed out; it can't get any worse, and it's now ready to turn up," Mr. Schildhouse said. "This"—the report—"can do it."

NCTA urges FCC to get on with antisiphoning proceeding

The National Cable Television Association told the FCC last week that the theater owners' request for postponement of action in the pay-cable antisiphoning proceeding is merely an attempt to delay the issue and has no merit.

In a filing with the commission two weeks ago (BROADCASTING, Jan. 14), the National Association of Theater Owners called for holding up action on the antisiphoning proceeding (Docket 19554) until the two vacancies created by the departures of Commissioners H. Rex Lee and Nicholas Johnson are filled. Without a full, seven-member commission sitting in on the decision, NATO claimed, there can be no assurance of "administrative finality." NCTA last week disagreed with that argument, claiming to have "greater faith in the concept of succession to this commission." It asserted that the present attitude at the commission "will clearly favor a significant relaxation" in the antisiphoning rules.

The association claimed that opponents of pay cable, NATO included, have attempted to delay the proceeding from the outset. It claimed that the National Association of Broadcasters' request for an oral argument on the issue—a request the commission approved — "was primarily a stalling tactic that backfired when virtually all the nonvested parties testifying and most other evidence called for a substantial relaxation of the existing restrictions." The oral argument was held in early November (BROADCASTING, Nov. 12). With its latest request, NCTA claimed, NATO "continues this effort to delay."

Administration takes a new tack in plotting future rules for cable

**Aim when industry 'matures':
no federal controls on programing,
full liability on copyright,
no lids on media crossownership,
common carrier operation
of all but one or two channels**

The cabinet committee established by President Nixon to develop long-range policy proposals for cable television appears to have studied the policy that Congress and the FCC have developed over the years for broadcasting—and turned it inside out.

For where the key to the regulation of broadcasting is that the medium is one of scarcity, the key to the regulation of cable, the committee feels, is that it is a medium of abundance; where scarcity requires government regulation of content to assure that the public interest is being served, abundance permits, if it does not require, government to merely assure that programing and other services develop on a free and competitive basis.

At least that is the theory underlying the report released by the Office of Telecommunications Policy last week, two and a half years after the committee, most of whose members have now left government, began work: Cable can be allowed to develop "with no more regulatory power exercised over the content . . . than is exercised over the print or film media."

This theory is not followed in all areas. For instance, while pay-cable operations would be allowed under the cabinet committee's proposals, political realities apparently persuaded the committee to recommend that the FCC's antisiphoning restrictions on professional sports programing remain in effect "until Congress determines that they are no longer appropriate"; even the FCC's antisiphoning restrictions on other forms of programing would continue to apply for an indefinite time—until cable becomes a "mature" industry—when 50% of the nation's homes are cable subscribers.

But, essentially, the committee provides for a system in which government would be barred from interfering in program regulation—after first making sure that cable system owners, who own natural monopolies, would not interfere either. Operators would be permitted to control the channels over which local and distant signals authorized by commission rules are retransmitted. And they would be allowed perhaps one or two additional channels for original programing. But cable system operators' principal business would be the leasing of channels on a nondiscriminatory basis to individuals or organizations wishing to offer programs—including those for which direct charges are made to the subscriber and those which are sponsored by advertisers—or other services to the public.

That way, the committee says, lies diversity of voices. The leased channels,

in effect, would be the printing presses or theaters of the new age of cable. Their use would perhaps be subject to the laws of obscenity, libel, criminal incitement and the like. But other than that, there would be no government control—no fairness doctrine or Section 315, for instance; no worry about meeting community needs and interests.

To provide incentives for the creation of new programing to fill the new channels, the committee recommends that channel users be fully liable for copyright. However, the cable-system operation would be entitled to a nonnegotiated, blanket license, conferred by statute, to cover its retransmission of broadcast signals—the same scheme that has been proposed by the FCC.

Under the "separations" policy the committee recommends, common ownership or control of cable systems, interconnection facilities and program supply services—a cable version of networking—would be prohibited. Telephone common carriers would not be permitted to operate cable systems in the same areas in which they provide common carrier services, as is the case under FCC regulations—and for the same reason: the fear that telephone company expansion into the cable business would stifle the development of competitive cable communications service.

But since cable could in the long run "significantly alter the competitive relationships among the broadcast and print media and the cable industry," it would not be economic protectionism to allow common ownership among those media, the committee believes. And it says this is particularly true in regard to the television industry, which "would bear the brunt of technological innovation and competition from a successful cable industry." The committee recommends that the present ban on network ownership of cable systems and of crossownership of cable systems and television stations in the same market remain in effect until the end of the transition to industry maturity, when all recommendations would be in effect. But in the meantime, it says, "there should be no divestiture required for existing crossmedia ownership combinations"; the commission rules require such divestiture.

And, again unlike the case in broadcasting, the committee proposes a diminishing role for the FCC in cable's regulation, not an expanding one. Initially, the commission's role would be to implement national policy; later, it would be to establish technical standards for cable and to apply antisiphoning restrictions on professional sports programing. In time, the major responsibility for cable regulation would be left to the franchising authority—and whether that is the state or the local community would be left to the state.

But at all levels of government the watchword seems to be less rather than

more regulation. Franchise authorities would be allowed to set maximum rates charged subscribers. But most other kinds of rate regulation would be barred. Furthermore, the committee would prohibit the kind of dedication of special channels for government and educational purposes now provided for in FCC rules. ("Such requirements are unnecessary in a cable industry operating under the separations principle, since educational and local government entities, along with everyone else, will have unfettered access to the cable system's channels," the committee said.) But the recommendations do provide for one "soap-box" channel, on which members of the public could appear at no charge.

The free enterprise system would not be relied upon entirely to assure the spread of cable. The committee says federal agencies should make sure cable is built in outlying rural areas; franchising authorities in poor sections of the cities.

The committee sees its recommendations coming into effect on a gradual basis over the years in which cable is becoming a "mature" industry. The committee feels that fears of the cable industry and the financial community that a separations policy would cause potential investors to avoid the cable industry—fears the committee feels are groundless—could become a "self-fulfilling prophecy of failure" if the policy were put into effect immediately.

But the committee also feels that the present time is proper for agreeing on broad, long-range policy for separating program control from system ownership. Ideally, the recommendations would be implemented by legislation. And the Office of Telecommunications Policy, which played the leading role in drafting the report, is preparing legislation for White House consideration. But if Congress fails to act, the committee says, the FCC, other government agencies and the franchising authorities could implement most of the long-range policy proposals.

The committee also proposes a federally supported demonstration program in which cable's potential for providing public service could be tested, and means provided for developing new services for which demand has not yet been demonstrated. However, not all members of the committee endorsed the proposal, and the White House is understood to be cool toward it, so it is not likely to become a reality in the foreseeable future.

What follows is a summary of the report, as contained in the report's Chapter Six:

A. Policies affecting cable system operators

1. Operators should be required to:

a. Offer their channels, or time on their channels, for lease to others for any lawful purpose, and without discrimination among comparable uses and users, with the exception of the channels used for retransmission of the broadcast signals authorized for carriage by the FCC's cable rules, plus one or two additional channels. The FCC's rules regarding broadcast signal carriage will apply to channels used for retransmission of the broadcast signals.

b. Comply with federal and franchising authority requirements to construct cable systems with adequate channel capacity.

c. Comply with the minimum technical standards

established for cable distribution by the FCC.

d. Offer customers a selective means to control or prevent reception of programming or information services which the customer does not wish to receive, and to prevent interception of personal or confidential information distributed over cable.

2. Operators should be allowed to:

a. Own and operate other media outlets such as newspapers, magazines, or broadcast stations or networks including those within the same market area as the cable system.

3. Operators should be prohibited from:

a. Having any financial or ownership interest in, or any control of, the production, selection, financing or marketing of the program or information services supplied by channel users leasing the operator's distribution facilities; with the exception noted in section A.1.a.

b. Participating in the joint ownership or control of cable systems, interconnection facilities, and program supply services.

B. Policies affecting program retailers and other channel users

1. Channel users should be required to:

a. Adhere to all applicable provisions of copyright laws and accept full liability for any program materials or information services they may supply.

2. Channel users should be allowed to:

a. Lease channels or obtain other distribution services from any cable system with which they have no financial relationship or other form of common interest or control—with the exception noted in section A.1.a.—and offer to the public any lawful program materials or information services via such system.

b. Establish such charges as they consider appropriate for the programming or information services they supply, without regulation by federal, state, or local authorities.

c. Have legal recourse against any cable system operator: (1) who denies access or discriminates against the channel user by reason of the content of the user's message or the user's race, religion, nationality, or beliefs; or (2) who otherwise engages in practices that violate the requirement of non-discriminatory channel lease rates.

3. Channel users should be prohibited from:

a. Providing any information or taking any action in violation of relevant laws and statutes protecting privacy and governing dissemination of obscene, libelous, or otherwise illegal material, as well as material the cable customer has indicated he does not wish to receive.

b. Requiring viewers to pay a fee for professional sports programming unless consistent with the FCC's anti-phonographing restrictions.

C. Policies affecting telephone common carriers

1. Common carriers should be required to:

a. Provide pole, conduit, or other right-of-way access to any franchised cable system operator at reasonable rates and without discrimination among users or uses.

2. Common carriers should be allowed to:

a. Offer local cable distribution service on a "lease-back" basis to any franchised cable system operator.

b. Obtain franchises to operate as cable system operators outside of any area in which they have exclusive authority to provide telephone service.

3. Common carriers should be prohibited from:

a. Owning, controlling or operating any cable system within their telephone service areas, i.e., performing any function not associated with actual signal distribution, such as the operation of cable system "head-ends" used for information origination, reception, conversion, switching, or other processing functions.

D. Policies affecting the FCC

1. FCC should be permitted only to:

a. Establish minimum technical standards for cable distribution systems, only as needed to ensure compatibility, interoperability, privacy and security of cable systems.

b. Require that cable systems be constructed with adequate channel capacity.

c. Apply restrictions to the presentation for a fee of professional sports programs.

2. FCC should not be permitted to:

a. Regulate in any way the information content of any services carried by cable system, including any regulations as to the balance or "fairness" of such information.

b. Require minimum channel capacity to be leased to others; designate special purpose channels; require expansion of channel capacity or construction of two-way capacity.

c. Regulate the rates or earnings of cable operators or channel users, or require any free service.

d. Limit, by regulation or policy, the ownership of cable systems by broadcast stations or networks, or by newspapers, magazines, or other media outlets, or limit the number of cable systems to be owned by one firm or the number of customers to be served by one firm.

E. Policies affecting franchising authorities

1. Franchising authorities should be required to:

a. Award non-exclusive franchises for the use of public rights-of-way by cable systems, and collect franchise fees for such use to the extent the fees merely compensate for the costs of regulation or costs incurred in the use of the public rights-of-way.

b. Require that the rates, terms, and conditions, for channel leasing, not unreasonably discriminate among comparable channel uses and users.

c. Require that the cable operator make available one channel to be used for public access purposes.

d. Require, through negotiations with prospective cable operators, that cable systems be constructed with adequate channel capacity.

2. Franchising authorities should be permitted to:

a. Set maximum limits on the rates or charges imposed on customers for cable installation.

b. Establish franchising conditions dealing with the cable system operator's qualifications; construction timetables; extension of service to all portions of the franchise area; handling of service complaints; and other conditions not expressly forbidden to franchising authorities.

3. Franchising authorities should not be permitted to:

a. Regulate the information content of any service carried by a cable operator including any regulation as to the balance or "fairness" of such information.

b. Award exclusive franchises for cable systems or require dedicated free channels for special purposes.

c. Impose franchise fees on cable systems, when the primary purpose is to raise revenues.

d. Regulate the rate of return or earnings of cable operators or the rates charged by program or information suppliers to their subscribers.

F. Transition policies

The following exceptions to the long-range policy recommendations would apply during the transition period, which would end when 50% of the nation's households were connected to cable systems.

1. Cable operators would be exempt from the prohibition on offering programming directly or having financial or other interests in the programming and other services offered over their systems.

2. Franchising authorities would have to require cable operators to:

a. Make available for lease to others at least one equivalent channel for every channel used by the cable operator for retransmission of broadcast signals or for program originations.

b. Establish a pattern of gradual lessening of the cable operator's control of channels by increasing the proportion of channels to be leased to others.

3. The FCC would continue to:

a. Prohibit future ownership of cable systems by television broadcast networks and by television broadcast stations in their station service areas.

b. Apply restrictions on the type of entertainment programming that can be offered to cable system customers for a fee and adapt such restrictions to changing conditions in the broadcast, cable, and programming industries.

Cable looks to FCC in Florida tax fight

State association denounces new utility levy, brands it as attempt to circumvent commission's policy rules

Florida cable operators have asked the FCC to rule that a state law placing a 10% utility tax on CATV subscribers conflicts with the commission's standards for franchise fees.

The law, which became effective last October, replaced an existing Florida statute authorizing municipalities to tax



WE ARE PROUD TO BE IN
THE WINNER'S CIRCLE

WITH

THE
**AMERICAN
horse
& HORSEMAN**

WITH **DALE
ROBERTSON**

**NOW
AVAILABLE!**

**26 One Hour
Episodes**

Barter
sponsor co-op funds
may be available
in your market.

**THESE STATIONS HAVE
ALREADY HITCHED UP!**

Bakersfield	KBAC-TV
Boston (Worcester)	WSMS-TV
Chicago	WSNS-TV
Cincinnati	WCPO-TV
Ft. Worth	KTVT-TV
Hartford	WHCT-TV
Houston	KVRL-TV
Kansas City	KBMA-TV
Los Angeles	KTLA-TV
Louisville	WDRB-TV
New York	WABC-TV
Phoenix	KPAZ-TV
Pueblo, Col.	KOAA-TV
Salt Lake City	KCPX-TV
Springfield, Mass.	WWLP-TV
St. Louis	KDNL-TV
Also in San Diego and Santa Barbara	

Produced by Charles and Jerry Lasater
for LASATER PRODUCTIONS

**Get the low-down on this
ALL-AMERICAN FAVORITE**

Phone, wire or TWX collect for your market.
Les Wallwork, Jim Isaacs or Dick Hasbrook.

LES WALLWORK & ASSOCIATES
1541 N. Vine • Hollywood, California 90028
(213) 466-3381 • TWX: 910-321-2875



certain public services up to 10%. Cable was the only entity added to the existing list of taxable services under the new law. And while the tax would be levied on the cable operator, the cost would be passed on to the subscriber.

In appealing to the FCC, the Florida Cable Television Association said that while the additional financial burden would be placed on subscribers and not the system, the law "is not without its deleterious effects on the cable operator." The association noted there is "a definite ceiling on the amount people will pay for the service." Thus, it said, the higher cost to subscribers would lead to "marketing difficulties" when the operator attempts to recruit new subscribers.

While the Florida law mandates that the tax receipts be absorbed entirely by the local government, the association noted, "there is no requirement that the proceeds be used for any specific purpose relating to the regulation of the public service involved." Therefore, it said, the law amounts to an "attempt to circumvent the commission's rules and policies" since the FCC has decreed that the amount that local governments get from cable should not be construed as additional city revenues, but rather as sums used to recover the costs of cable regulation. Accordingly, the association said, the commission placed a 3% ceiling on the total gross receipts tax that cities could charge their franchisees—or 5% if a special showing of need could be made. A 10% tax under the Florida law would exceed not only the standard FCC benchmark but the maximum permissible level as well, it was argued.

Give pay cable room to grow, says Viacom chief

Baruch proposes three-year freeze on regulating medium; describes NAB antipay campaign as baseless

Viacom International President Ralph Baruch last week called on the FCC to impose a three-year moratorium on any restrictive rules governing pay cablecasting. He said this would allow pay cable the opportunity "to demonstrate its capabilities and its ability to compete in a free and open marketplace."

Mr. Baruch made his proposal in a speech in New York before the annual luncheon of the Radio and Television Research Council. His talk was also aimed at refuting broadcasters' claims that cable generally, and pay cable specifically, could destroy the viability of conventional TV.

Pay cable, Mr. Baruch asserted, "will not be detrimental to any other medium of the world of entertainment. As a businessman and as a consumer, it seems to me just a matter of common sense that good product, good service and lowest prices depend on the level of competition in the industry." The National Association of Broadcasters' advertising campaign against pay cable, Mr. Baruch claimed, is devoid of factual research and



Baruch

is "not only misleading but inaccurate." And broadcasters' protests about the potential for pay-cable siphoning of programming from television, he said, amount to "a smokescreen."

To illustrate those claims, Mr. Baruch painted a hypothetical picture of how pay cable and conventional TV audiences will compare in three years. By 1977, he said, there should be about 2.5 million pay cable subscribers (as opposed to an estimated current roster of only 25,000) watching an average four hours weekly. At the same time, Mr. Baruch said, there should be about 72 million TV homes with an average daily viewing time of six hours, 20 minutes. Thus, he said, three years from now, pay cable subscribers should log a total of 10 million weekly viewing hours, while conventional TV audiences should watch a total of three billion weekly hours. Patronage of pay cable, Mr. Baruch estimated, should result in a "hypothetical audience loss" to free TV of less than three tenths of one per cent each week.

In essence, Mr. Baruch contended, pay cable is no more than "an extension of the motion picture theater." As such, he said, it could ultimately become an asset to conventional TV. Viacom's research, he said, indicates that the higher a film grosses on the theatrical circuit, the higher its ratings on television will be. For example, he said, "Love Story," the second highest grossing picture in history, enjoyed a 42.3 rating and a 62% share of the audience in its ABC-TV presentation last year. Since pay cable will serve to bolster gross film revenues, Mr. Baruch said, it could be speculated that the resulting greater exposure of a film will increase its success potential on conventional television. In addition, he noted, while most theater patrons are under 30 years of age, the average pay-cable subscriber falls in a higher age bracket. Accordingly, he said, it is probable that pay cable, rather than decreasing theatrical revenues, will serve to expand the paying audience for films.

Citing the need for a temporary FCC retreat in regulating pay cable, Mr. Baruch claimed that the present antisiphoning rules are "not only unreasonable but unnecessary." In the case of films, he noted, the present rules limit pay entrepreneurs to showing material no longer

than two years after theatrical release (plus an allowance for one monthly showing of a film more than 10 years old). Yet, Mr. Baruch complained, the average film is not shown on TV until five years and two months after the release date. Thus, he indicated, giving pay operators an additional three years to carry the material would work little harm to broadcasters. Sports, he said, are more "an emotional issue." The cable industry, he maintained, "is too intelligent to interfere with the present flow of sports events to conventional television audiences."

During his proposed three-year regulatory moratorium, Mr. Baruch said, the commission would have the opportunity to gather "the machinery to monitor the performance of pay cablecasting." At the end of the period, he said, enough would be known about the medium "to examine it seriously." But in the meantime, he said, "it is difficult to understand the reasons for anticompetitive rules in pay cablecasting, and when the reason for the rule fails to exist, then I believe the rule itself should disappear."

Warner Cable's Hauser calls belt-tightening logical business move

New president says cutbacks, changes are not prompted by financial squeeze

For months, there has been scuttlebutt that Warner Cable, one of the largest multiple-system operators, has been trimming its budget all down the line. While Gustav Hauser, the company's new president, is hesitant to give specifics, he emphasizes that the company is not faltering—"we don't have anything like Teletypewriter," as he put it. The changes, Mr. Hauser said, are "conceptual reappraisals" rather than cost-cutting mechanics.

"There's no financial squeeze," Mr. Hauser maintained. He said that Warner, as a subsidiary of a major entertainment firm, Warner Communications Inc., enjoys better funding than most, and perhaps all, other multiple systems operators. Rather than a budget cutback, the Warner Cable president said, the changes indicate "a different approach to certain functions."

Mr. Hauser pointed to the elimination of Warner's five-man franchising department and observed: "Under the circumstances prevailing in the industry today and with the careful selectivity we are now employing in choosing our markets, we don't need a franchise department." Three of the affected personnel have now left the company; the other two have been assigned to different divisions, he said.

A speech in Puerto Rico last month by Chairman Alfred Stern put Warner Cable on record as an advocate of extreme caution in the franchising process (BROADCASTING, Dec. 10, 1973). In line with that, Mr. Hauser last week said that Warner has now "re-examined all franchises that we hold or are available." It was decided, he said, to build and de-

velop systems only "on the basis of cable that can now be delivered." Warner Cable has also been stressing to municipal governments, the news media and other influential quarters its conviction that cities "should require only buildable franchises." And in the process, the company has pulled out of several markets where it had previously expressed interest in developing systems. These include Dayton, Ohio, and Birmingham, Ala., where Warner Cable had had franchises locked up, only to subsequently decide that operation under those cities' demands would be unfeasible.

Its readjustment has also prompted Warner to proceed more cautiously in the actual construction. "I decided that we were overbuilding," Mr. Hauser said. Warner is now constructing systems in stages so that two-way capability can be added when it is needed and viable, rather than at the outset.

Mr. Hauser said his company is also "rethinking" its approaches to local origination and public-access programming to be sure that subscribers "are really interested in what we're doing." While the Warner Cable president said he could not offhand specify the extent of the cutback in local originations, he emphasized that worthwhile projects have not been dropped. "Where local origination is successful, it is being continued," he said. "Where we felt that it really wasn't having much of an impact, we curtailed it." He added: "We're now regathering our forces to see what it should be. I hope to come forward with something better."

The extent to which services other than retransmitted broadcast programming should be utilized is now being explored by a six-member planning group. The body, under the direction of Warner Executive Vice President for Planning Spencer Harrison, examines the company's operational feasibilities.

Other elements under study, Mr. Hauser noted, include Warner Cable's marketing and technical programs. Through those projects, he said, "we're posturing ourselves to go forward."

Mr. Hauser denied reports of extensive layoffs. He did confirm that several system managers in the Boston suburbs, where Warner Cable has several contiguous cable operations, have been dismissed. "Now that they're all built, there's no need for those people," he said. Prior to the readjustment of priorities, Mr. Hauser said, there were about eight individual managers in the area, reporting to District Manager Bart Swift. That number has now been decreased to four.

Mr. Hauser acknowledges that the changes at Warner Cable are primarily of his making. "I accept total responsibility for everything that has been done," said the new president, who went to Warner Cable last Sept. 16 from the position of executive vice president of Western Union International. Mr. Hauser said he has responsibility for the day-to-day operation of the company; Mr. Stern, as chief executive officer, is more at the policymaking level. And Mr. Hauser added that operations in the company's top administrative echelon flowed smoothly. "It's a very natural situation."

Cable Television and The FCC: A Crisis in Media Control. Don R. LeDuc, Temple University Press, Philadelphia. 289 pp., \$10.

To Don R. LeDuc, communications attorney, member of the FCC Cable Advisory Committee and associate professor of communications at the University of Wisconsin, cable television and the electronic media that come after it can never develop to their fullest potential in the regulatory framework that Congress has provided through the FCC.

It's not the people, he says, in this well-written, informed analysis and history of cable regulation, it's the structure of the FCC that denies it the ability to deal creatively with the emerging technologies. And, basically, it is Congress's fault, for failing to give the regulatory agencies it created specific regulatory goals, or the kind of research facilities and relative autonomy they needed to develop their own long-range policies.

As a result, Mr. LeDuc contends, the agencies have based their judgments on "an accretion of internal procedures and industry practices." And, he adds: "Instinctive reliance upon traditional rules and precedent must inevitably place any challenger to the established industry in the untenable position of threatening a system too rigid to accommodate change and yet too firmly entrenched to be defined."

Hence, the regulatory bias in favor of broadcasting that cable interests see in the FCC. Mr. LeDuc offers some suggestions he feels will make it possible for new technologies to develop, free of the restraints imposed by an agency concerned about the welfare of the old and familiar. And he makes it sound easy: Just strip from the FCC any responsibility for the economic welfare of the electronic media—the responsibility he says has formed the basis for all restrictions on cable television—and transfer it to "a new communications research body" which would authorize the operation of each "prospective non-spectrum media system" on a showing its proposed services would enhance rather than diminish the total communications benefits available to its intended audience. He would also carve out a substantial regulatory role for the states; he feels that municipi-

Agenda. The National Cable Television Association board of directors meets in Washington this week (Tuesday and Wednesday, Jan. 22 and 23) at the Watergate hotel. It's expected to consider: retaining special anti-trust counsel in its contest with broadcasters over pay cable, a review of negotiations with common carriers over pole attachments, and a probable change in sites for upcoming NCTA annual conventions (1975's from Washington to New Orleans, 1976's from Las Vegas to Dallas). A dinner honoring retired FCC Cable Bureau Chief Sol Schildhouse will be held Wednesday at the Mayflower hotel.

palities are "extremely parochial" in administering cable on a local basis and that states could end the "narrow factionalism" of local regulation.

Even if his ideas were adopted, and the odds against them seem long, Mr. LeDuc concedes there is no guarantee they would work satisfactorily. (There are those in government who would say they would not work at all.) But, considering the history of the FCC, he says, there is a guarantee that in the existing regulatory process "each new innovative force will evoke the same instinctive [that is, negative] responses as cable." And that guarantee, he says, "seems to argue for experimentation before the next cycle of abrogation and repression begins."

Cable Briefs

Moving south. Leon N. Papernow, formerly with Warner Cable Corp., has become president of new firm, Brasitell Corp., Rio de Janeiro. Company is working with several Brazilian affiliates in developing CATV and other telecommunications ventures in that country. U.S. address is P.O. Box 1148, Pacific Palisades, Calif. 90272. (213) 454-1462.

Franchising freeze. Lexington, Ky., study committee has released report recommending that cable franchising be deferred indefinitely in city and surrounding Fayette county, Ky. Study claimed that FCC regulations would limit cable reception to city's four existing TV station plus one imported independent signal and unlimited ETV's, which committee felt would not be adequate attraction to stimulate significant public interest. It also asserted that cable would not produce any significant revenues for city government.

Daniels in Las Cruces. Cablevision Projects Inc., firm controlled by Denver cable executive Bill Daniels, has purchased its first cable system. Property, serving Las Cruces, N.M., was acquired from I. E. Shahan for undisclosed amount. System currently has 6,000 subscribers and passes 16,000 homes.

Help to Hoosiers. Malarkey, Taylor & Associates, Washington, has been chosen to assist Indianapolis city government in preparation of its cable ordinance. Preliminary research has already begun, company spokesman reported, and formal contract with city is to be signed shortly.

Philadelphians cry foul. Philadelphia citizen group has asked local court injunction against acquisitions by Telesystems Inc., subsidiary of Communications Properties Inc., of interest in two unconstructed cable franchises in that city. Philadelphia Community Cable Coalition contended that actions violate city's cable ordinance, which prohibits franchisees from transferring system without prior city council approval. Deals under dispute are Telesystems agreement to administer Philadelphia Cable TV Inc., subsidiary of Mid New York Broadcasting Co., with option to buy facilities later; and firm's purchase of 21% of second franchise controlled by *Philadelphia Bulletin*, again with option to buy remaining 79%.

Mike Wallace takes junkets for a ride

On '60 Minutes' he says press has questioned others' ethics, but he wonders about its own

CBS News held a match to the issue of press junkets with a *60 Minutes* segment broadcast Sunday (Jan. 20), setting off reactions in Los Angeles, where some 50 TV critics were on a two-week junket courtesy of the three television networks. Flown, lodged and fed by ABC, NBC and CBS to view new network programs and interview TV personalities, the critics got wind of the *60 Minutes* segment and beseeched CBS TV President Robert Wood for a preview. Mr. Wood, who was addressing the group Jan. 16 on CBS programming, declined the request. CBS's entertainment and news division, he said "are as separate as church and state."

60 Minutes reporter Mike Wallace, executive producer Don Hewitt and director Barry Landau raked the junket practice over the coals, sparing neither their network nor their sponsor, the Ford Motor Co. Ford, Mr. Wallace told viewers, "flew more than a hundred reporters to San Diego and entertained them there at the unveiling of Ford's 1974 models."

In the 20-minute segment, Mr. Wallace said that "ironically, while employees of CBS News are forbidden to go on junkets, the public relations people in another CBS division are busy setting up such junkets for television critics." *60 Minutes* reported that *Pittsburgh Post* TV editor Win Fanning found two \$10 bills in his CBS envelope upon his arrival last year at the semiannual Los Angeles tri-network junket. An enclosed letter explained the money was for taxis and entertainment, Mr. Wallace reported.

Mr. Fanning was also one of 15 critics flown to New York last year by CBS. Such reporters, Mr. Wallace observed, "suggest to us in our newspapers what TV programs we ought to watch."

Asked by Mr. Wallace if he thought the networks were trying to buy his opinion, Mr. Fanning said: "You just have to be in the business to know that that isn't true, that's all . . . In the first place, all the networks do it, so, therefore, you'd say each of them is trying to buy it."

Both Mr. Wallace and Mr. Hewitt last Tuesday (Jan. 15) said neither network nor sponsor had been approached for consent before or after the *60 Minutes* taping. Both rejected the possibility that the network and sponsor would be disturbed by the program, although Mr. Hewitt said "a lot of TV critics are split up the middle right now because of it."

Junketing, Mr. Wallace asserted on the program, "is part of the weaponry employed by the high-powered public relations departments of many of our corporations, including . . . television networks . . . including CBS."

Long before it got on the air, the *60 Minutes* segment set off another explosion

at last October's convention of the Radio Television News Directors Association. A crew from the CBS Seattle affiliate, KIRO-TV, covered a Puget Sound salmon bake-out, given by Chrysler Motors (BROADCASTING, Oct. 22, 1973).

As aired, the *60 Minutes* piece devoted only a few accords to that event, with Mr. Wallace describing how Chrysler "chartered a boat, provided drinks and a band, and hosted about a hundred news directors from radio and television stations across the country . . . while those news directors were holding their annual convention in Seattle."

"The press, especially this past year, has spent a lot of time and focused a lot of attention on conflicts of interest, corruption, shoddy practices among politicians, businessmen, lawyers, the military. But what about the press itself?" asked Mr. Wallace at the show's opening. "What about our own ethics?"

Mr. Wallace reported that David Brinkley, John Chancellor, Howard K. Smith, Harry Reasoner and Eric Sevareid were "among those who said they do not and would not accept junket trips either for reasons of principle or because they wanted to avoid the appearance of being bought."

Among those who "acknowledge having been on junkets in recent years," Mr. Wallace continued, are Walter Cronkite, William F. Buckley and Martin Agronsky, "all of whom scoff at the notion that their reporting can be bought."

In answer to inquiries from BROADCASTING, a spokesman said CBS News has

Duke to NPACT. Paul Duke, with NBC News's Washington bureau for the past decade, will join the National Public Affairs Center for Television Feb. 1.



Duke

Two years ago, NPACT created a stir by hiring former NBC News correspondent Sander Vanocur at an \$80,000 salary level and ex-NBC-BBC newsman Robert MacNeil at \$60,000. NPACT President James Karayn said last week that Mr. Duke's starting pay would be "in the same range" as Mr. MacNeil's. Both Messrs. MacNeil and Vanocur have since left. The center's principal correspondent is presently James Lehrer, with whom Mr. Duke will be sharing certain responsibilities.

a long-standing policy requiring news personnel "never to accept free transportation or lodging in the course of covering news."

A spokesman for NBC News said its personnel are "not permitted to go on junkets if a story is involved."

The *60 Minutes* piece reported, however, that the *Today* show accepts promotional favors. "When NBC's *Today* show spent a week in Roumania, and one



Only the best is good enough. And that's exactly what you get with CBS Laboratories power twins, Audimax and Volumax. Audimax delivers a distortion free signal by eliminating thumping, background "swish-up" and audio "holes." And Volumax prevents overmodulation and permits maximum per-watt coverage power. The power twins! From CBS Laboratories, of course.

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905



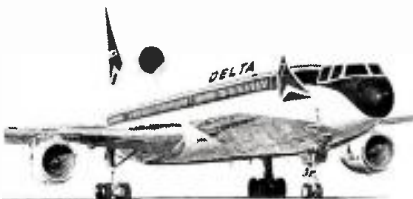
Delta is an airline run by professionals. Like Barbara O'Hanlon, Reservations Sales Agent.

She knows all about schedules, fares, ticketing and routing.

She can quote you 175,000 fares—all computer accurate. She knows the shortest route to where you're going. She knows the most convenient flight for your plans. She knows the lowest fare for your flight.

When she makes your reservation, she doesn't just use her computer. She uses her head.

Delta is ready when you are.



Delta's Wide-Ride™ TriStar gives "comfort" a whole new meaning. Now Delta has the 747, the 727, the DC-10 and the TriStar in its Wide-Ride fleet.

in Ireland, air fares and hotel bills were picked up by the Irish, the Roumanian, and Pan American Airways," said the *60 Minutes* reporter. "When *Today* travels overseas, all their expenses over and above their normal budget are paid for by the host country."

The ABC News policy, an official said, is "absolutely no junkets."

The issue could flare up again Jan. 31, when WNET(TV) New York's monthly media review, *Behind the Lines*, tackles "Press Conflict of Interest." Producer Carey Winfrey said his hour-long show will deal exclusively with press ethics, including press campaigning for candidates or causes. "I've wanted to do this for two years," Mr. Winfrey said. "It's pure coincidence CBS is doing a piece on it in the same month."

High court will take on Florida print-fairness case

Candidates' right of reply to attacks by newspapers will be decided; justices reserve right to dismiss suit

The U.S. Supreme Court has agreed to review a case which poses the question of whether newspapers, like broadcasters, can be compelled to offer a right of reply to political candidates they attack editorially.

At issue is a 1913 Florida statute that anticipated Section 315 of the Communications Act and the FCC's personal-attack rule in stating that newspapers that "assail" a political candidate must, on request, offer him free space for reply.

The statute had been used sparingly,

and unsuccessfully, over the years. Until 1972, only two cases were brought under the law—and both times state courts ruled that the law violated the First Amendment right of free press.

Nevertheless, Pat Tornillo, a leader of the Dade County Classroom Teachers Association, invoked it two years ago when the *Miami Herald* refused to print his letter replying to an editorial attacking him in his race for the state legislature.

Again, a county court ruled that the law was unconstitutional. But the state supreme court, in a 6-to-1 decision last July, upheld the law—and in language reminiscent of the U.S. Supreme Court's 1969 decision upholding the constitutionality of the commission's fairness doctrine and its personal-attack rule, which was cited in the state court's opinion.

"We do not find that the operation of the statute would interfere with freedom of the press as guaranteed by the Florida constitution and the constitution of the United States," the Florida court said. "Indeed, it strengthens the concept in that it presents both views, leaving the reader to reach his own conclusion" (BROADCASTING, July 23, 1973).

Mr. Tornillo is being represented by Professor Jerome A. Barron, of George Washington University's law school, a leading advocate of the view that the First Amendment entitles members of the public to access to the mass media. The American Civil Liberties Union is also supporting Mr. Tornillo's position before the Supreme Court.

The *Miami Herald*, in its appeal to the high court, and a number of other news organizations, in supporting the *Herald's* position, contend that the state court ruling seriously compromises the press's First Amendment right. The case in-

First source. A study sponsored by the American Newspaper Publishers Association has found that more people have been getting their information about Watergate from television than from any other medium. Television is also well ahead of other media in the public trust. The study was conducted in Longview, Wash., in June 1973 by Dr. Alex S. Edelstein, director of the School of Communications, University of Washington, and was released last week by the ANPA. Here are some of the findings:

Respondents were asked where they had first learned about Watergate. Results:

Television	84.1%
Newspapers	81.3
Radio	38.1
Magazines	14.8
Other persons	16.9
Tuned out*	6.3

*Defined as those who did not remember hearing about Watergate.

Respondents were asked where they were then learning about Watergate at the time of the survey. Results:

Television	74.9%
Television hearings	19.8
Newspapers	77.4
Radio	36.6
Magazines	25.1
People	17.2
Now tuned out	7.4

Respondents were asked how much they trusted sources of information about Watergate. Results:

	Always trust	Usually trust	Sometimes trust	Seldom trust	Never trust	Don't know
Longview Daily News	17.5	31.1	39.9	4.6	2.1	4.8
Newspaper columnists	18.2	25.9	31.6	5.9	6.9	11.7
Television	32.6	30.9	21.6	5.3	2.7	7.0
Television personalities	32.4	30.7	22.2	5.2	2.6	6.9
Radio news	18.2	33.9	39.0	3.7	1.4	4.8
Magazines	20.0	35.9	31.9	3.7	1.4	7.1
People	6.6	13.5	64.2	7.8	1.9	5.9

Academic schizophrenia. Law students at Washington's George Washington University are getting pole-s apart views on "Public Policy and Mass Media," a lecture course. In the winter term, just concluded, the course was taught by Professor Jerome A. Barron, who is counsel for Pat L. Tornillo Jr., plaintiff in the case against the *Miami Herald* (see story opposite page). Mr. Barron believes the First Amendment entitles citizens to access to all media. In the spring term the course is to be taught by Marcus Cohn, partner in Cohn & Marks, the law firm representing the *Miami Herald* on the opposite side of the access question. Richard Schmidt, of Cohn & Marks, is the principal lawyer on the case.

Hex on 'Exorcist.' On-air commentary by WTTG(TV) Washington critic Roy Meachum is credited with action by District of Columbia attorney's office in enforcing under-18 attendance ban on movie hit "The Exorcist." Mr. Meachum deplored permitting youngsters, with or without parents, to see film because of extreme violence and emotion. He ran story for eight nights. D.C. government responded by invoking local ordinance, technically on grounds of sex scene that is minor part of plot. Mr. Meachum disclaimed censorship intent, said parents who may have read book would be misled in thinking screen treatment would be nontraumatic. Movie itself, he said, was artistically worthy—indeed, of Academy Award caliber. D.C. government's action effectively turned movie's R rating into X.

volves, the *Herald* said, "the constitutionality of a novel form of government regulation of the press which is ostensibly designed to promote fairness in elections but which in fact represents a severe restraint upon the exercise of journalistic discretion by putting the government in the editor's chair."

The high court is expected to act in the case before the current session ends in June. However, in its brief order announcing its decision to consider the case, the court reserved the right to dismiss it without deciding the merits if it decides it lacks jurisdiction.

CED wants Sec. 315 dropped

A report by the program committee of the Committee for Economic Development (CED) recommends repeal of the Section 315 (equal-time) provision of the Communications Act as one means of improving the campaign procedures and thereby "Restoring Confidence in the Political Process" (the report's title). To the same end, the report suggests federal subsidies to "expand the potential of public television for citizen enlightenment on political affairs." CED is a business-supported organization comprising 200 corporate and university executives.

Noises in L.A. about cutting broadcast hours subside as stations and studios save power

Plans for putting into effect harsher cut-backs in the use of power in Los Angeles have been delayed and possibly will never be imposed.

City fathers are considering a proposal by Mayor Tom Bradley that would eliminate penalties for persons or firms breaking limits that were imposed last month. At that time, broadcasters were instructed

to cut electrical use by 10% and production studios by 20%, with cuts increased to 16% and 33% later if needed (BROADCASTING, Dec. 17, 1973). And suggestions that broadcasters cut back broadcast hours, rife at one time during consideration by a city energy advisory committee, have subsided completely.

Broadcasters, according to Robert Light, president of the Southern California Broadcasters Association, have met their reduced power goals by cut-backs in office and studio lighting. Network and production studios have also met their ceilings by this method, in addition to the use of certain production techniques. Robert D. Wood, president of CBS-TV, told touring newspaper TV editors last week that the network is using

WHEN YOU NEED HELP FINDING THE RIGHT EXECUTIVE CALL RON CURTIS & COMPANY

During the past nine years, we have successfully filled executive positions with radio, television and cable TV companies in every state. These assignments have been from all size markets with salary levels from \$12,000 to \$100,000 per year.

Ron Curtis & Company is retained to conduct a carefully planned search over a wider range of prospects than would otherwise be practical or financially feasible. As management consultants, we save valuable company time, avoid embarrassing internal or external "leaks" by protecting client identity and insure objectivity in candidate selection.

Our growth and continuing success is tangible proof of the quality of our work. We are proud to say a majority of our new assignments come from repeat business or client referrals. We believe this is the best possible endorsement and guarantee of our professional competence.

When you need help finding the right executive in your management, sales, programming, promotion, engineering, or financial areas, we know how to help you. Call Mike Walker at 312-693-6171, or write Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, Illinois 60631.

less lighting for studio productions, with wider lens openings in cameras.

Paramount Television, using the same technique, claims it has reduced the use of electrical power by 40% in the filming of one series, the *Odd Couple*, for ABC. *Odd Couple* cameraman Lester Shorr and lighting supervisor Leo M. Donelson have effected through use of this technique a weekly reduction of 100,000 watts for each episode of that series, Paramount claims. There is no discernible loss of picture quality on the home TV screen, Mr. Shorr said, noting that for this show over-all lighting has been cut from a normal 350-400 foot-candles to 200 foot-candles. Something in the order of 125,000 watts is being saved, he said. The camera lens aperture was moved up one stop, to 4.2, he said, and although depth of focus is changed to a degree, no significant difference can be noted on TV screen.

Goldmark team develops new method for putting wide-screen films onto video cassettes

A new, digitally controlled electronic scanning technique that allows film programs made for wide-screen theater exhibition to be transferred directly to a video-tape cassette format for TV use has been reported by Goldmark Communications Corp., Stamford, Conn.

Officials of the company, a subsidiary of Warner Communications, reported the development in announcing the creation of a new GCC division, called Transcan, to transfer motion pictures and other film programs to video tape for television viewing. They said Transcan will handle all video program processing services formerly handled by the company's film-to-tape transfer center. More than 1,500 color programs have already been processed, they said, for major payable program centers and hotel/motel motion-picture services.

The wide-screen scanning technique was credited to a team headed by K. Blair Benson, Goldmark director of video engineering, who will also head the new division.

PBS tests satellite for future connection

It's picking up CBC feeds from Canada's orbiting bird on Teleprompter receiver

The Public Broadcasting Service is conducting a two-week experiment in television pickups from an orbiting domestic communications satellite.

Parked in front of PBS's headquarters at Washington's L'Enfant Plaza is the mobile earth station owned and operated by Teleprompter Corp., which has been using the unit in an exploration of domsat possibilities for CATV for nearly a year. The facilities are being made avail-

able to PBS at no cost, officials said.

The current project, according to the PBS director of engineering and technical operations, Daniel Wells, is part of an ongoing three-year-old PBS study of the feasibility of using domsat transmissions for the distribution of public television programming. The Teleprompter ground station is being used to determine whether a permanent earth station could be installed at the L'Enfant Plaza location—where PBS's transmission facilities are located—without significant interference with AT&T terrestrial transmission facilities. The AT&T transmissions are on the same frequency utilized by domsat reception points.

During the study, PBS engineers are monitoring programming from the Canadian Broadcasting Corp., which uses Canada's orbiting Anik I domestic satellite to transmit programming to CBC stations throughout that country.

Two firms that have been granted authority by the FCC to operate domsat systems—CML Communications (a consortium including MCI and Lockheed) and Hughes Aircraft Corp.—have agreed to make transponders available to PBS free or at reduced rates. Those firms, however, will not have their own satellites placed in orbit before 1975.

Technical Briefs

Higher prices. Philips Broadcast Equipment Corp., Montvale, N.J., has announced price increases of up to 15% on Norelco color TV cameras. Hikes, to take effect Feb. 1, are result of increased costs of material, parts and labor, company said.

On camera. Hitachi Shibaden Corp. of America has introduced low-cost color TV camera for CATV and industrial applications said to provide usable pictures at lighting levels as low as 20 foot candles. FP-100 camera uses Hitachi's one-inch FIC (filter integrated color) vidicon tube and special optical filter. Camera comes equipped with control unit allowing single-camera operation with internal RS-170 sync generator or external sync for multiple-camera operation. Camera head weighs 11 pounds and measures 6 inches wide, 9 inches high and 13 inches deep. Price (less lens): \$4,495. 1725 North 33d Avenue, Melrose Park, Ill. 60160.

Compact studio gear. International Video Corp., Sunnyvale, Calif., announces availability of complete compact color-TV studio system, IVC Diplexer Telecine System, that consists of two, one-inch video-tape recorders, film-chain camera, live-studio camera, and film and slide projectors for cable, broadcast and closed-circuit applications. Unit measures five feet long and two feet wide, and is priced at \$22,000.

Quick starter. GTE Sylvania Inc.'s Electronic Tube Division has developed TV picture tube cathode structure that it says provides color picture about five seconds after set is turned on. According to R. Joseph Dorcy, GTE Sylvania's marketing manager-television picture

tubes, new cathode is improvement over those used in sets with so-called "instant-on" capability because it saves energy by not requiring cathode heater to be partially activated while set is off. He said tests indicate that tubes with new cathode could save 20 kw hours each year over those with instant-on feature.

More power to them. Continental Electronics Manufacturing Co., Dallas, has received \$2-million contract to build what it says will be world's most powerful medium-wave broadcast transmitter. Company will build 2000-kw transmitter for Radio-Televizija Beograd, Yugoslavian government TV and radio organization.

Master control. CD28 series of modular automation controllers has been introduced by Control Design Corp. Basic system, consisting of audio controller, programmer and power supply, handles up to 2,000 events and 12 audio sources with full random access. Accessory extended memory modules expand system to 8,000 events. Standard input keyboard is used for data entry to MOS memory and LED displays show event number, function and program source. 106 South Pickett Street, Alexandria, Va. 22304. (703) 751-5650.

For logging. Systems Marketing Corp. has introduced SMC video data terminal and encoder system for use with SMC Clear-text radio logging systems. System consists of CRT screen, keyboard unit and memory for 512-character storage. When equipment is connected to SMC cartridge recorder, messages typed from keyboard onto screen can be encoded onto cue track of cartridge. Cartridge may then be used in automation system or in live operation, printing out message on standard page printer. It then forms station's log (live or automated) when combined with time of events, normally provided by digital clock. 1007 West Washington Street, Bloomington, Ill. 61701. (309) 829-6373.

Testing. FCC has proposed revised rules to permit transmission of test signal to be used to monitor color quality of TV programs. Signal would be included in portion of TV signal that could be received only by station technicians. Single line, in both fields, in vertical blanking interval of TV signal could be designated for exclusive use in transmission of Vertical Interval Reference Signal. Test signal was developed by Electronic Industries Association.

Sound separators. Two new products from James B. Lansing Sound Inc. are electronic frequency dividing networks in professional series. Networks are used with studio monitor or sound reinforcement loudspeaker systems where biamplification or triamplification is desired. Units, which divide audio spectrum before amplification, are said to provide cleaner signal and more efficient use of amplifier power. Model 5231 for single-channel application costs \$165; model 5232 for dual-channel application, is priced at \$198. 3249 Casitas Avenue, Los Angeles 90039. (213) 665-4101.

Breaking In

Joy—Isaac Hayes (Enterprise) ■ For Issac Hayes devotees, nothing needs to be said: The song's title promises everything, and Mr. Hayes's name alone insures intensive airplay coast to coast. But many critics, and those who thought they saw more complex roots in Isaac Hayes's arrangements, are concurring that *Joy* the single and album, are treacle compared to his *Shaft* and pre-*Shaft* material.

Over 10 minutes of grunt and groan were cut from the album original to make the DJ's version, called *Joy Part 1*. It's a cohesive love-worship song, crammed with words (unlike the largely instrumental *Shaft*), destined for popularity with the bubblegum set: "You're everything to me . . . you've shown me how groovy life can be. . ." *Joy* is saved from paltriness, however, by Mr. Hayes's portentous voice and his irresistible instrumental throb—minus the characteristic organ music.

Joy, released the first week of December, is already in the top 40 in 11 major markets, ranking 23 this week at WNBC and WLCY(AM) Tampa, Fla. It ranks 13 at WING(AM) Dayton, Ohio. Of 21 stations playing *Joy* the song's highest rating, 12, is at KJOY(AM) Stockton, Calif.

Trying To Hold on to My Woman—Lamont Dozier (ABC/Dunhill) ■ A common element present in much of the black music that is increasingly making its way onto top-40 play lists: It's not all that black-oriented.

Lamont Dozier's *Trying To Hold on to My Woman*, the single released with his new album, *Out Here on My Own*, is such a record—a broad-appeal love ballad that is black only by virtue of the singer's racial background.

On this single, Lamont Dozier's voice has in it a hint of the late Otis Redding, but the arrangement by Gene Page is not out of any Redding mold; it is out of a studio heavy on the piano and violins. This single is even tailored for top 40, with a generous 20-second instrumental introduction.

Predictably, the record is making its initial appearances in safe markets, ones with heavy black populations: CKLW(AM) Detroit-Windsor, Ont.; WIXY(AM) Cleveland, WFBR(AM) Baltimore and WMPS(AM) Memphis.

Dark Lady—Cher (MCA). MCA Records has assigned Cher's latest effort—now in its fourth week of release—high-priority status, and with good reason. Coming off a number-one nationwide hit, *Half Breed*, and still reaping the public exposure benefits derived from the weekly CBS-TV program of which she is a co-star, Mrs. Sonny Bono is a highly desirable commodity in the entertainment industry.

Her selection of John Durrill's *Dark Lady* as a follow-up to the successful *Half Breed* is somewhat ironic. One of 1973's biggest hits, *The Night the Lights Went Out in Georgia*, which was a first-person account of a double murder, was

written specifically for Cher. She turned it down. (Vicki Lawrence later capitalized on that decision.)

Dark Lady has the same theme. The lyrics, also in the first-person, tell of a woman who seeks the advice of a gypsy seer in coping with her man. She is advised that his fidelity is indisputable, to go home and stop worrying. She impulsively returns to the gypsy, finds her in an amorous situation with her boyfriend, and kills them both. The song's rousing, somewhat exotic chorus is being well received by programers, as evidenced by the fact that the record rose 16 points (to 50 with a lightning bolt), on this week's "Playlist."

Among the many stations programing *Dark Lady* last week were: WXLO(FM) New York; WEAM(AM) Arlington, Va.; WPGC-AM-FM Morningside, Md., and WCBM(AM) Baltimore.

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

- AMERICANS, Gordon Sinclair (Avco).
- BEYOND THE BLUE HORIZON, Lou Christie (Three Brothers).
- BOOGIE DOWN, Eddie Kendricks (Tama).
- I JUST CAN'T GET YOU OUT OF MY MIND, Four Tops (ABC/Dunhill).
- IT DOESN'T HAVE TO BE THAT WAY, Jim Croce (ABC/Dunhill).
- JESSICA, Allman Brothers (Capricorn).
- JOY, Issac Hayes (Enterprise).
- JUNGLE BOOGIE, Kool and the Gang (Delite).
- MARLENA, Bobby Goldsboro (United Artists).
- MEADOWS, Joe Walsh (ABC/Dunhill).
- MIGHTY LOVE, Spinners (Atlantic).
- RIVER OF LOVE, B. W. Stevenson (RCA).
- A SONG I'D LIKE TO SING, Kris Kristofferson & Rita Coolidge (A&M).
- SORROW, David Bowie (RCA).
- STAR, Stealers Wheel (A&M).
- THANKS FOR SAVING MY LIFE, Billy Paul (Phila. Int'l.).
- WHEN I FALL IN LOVE, Donny Osmond (MGM).
- WILD IN THE STREETS, Garland Jeffries (Atlantic).
- WOLD, Harry Chapin (Elektra).

Tracking the 'Playlist.' Jim Croce's *Time in a Bottle* rides the top of the 'Playlist' for the second straight week. Charlie Pride's *Most Beautiful Girl* is number two, also for the second consecutive week. The rest of the top-40 songs also remained fairly stable; in the first forty there are three songs with lightning bolts: Donny Osmond's *Are You Lonesome Tonight* (30), Diana Ross's *Last Time I Saw Him* (32), David Essex's *Rock On* (34). Among the fast-rising songs below the 40 mark are Redbone's *Come and Get Your Love* (41), Tom T. Hall's *I Love* (47), Cher's *Dark Lady* (50), Billy Preston's *You're So Unique* (53), Rick Derringer's *Rock and Roll Hootchie Koo* (55) and Bob Dylan's *A Fool Such as I* (64).

James Gang's hit single, "Must Be Love"

#6953

from their
hit album,
"Bang"

SD 7037



On Atco Records and Tapes

The Broadcasting Playlist™ Jan 21

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

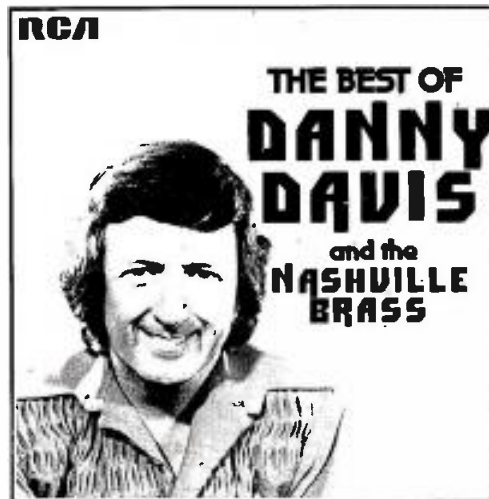
Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	2	1	1	1
2	2	2	The Most Beautiful Girl (2:42) Charlie Rich—Epic	1	4	2	6
7	3	3	You're Sixteen (2:50) Ringo Starr—Apple	3	2	3	2
3	4	4	The Joker (3:36) Steve Miller Band—Capitol	5	5	5	3
4	5	5	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	4	3	7	4
12	6	6	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	8	9	4	5
5	7	7	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	6	7	6	10
13	8	8	Show and Tell (3:28) Al Wilson—Rocky Road	7	6	10	8
9	9	9	The Way We Were (3:29) Barbra Streisand—Columbia	9	8	8	11
10	10	10	Living for the City (3:12) Stevie Wonder—Tania	11	11	11	9
8	11	11	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	14	10	9	7
6	12	12	Goodbye Yellow Brick Road (3:13) Elton John—MCA	10	12	13	13
17	13	13	Let Me Be There (3:00) Olivia Newton-John—MCA	12	14	12	14
16	14	14	Helen Wheels (3:45) Paul McCartney & Wings—Apple	13	15	14	15
15	15	15	Never Never Gonna Give You Up (3:58) Barry White—20th Century	17	13	15	12
11	16	16	Top of the World (2:56) Carpenters—A & M	15	16	17	16
14	17	17	Hello It's Me (3:27) Todd Rundgren—Bearsville	16	17	16	17
27	18	18	Me and Baby Brother (3:30) War—United Artists	19	18	18	18
20	19	19	Rockin' Roll Baby (3:15) Stylists—Avco	18	20	20	19
24	20	20	Americans (3:48) Byron MacGregor—Westbound	21	21	19	22
19	21	21	Just You 'n' Me (3:44) Chicago—Columbia	20	19	22	21
22	22	22	Spiders & Snakes (3:03) Jim Stafford—MGM	23	22	21	20
18	23	23	If You're Ready (Come Go With Me) (3:19) Staple Singers—Stax	22	25	23	30
23	24	24	Mind Games (3:59) John Lennon—Apple	24	23	25	28
25	25	25	Seasons in the Sun (3:24) Terry Jacks—Bell	25	24	26	27
34	26	26	Abra-Ca-Dabra (2:56) DeFranco Family—20th Century	32	28	32	24
21	27	27	I Shall Sing (3:26) Art Garfunkel—Columbia	30	26	28	34
29	28	28	Walk Like a Man (3:21) Grand Funk—Capitol	42	29	24	23
32	29	29	One Tin Soldier (3:14) Coven—MGM	27	30	34	32
48	▲ 30	30	Are You Lonesome Tonight (3:12) Donny Osmond—MGM	28	27	30	35
26	31	31	The Love I Lost (3:39) Harold Melvin & the Bluenotes—Phila. Int'l.	26	31	33	37
49	▲ 32	32	Last Time I Saw Him (2:45) Diana Ross—Motown	31	33	37	41
38	33	33	Midnight Rider (3:22) Gregg Allman—Capricorn	43	32	36	25
46	▲ 34	34	Rock On (3:13) David Essex—Columbia	37	37	31	31
36	35	35	Jim Dandy (2:38) Black Oak Arkansas—Atco	51	34	29	26
30	36	36	Doo Doo Doo Doo Doo (Heartbreaker) (3:25) Rolling Stones—Rolling Stones	44	44	27	29
33	37	37	I Got a Name (3:09) Jim Croce—ABC/Dunhill	29	46	35	48
45	38	38	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	38	36	38	36
42	39	39	My Sweet Lady (2:40) Cliff De Young—MCA	34	35	47	38
37	40	40	Photograph (3:59) Ringo Starr—Apple	33	47	39	44
61	▲ 41	41	Come and Get Your Love (3:30) Redbone—Epic	41	38	40	47

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
28	42	42	Tell Her She's Lovely (3:50) El Chicano—MCA	35	39	43	43
31	43	43	D'yer Mak'er (3:15) Led Zeppelin—Atlantic	36	45	41	40
43	44	44	Love Song (2:50) Anne Murray—Capitol	40	40	42	39
47	45	45	Trying to Hold on to My Woman (4:24) Lamont Dozier—ABC/Dunhill	45	42	48	45
53	46	46	Can This Be Real (3:17) Natural Four—Curton	46	43	49	45
63	▲ 47	47	I Love (2:06) Tom T. Hall—Mercury	39	41	53	55
44	48	48	Teenage Lament '74 (3:20) Alice Cooper—Warner Brothers	72	51	46	33
52	49	49	Who's in the Strawberry Patch with Sally? (2:23) Dawn—Bell	49	48	45	49
66	▲ 50	50	Dark Lady (3:26) Cher—MCA	48	49	44	51
35	51	51	Painted Ladies (3:30) Ian Thomas—Janus	47	56	50	52
39	52	52	My Music (3:04) Loggins & Messina—Columbia	50	50	60	60
68	▲ 53	53	You're So Unique (3:18) Billy Preston—A & M	52	55	54	56
—	▲ 54	54	Put Your Hands Together (3:05) O'Jays—Phila. Int'l.	59	52	56	50
75	▲ 55	55	Rock & Roll Hootchie Koo (2:55) Rick Derringer—Blue Sky	66	63	52	42
—	▲ 56	56	I'd Like to Live the Love B. B. King	60	53	58	53
53	56	56	Sexy Mama (3:05) Moments—Stang	60	53	58	53
71	▲ 58	58	Let Me Get to Know You (2:52) Paul Anka—Fame	55	58	55	58
56	59	59	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	64	59	51	67
50	60	60	American Tune (3:44) Paul Simon—Columbia	53	61	62	64
60	61	61	If We Can Make It Through December (2:41) Merle Haggard—Capitol	54	60	68	68
41	62	62	Livin' for You (3:09) Al Green—Hi	57	73	61	61
65	63	63	Love Has No Pride (4:05) Linda Ronstadt—Asylum	62	57	69	71
—	▲ 64	64	A Fool Such As I (2:38) Bob Dylan—Columbia	56	64	70	61
—	▲ 65	65	Touch the Wind (3:12) Mocedades—Tara	58	66	63	69
62	66	66	Raised on Robbery (2:20) Joni Mitchell—Asylum	65	67	66	59
—	67	67	Show Down (3:49) Electric Light Orchestra—United Artists	71	62	65	63
73	68	68	This Is Your Song (3:12) Don Goodwin—Silver Blue	63	65	74	65
—	69	69	Sunshine (3:18) John Denver—RCA	70	*	64	66
—	70	70	Daddy What If (2:39) Bobby Bare—RCA	69	68	*	*
69	71	71	Last Kiss (2:31) Wednesday—Sussex	68	*	71	*
67	72	72	Hangin' Around (2:53) Edgar Winter Group—Epic	*	*	57	70
—	73	73	Pretty Lady (3:10) Lighthouse—Polydor	74	69	*	74
70	74	74	Let Me Serenade You (3:13) Three Dog Night—ABC/Dunhill	67	*	72	*
—	75	75	Will You Still Love Me Tomorrow (2:58) Melanie—Neighborhood	*	70	75	73

Alphabetical list (with this week's over-all rank): Abra-Ca-Dabra (26), American Tune (60), Americans (20), Are You Lonesome Tonight (30), Can This Be Real (46), Come and Get Your Love (41), Daddy What If (70), Dark Lady (50), Doo Doo Doo Doo Doo (Heartbreaker) (36), D'yer Mak'er (43), A Fool Such As I (64), Goodbye Yellow Brick Road (12), Hangin' Around (72), Heartbeat, It's a Love Beat (59), Helen Wheels (14), Hello It's Me (17), I Got a Name (37), I Love (47), I Shall Sing (27), I'd Like to Live the Love (56), I've Got to Use My Imagination (11), If We Can Make It Through December (61), If You're Ready (Come Go With Me) (23), Jim Dandy (35), The Joker (4), Just You 'n' Me (21), Last Kiss (71), Last Time I Saw Him (32), Leave Me Alone (Ruby Red Dress) (7), Let Me Be There (13), Let Me Get to Know You (58), Let Me Serenade You (74), Livin' for You (62), Living for the City (10), Love Has No Pride (63), The Love I Lost (31), Love Song (44), Love's Theme (5), Me and Baby Brother (18), Midnight Rider (33), Mind Games (24), The Most Beautiful Girl (2), My Music (52), My Sweet Lady (39), Never Never Gonna Give You Up (15), One Tin Soldier (29), Painted Ladies (51), Photograph (40), Pretty Lady (73), Put Your Hands Together (54), Raised on Robbery (66), Rock On (34), Rock & Roll Hootchie Koo (55), Rockin' Roll Baby (19), Seasons in the Sun (25), Sexy Mama (56), Show and Tell (8), Show Down (67), Smokin' in the Boys Room (6), Spiders & Snakes (22), Sunshine (69), Teenage Lament '74 (48), Tell Her She's Lovely (42), This Is Your Song (68), Time in a Bottle (1), Top of the World (16), Touch the Wind (65), Trying to Hold on to My Woman (45), Until You Come Back to Me (38), Walk Like a Man (28), The Way We Were (9), Who's in the Strawberry Patch with Sally? (49), Will You Still Love Me Tomorrow (75), You're Sixteen (3), You're So Unique (53).

Wherever you drop the needle you'll come up with a hit.

That's what makes "The Best of Danny Davis and The Nashville Brass" the perfect album for music programmers. There isn't an inch of filler on it. If you don't always have the time to screen every album you get, "The Best of Danny Davis" is the one you can mark "Airplay-All." It won't take your listeners long to let you know you did the right thing.



APLI/APSI/APKI-0425

Wabash Cannon Ball
Wildwood Brass
Kaw-Liga
Columbus Stockade Blues
I Saw the Light
Norman
Wings of a Dove
Flowers on the Wall
May the Circle Be Unbroken
San Antonio Rose
Ol' Red River Valley
From Dixie with Love

RCA Records and Tapes

Second stringers get their chance on the TV network field

'Dirty Sally' is holding its own against seasoned competition; the facts aren't in on 'Happy Days' ranking

Dirty Sally (CBS-TV, Friday, 8-8:30 p.m., NYT), the first of the new second-season shows to leave the starting gate, hit a 22.2 rating and 33 share in the national Nielsens on Jan. 11, just about tripling the numbers of *Calucci's Dept.*, the show it replaced. Its NBC opponent, *Sanford and Son*, which has been averaging a 50 share all season long, was knocked down to a 41 share, and ABC's *The Brady Bunch* finished a poor third, with a 13.6 rating and 20 share.

NBC's experiment of moving the Dom De Luise half-hour situation comedy, *Lotsa Luck*, from Monday at 8 to Friday at 8:30 (to benefit from the strong *Sanford and Son* lead-in) ran into the blockbuster movie "Hawaii" on CBS and ended up with a middling 17.8 rating and 26 share. *The Girl With Something Extra*, another 30-minute sitcom, which was pushed back on Friday (from 8:30 to 9 p.m.) to make room for *Lotsa Luck*, also showed up badly on Jan. 11 against "Hawaii," with a 17.8 rating and 26 share. "Hawaii" averaged a solid 42 share over the course of its two-and-a-half-hour run.

National Nielsens were unavailable for the other new second-season show, *Happy Days* (ABC, Tuesday, 8-8:30 p.m.), which premiered Jan. 15.

Nielsens or not, the critics offered their appraisals of the hopeful's chances. A BROADCASTING canvass of their sentiment follows:

Dirty Sally (CBS, Friday, 8-8:30 p.m.)

"... remarkably unimaginative. . . . It's all harmless enough, and Jeanette Nolan as Sally almost makes the effort seem worthwhile." John J. O'Connor, *New York Times*.

Dirty Sally "is Miss Dishevelment of 1880. . . . Although Sally is a tough broad in tight situations, the character is wrapped in warmth and amusement." Val Adams, *New York Daily News*.

"The strength of the premiere episode, written by *Gunsmoke* creator John Mantley, lies in the very positive character of Dirty Sally, who might be described as the Marie Dressler of the West. Jeannette Nolan is often amusing and always excellent in the unkempt role." Anthony LaCamera, *Boston Herald American*.

"The force of personality that made Maude the popular figure she has been is the main asset in this new series' bid for longevity. The story did little more than set up the central situation but it is of the easy-to-take type that may do well in the slot opposite *Sanford and Son*." Percy Shain, *Boston Globe*.

"... don't be surprised if the combination of Tugboat Annie and Ma Kettle draws enough viewers to hang around for awhile. Jeanette Nolan, as Sally, and

Dack Lambro as sidekick Pike, pulled the biggest mail reaction in the history of *Gunsmoke* when they introduced the roles in a two-part segment in 1971." Gary Deeb, *Chicago Tribune*.

Happy Days (ABC, Tuesday, 8-8:30 p.m.)

"... a light-hearted look at the 1950's through the eyes of two high school boys . . . you have to be in your teens or have grown up in the '50's to enjoy it. . . . Frankly we don't see how this innocent little half-hour can hold its own against CBS's *Maude* and NBC's *Adam-12*..." Kay Gardella, *New York Daily News*.

"The nostalgia market is wide open and ready for business which probably means that many people, particularly those in their 30's and early 40's, will enjoy this innocent romp down memory lane. . . . One thing ABC should do is check the age of their script team, to see if they are old enough to remember exactly when the songs were popular which form the background music. There's a seven-year gap in the pop-record charts between Les Paul and Mary Ford's 'How High the Moon' (1951) and 'Splish-Splash,' the 1958 smash, which was the first big record for the late Bobby Darin. Yet they appear together on the same juke box." Robert A. McLean, *Boston Globe*.

"... *Happy Days* could well be the class of this year's network crop of mid-season replacement shows. Roughly speaking, it's to TV what 'American Graffiti' is to film and what 'Grease' is to the theater—that is, a sweet-and-sour flashback to high school life in the late 50's." Gary Deeb, *Chicago Tribune*.

"It may be futile . . . to complain that *Happy Days* lacks an authentic 50's sensibility, that it eschews honest retrospection for superficial gags. We don't expect from a TV series much in the way of diligent or thorough period portrayals. . . . And yet, there are signs that something of consequence or at least interest may develop as the series continues; the character of Fonzie the tough kid (Henry Winkler) shows promise. . . . If it catches on—and probably even if it doesn't—*Happy Days* will be only the beginning of TV's nostalgia kick." Tom Shales, *Washington Post*.

We're clean, say ABC, NBC on Olympics payoff charges

ABC-TV spokesmen "categorically" denied last week that the network had made a \$5-million payment, or any payment, or that it had "participated in an under-the-table deal . . . in order to win U.S. television rights for the 1976 Summer Olympic Games."

The charges were made by a member of the Canadian Parliament, Otto J. Jelinek, who added that NBC-TV was also approached for a \$5-million payoff. NBC spokesmen in New York issued a denial "without qualification." "During discussions with the Olympic Organizing Committee last winter," the NBC statement continued, "NBC objected strongly and publicly to the absence of an open system of competitive bidding, which

would have assured all interested parties an equal opportunity to bid for such rights, and NBC did not tender a bid."

Strike isn't imminent, SAG official says

While "serious problems" do exist, Migden warns atmosphere of pessimism might do the most to undermine relations

Talk of a strike by the Screen Actors Guild against film and TV producers, waxing in recent weeks was called "deadly pessimism" by Chester L. Migden, SAG national executive secretary.

In an editorial prepared for the next issue of *Screen Actor*, but released in advance last week, Mr. Migden said there is no inevitability about a strike. "Of course," he noted, "there are serious problems, and undoubtedly the awareness of them has prompted some of the comments." But such comments, he said, create a negative atmosphere "that could lead to the very consequences the industry should avoid."

Mr. Migden noted that bargaining proposals are still being formulated by the union's Wages and Working Conditions Committee.

What apparently triggered Mr. Migden's remarks was the statement two weeks ago by Aaron Spelling of Spelling/Goldberg Productions, Hollywood, that a SAG strike looms. Mr. Spelling, talking to newspaper TV editors in Los Angeles, had commented that the 1974-75 TV season may well face delays and complications that plagued the beginning of the 1973-74 season. (A 16-week strike by the Writers Guild of America forced program delays at the beginning of this season.) Mr. Spelling's glum estimate of the SAG strike possibility was not contradicted by others on the panel of producers, who included Sidney Sheinberg, MCA Inc.; Lee Rich, Lorimar Productions and Martin Starger, ABC Entertainment.

Although he did not mention the fact, Mr. Spelling was reflecting the concern of many Hollywood production firms over comments made by Dennis Weaver, new SAG president, who told members late last year that his slogan is "equal pay for equal play." Mr. Weaver explained then that actors should receive fees equal to the first run where a TV program is rerun in prime time the same year of the original performance (BROADCASTING, Dec. 3, 1973).

Lawrence R. White, NBC-TV vice president, programs, commented last week, also to the TV editors, that there seems to be "a very good chance of a strike." He said this could cause serious difficulties for the networks, but, he added, somehow they would hope to "muddle through."

The current three-year SAG contract with motion picture and TV producers expires June 30. Negotiations between SAG and the Association of Motion Picture and Television Producers as well as independent producers are expected to get under way early in May.



Old problem, new approach. Producer Ron Capalaces and anchorman Howard K. Smith discuss the script for the 14-question quiz on heroin use and addiction prior to filming WTOP-TV's *Washington Metropolitan Heroin Test*. Robert Hooks (r), director of the D.C. Black Repertory Theater Co., comments on the "street experience." The program is scheduled for airing over WTOP-TV Jan. 23.

Pointing up public's ignorance of heroin problem in Washington

WTOP-TV uses CBS-originated format to quiz audience on knowledge and hopefully raise awareness level

Drug abuse programs are both "in" and old hat among today's relevant TV issues; new treatments of the subject are hard to come by. Thus the special noteworthy of WTOP-TV Washington's *Metropolitan Heroin Test*, due for prime-time broadcast this Wednesday (Jan. 23).

The program borrows from the "test" format—pioneered by CBS-TV in its pacesetting documentaries on driving and smoking hazards—to allow viewers to play school in the comfort of their living rooms. The technique: to demonstrate how little the audience knows.

"Most addicts are influenced to use heroin for the first time by a professional pusher." True or false? "Methadone, as used in a treatment program, gives you a high like heroin." True or false? These statements (both are false), are two of 14 in the quiz administered by narrator Howard K. Smith, the ABC News Washington anchorman who volunteered his services to the program.

The program opens with a sampling of area sentiment, with comments ranging from "the heroin addict can be greatly helped by entering into a course of transcendental meditation" to "I think they should be taken out and shot." With an array of opinion like that, "it was apparent we had to start with the basics in framing questions to be used in the program," according to Ronald Capalaces, executive producer. As a result, the questions begin by addressing the physical and psychological aspects of addiction, progressing through the treatment process to the employability of an addict undergoing treatment.

Following each question-and-answer segment is a commentary, featuring analysis by local drug experts, community leaders, ex-addicts and addicts in treatment. It is in these portions of the program that the test concept is localized and

personalized for the Washington viewer. The program attempts to address "a target problem in a target community with a target audience," according to Mr. Capalaces; with an estimated 18,000 addicts in the Washington area, "the problem is something everyone has a stake in," he said. Art Linkletter conducted a wrapup segment for the program.

Robert Hooks, director of the D.C. Black Repertory Theater, localizes the heroin problem with commentary filmed against a backdrop of familiar D.C. settings. While his comments give a special Washington slant to the program, comments from addicts attempt to humanize the issues involved. The program features head-on interviews with ex-addicts and addicts undergoing treatment as part of the "process of getting the problem out in the open," according to Mr. Capalaces. "We wanted to bring people out of the shadows to show that heroin addiction is not a remote, but a very human problem," he said.

The home viewing audience will be asked to mark its responses on special ballots distributed prior to the show's airing in area newspapers, *TV Guide*, schools and supermarkets. Results will be analyzed at the end of the program and compared with that of a sample of 400 area adults. And if that sample is representative of the area audience, the Washington viewer is in for some schooling—only 4% of those surveyed received a score of 12 or more correct answers to the 14 questions asked.

Program Briefs

'Furst' is second. Screen Gems Inc. has sold *The Furst Family of Washington*, half-hour situation comedy with all-black cast, to ABC-TV for fall showing. This marks Screen Gems' second network sale for 1974-75. It previously had announced sale of one-hour *Born Free* series to NBC-TV. Starring in *Furst Family* will be Clifton Davis, Theresa Merritt and Ed Barnard as lower-middle-class blacks struggling to make living in Washington. Pilot was shown as special last fall.

Onward with Merv. Metromedia Producers Corp., New York, and Merv Griffin

Productions, Hollywood, have extended production and distribution agreement for *The Merv Griffin Show* through March 1967. Five-times-a-week, 90-minute variety-talk show has been in syndication by MPC since 1972 and has been sold in more than 100 markets. Series is produced by Griffin Productions in association with MPC.

Tally ho. Les Wallwork and Associates, Los Angeles, is syndicating new, hour-long TV series, *The American Horse and Horseman*, produced by Lasater Productions, with Dale Robertson as host.

Double 'Jeopardy'. Metromedia Producers Corp., New York, has acquired syndication rights to half-hour, weekly *Jeopardy* game series for showing in prime-access time, starting next September. Producer is Griffin Productions, Hollywood. *Jeopardy* continues as weekday daytime strip on NBC-TV, where it begins its 11th year on March 31.

Freedom now. Amnesty International, Palo Alto, Calif., is offering at no charge three TV spots (one with singer Joan Baez) and five radio spots (two with entertainer Theodore Bickel) as public service announcements. AI is international, non-partisan organization that works for release of jailed political prisoners. Material for AI media campaign was produced by Public Interest Communications, San Francisco.

Worldvision, British Lion enter pact to distribute movies made for TV

Million-dollar-plus features will be marketed to networks here, general theater and TV distribution over there

Worldvision Enterprises, New York, and British Lion Films, London, have entered into a distribution agreement for a new series of original movie products to be made by the British company and distributed to television by the Americans. The initial targets: TV networks in the U.S., general TV distribution abroad. Minimum budget for each film: \$1 million. There will be concurrent theatrical release overseas.

The pact was announced by Michael Deeley, managing director of British Lion, and Kevin O'Sullivan, president of Worldvision. According to the latter, the features will be directed to "an increasingly discriminating movie-going [and presumably TV-viewing] public," adding that movies are increasingly a worldwide medium.

In conjunction with the British Lion alliance, Mr. O'Sullivan announced that David M. Blake, who has headed Lion's New York office since 1970, would become Worldvision's director of special projects. Reporting to Albert G. Hartigan, vice president for special projects, he will be responsible for development of new programs through property acquisition from independent producers around the world, as well as being the liaison officer between Lion and Worldvision.

Stock symbol	Exch.	Closing Wed. Jan. 16	Closing Wed. Jan. 9	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 7/8	2 3/4	+ 1/8	+ 4.54	9 7/8	2 1/4	6,335	18,213	
DISNEY	DIS	N	40 7/8	37	+ 3 7/8	+ 10.47	123 7/8	37	29,174	1,192,487	
FILMWAYS	FWY	A	4 3/8	4 1/4	+ 1/8	+ 2.94	5 1/2	2 1/8	1,801	7,879	
GULF + WESTERN	GW	N	24 3/4	24	+ 3/4	+ 3.12	35 3/4	21 3/8	13,945	345,138	
MCA	MCA	N	19 1/4	21 1/8	- 1 7/8	- 8.87	34 1/4	18 1/2	8,380	161,315	
MGM	MGM	N	13 3/4	12 3/8	+ 1 3/8	+ 11.11	24	7 5/8	5,918	81,372	
TELE-TAPE**	O		1/2	3/8	+ 1/8	+ 33.33	1 3/4	3/8	2,190	1,095	
TELETRONICS INTL.	O					.00	10 1/2	2 1/2	943	2,829	
TRANSAMERICA	TA	N	9 5/8	9 1/4	+ 3/8	+ 4.05	17 5/8	8	66,561	640,649	
20TH CENTURY-FOX	TF	N	5 7/8	5 3/8	+ 1/2	+ 9.30	12 3/8	5	8,557	50,272	
WALTER READE**	WALT	O	1/4	1/4		.00	1 3/8	1/8	2,203	550	
WARNER	WCI	N	13 7/8	13	+ 7/8	+ 6.73	39 1/8	9	17,064	236,763	
WRATHER	WCO	A	6	5 1/2	+ 1/2	+ 9.09	16 5/8	3 7/8	2,229	13,374	
Service									TOTAL	165,300	2,751,936
BROO INC.	O		11 1/4	10	+ 1 1/4	+ 12.50	17 7/8	10	2,513	28,271	
JOHN BLAIR	BJ	N	6 1/8	6	+ 1/8	+ 2.08	13	4 7/8	5	2,403	14,718
COMSAT	CO	N	37	37		.00	64 1/2	37	12	10,000	370,000
CREATIVE MANAGEMENT	CMA	A	3 7/8	3 3/8	+ 1/2	+ 14.81	9 1/2	3	5	1,016	3,937
DOYLE DANE BERNBACH	DOYL	O	10	9	+ 1	+ 11.11	23 1/2	8 1/2	5	1,834	18,340
ELKINS INSTITUTE**	ELKN	O				.00	1 1/4	1/2	1	1,897	1,185
FOOTE CONE & BELOING	FCB	N	9 5/8	9 3/8	+ 1/4	+ 2.66	13 3/8	8 1/8	8	2,129	20,491
GREY ADVERTISING	GREY	O	7 3/4	7 5/8	+ 1/8	+ 1.63	17 1/4	7 1/2	4	1,263	9,788
INTERPUBLIC GROUP	IPG	N	10 5/8	11 1/8	- 1/2	- 4.49	25 3/8	9 3/4	3	2,464	26,180
MARVIN JOSEPHSON	MRVN	O	8	8		.00	18 1/2	6 3/4	6	957	7,656
MCCAFFREY & MCCALL	O		6 1/2		+ 1/4	+ 4.00	10 3/4	6 1/4	3	585	3,802
MCI COMMUNICATIONS+	MCIC	O	4 7/8	5 1/8	- 1/4	- 4.87	8 7/8	3 3/4		12,825	62,521
MDVIELAB**	MDV	A	1	3/4	+ 1/4	+ 33.33	1 7/8	1/2		1,407	1,407
MPO VIDEOTRONICS**	MPO	A	2 3/8	2 1/2	- 1/8	- 5.00	4 7/8	2		540	1,282
NEEDHAM, HARPER	NDHMA	O	6 1/2	5	+ 1 1/2	+ 30.00	26 1/4	5	3	917	5,960
A. C. NIELSEN	NIELB	O	21 3/8	20 1/8	+ 1 1/4	+ 6.21	40 1/2	20 1/8	19	10,598	226,532
OGILVY & MATHER	OGIL	O	13 1/4	13 1/2	- 1/4	- 1.85	32 1/2	13	5	1,777	23,545
PKL CO.	PKL	O		5/8		.00	3	1/4	1	818	511
J. WALTER THOMPSON	JWT	N	10 5/8	9 7/8	+ 3/4	+ 7.59	24 3/4	8 1/4	5	2,625	27,890
UNIVERSAL COMM.*	O					.00	12 1/2	1/2	1	715	357
WELLS, RICH, GREENE	WRG	N	8 3/8	8 1/4	+ 1/8	+ 1.51	21 1/8	7 1/2	4	1,623	13,592
Electronics									TOTAL	60,906	867,965
ADMIRAL	ADL	N	11 5/8	11 1/8	+ 1/2	+ 4.49	18	7 1/4	6	5,863	68,157
AMPEX	APX	N	3 5/8	3 1/2	+ 1/8	+ 3.57	6 7/8	3 1/8	9	10,878	39,432
CCA ELECTRONICS	CCAE	O				.00	3	7/8	1	881	770
COHU, INC.	COH	A	3 1/4	3 1/8	+ 1/8	+ 4.00	7 7/8	2 5/8	6	1,542	5,011
COLLINS RADIO	CRI	N	24 3/4	24 3/4		.00	25 7/8	15 1/4	17	2,968	73,458
COMPUTER EQUIPMENT	CEC	A	1 3/4	2	- 1/4	- 12.50	2 7/8	1 3/8	11	2,366	4,140
CONRAC	CAX	N	13 3/8	14 1/4	- 7/8	- 6.14	31 7/8	13 1/4	7	1,261	16,865
GENERAL ELECTRIC	GE	N	62 1/4	61 1/8	+ 1 1/8	+ 1.84	75 7/8	55	20	182,348	11,351,163
HARRIS-INTERTYPE	HI	N	31 3/8	28 3/4	+ 2 5/8	+ 9.13	49 1/4	24 1/2	11	6,223	195,246
INTERNATIONAL VIDEO	IVCP	O	4 3/4	3 3/4	+ 1	+ 26.66	14 3/4	3 3/4	9	2,745	13,038
MAGNAVOX	MAG	N	7 3/4	7 3/4		.00	29 5/8	6 1/4	16	17,806	137,996
3M	MMM	N	76 1/2	73 1/2	+ 3	+ 4.08	91 5/8	71 3/4	30	113,054	8,648,631
MOTOROLA	MOT	N	47	45 1/2	+ 1 1/2	+ 3.29	68 3/4	41 1/4	17	27,740	1,303,780
OAK INDUSTRIES	OEN	N	9 3/4	9 7/8	- 1/8	- 1.26	20 1/2	9 1/2	4	1,639	15,980
RCA	RCA	N	18 1/4	18 5/8	- 3/8	- 2.01	39 1/8	16 1/2	8	74,515	1,359,898
RSC INDUSTRIES	RSC	A	1 1/4	1 1/4		.00	2 1/2	1 1/8	9	3,458	4,322
SONY CORP	SNE	N	26 1/2	21 1/4	+ 5 1/4	+ 24.70	57 1/4	21 1/4	22	66,250	1,755,625
TEKTRONIX	TEK	N	39 3/8	36 1/4	+ 3 1/8	+ 8.62	56 5/8	29 7/8	19	8,185	322,288
TELEMATION**	TIMT	O	1 7/8	1 3/4	+ 1/8	+ 7.14	4 3/4	1 1/2		1,050	1,968
TELEPRO INDUSTRIES	O					.00	2 1/2	1/4	16	475	1,187
WESTINGHOUSE	WX	N	23 3/4	24 3/4	- 1	- 4.04	47 3/8	23 3/4	11	88,595	2,104,131
ZENITH	ZE	N	26 7/8	25 1/2	+ 1 3/8	+ 5.39	56	25	9	18,888	507,615
TOTAL									638,730	27,930,697	
GRAND TOTAL									1,363,483	41,690,665	

Standard & Poor's Industrial Average

106.61

103.96

-2.65

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
Chris-Craft Industries Inc.	3 mo. 11/30	14,994,000	+ 17.1%	496,000	+298.8%	.05	12,799,000	166,000 ¹	.2
Computer Equipment Corp.	9 mo. 9/30	20,696,000	+ 36.3%	460,000	+ 3.4%	.19	15,185,000	445,000	.18
Doyle Dane Bernbach	year 10/31	334,605,000	+ 6.5%	3,628,000	- 11.7%	1.95	314,096,000	4,109,000	2.10
LVO Corp.	6 mo. 11/30	21,313,000	+ 14.4%	1,549,000	+ 71.9%	.24	18,628,000	901,000	.14

¹ Before extraordinary gain of \$2,113,000 on debenture-exchange offer and \$168,000 gain on sale of surplus plants.

² No figure provided.

LIN: new purchase plan

LIN Broadcasting Corp., New York, announced a new financing plan last week for the purchase of WBAP-TV Fort Worth, which it has agreed to buy for \$35 million.

LIN said a \$15-million "B" bank loan (with an interest rate of 3% over prime and increasing by .5% every six months) has been replaced by notes payable to the sellers and carrying a 6% interest rate. An additional \$2.5 million of the purchase price will also be in the form of 6% notes to the sellers, and the balance of the \$17.5 million will be payable in cash at the time of closing.

The plan is subject to preparation and approval of formal documents. LIN said the company's debt maturity schedules

for the first four years under the new plan are only slightly higher than the present schedule and interest costs have been substantially reduced. The acquisition remains subject to FCC approval.

Financial Briefs

Blair in Boston. John Blair & Co., New York, last week completed acquisition of WHDH Corp. (WHDH[AM]-WC0Z[FM] Boston), making company a 100%-owned subsidiary of Blair. Blair bought about 53% of outstanding stock of WHDH Corp. on Jan. 11 and about 22% last Tuesday (Jan. 15) at \$33 per share in cash. Last April it had bought about 16% of shares. Spokesman said that since last April Blair had made cash outlay of about \$8 million for WHDH Corp. (this figure does not include 9% interest Blair has held since

1964). FCC approved transfer of control of WHDH Corp. to Blair Nov. 28, 1973.

Closing. Metromedia Inc. announced completion of sales of its music publishing companies and *Playbill* magazine ("Closed Circuit," Nov. 12, 1973). Music publishing interests were sold to New York Times Co. Music Corp., subsidiary of New York Times Co., and theatrical publication went to Arthur T. Birsh, former Metromedia group vice president.

Add capital. Post Corp., which two years ago invested \$1.5 million in capital of All-Star Insurance Corp., has invested additional \$750,000 to support growth of that subsidiary.

Buying its own. Time Inc. announced it would buy up to 500,000 shares of its own common stock "from time to time" for "future contributions to employe benefit plans, exercise of stock options and for possible future acquisitions."

Fates & Fortunes®

Media



Sydney H. Eiges, NBC VP, public information, retires June 1. He joined NBC in 1941 as head of press and publicity department 1947-1960, and most recently handled special projects for President Julian Goodman. Mr. Eiges plans to remain in

Eiges

broadcast communications in New York, says he has several projects and positions under consideration. He will retire two weeks after his 65th birthday.

Jack S. Atwood, executive VP and general manager, Maine Broadcasting System, Portland, retires, effective Feb. 27. His successor as general manager will be **Herb Crosby**, sales manager. **Donald K. Powers**, station manager of group's WCSH-TV Portland, named general manager of television operations. Maine Broadcasting System also owns WRDO(AM) Augusta, WLBZ-AM-TV Bangor and WCSH (AM) Portland.

Victor H. Sterling, general manager, WTOO(AM) Toledo, Ohio, appointed general manager, WLYV(AM) Fort Wayne, Ind. Both are Shepard Broadcasting stations.

Murray J. Green, general manager, WLEE (AM) Richmond, Va., named general manager, WNCN(FM) Cleveland.

Thurman W. Worthington Jr., sales manager, WTAR-FM Norfolk, Va., named manager.

William Carlisle, VP-broadcast liaison, National Association of Broadcasters, named VP-government relations ("Closed Circuit," Dec. 31, 1973).



Green



Macatee

Harold Green, general manager, WMAL(AM) Washington, named general manager, WRC-AM-FM there. He succeeds **Bruce Houston**, who returns to former post as sales manager at WRC. **Charles A. Macatee**, general sales manager, WMAL, named to succeed Mr. Green.



Brickerhoff

Drew Q. Brickerhoff, CBS Inc. VP for manpower management and compensation, named VP-personnel. **Robert E. Kalaidjian**, director of personnel for CBS, named VP-personnel, CBS/Records Group.

Robert P. Sieber, senior research analyst, Cox Broadcasting, Atlanta, named research director and **Thomas E. McCleendon**, manager-statistical research and computer services respectively.

Bill Sims, VP, KOSO(AM) Laramie, Wyo., elected president, Rocky Mountain Broadcasters Association. He succeeds **Earl Morgenroth**, Western Broadcasting Co., Missoula, Mont.

John G. Wright, controller, WJBF(TV) Augusta, Ga., elected treasurer, Fuqua

Television Inc., station's licensee.

Ann Morgan, assistant director of advertising and promotion, WCVB-TV Boston, named promotion manager.

Eleanor S. Applewhaite, assistant general attorney-government affairs, CBS, New York, appointed general attorney of broadcast section.

Joe Oliver, announcer and FM music director, WREC-AM-FM Memphis, named operations manager.

Stuart M. Cameron, freelance film producer, joins WLWI(TV) Indianapolis as broadcast operations manager.

Eugene P. Klumpp, operations manager, WBEN-TV Buffalo, N.Y., retires.

Janet Baser, administrator of presentations and audience trends, NBC New York, named research manager.

Dorothy Cotton, program coordinator, WHEC-TV Rochester, N.Y., named director of community affairs.

Dennis Hammond, with sales staff, KGMS(AM)-KXOA-FM Sacramento, Calif., named head of promotion, merchandising and special projects, KNDE(AM) there.

Broadcast Advertising



Dole

His successor at Burnett is **Peter F.**

David Dole, VP in charge of broadcast business, Leo Burnett, Chicago, retires Jan. 31. Mr. Dole is taking early retirement to devote more time to ICH-THUS, religious foundation he helped start. He will also be available part-time as consultant.

Weber, manager of broadcast department. **Angus Robinson**, VP, Central sales, NBC-TV Chicago, named VP, special sales projects, NBC-TV there. **Richard Schade**, VP, Detroit sales, replaces Mr. Robinson as VP, Central sales. **Ray Sutton**, VP, Western sales, appointed VP, Detroit sales, and **Sara Dempsey**, account executive, Western sales, succeeds Mr. Sutton as VP, Western sales, based in Burbank, Calif.

William McHale, manager-Eastern markets, Katz Radio, New York, named division manager, Chicago, Detroit and Philadelphia. **Tony Maisano**, with New York sales staff, named division manager, Atlanta, Dallas and St. Louis. **Ken Swetz**, New York sales manager, named division manager, New York, Los Angeles and San Francisco.

Scott Schanzenbach, director of marketing research, CBS Radio Spot Sales, New York, appointed to newly created post, director of development/marketing and research.

Stephen M. Tart, account group manager, McCann-Erickson, New York, named executive VP.

Kevin McDermott, account executive, national sales, Television Bureau of Advertising, named director of Eastern sales, TVB, New York.

Robert P. Dempsey, senior VP and management supervisor, Deltakos, J. Walter Thompson's medical communications division, named president, Diogenes Marketing Research Inc., JWT's newly created marketing research affiliate.

Carlo Anneke, VP-marketing, Video Cassette Industries, Los Angeles, named national sales manager, KCOP(TV) there.

Jack Mulderrig, general manager, TV division, Avco Radio-TV Sales, and **Ron Werth**, director of corporate research, elected VP's.

Bob Harris, media representative, Metro TV Sales, Chicago, named general sales manager, KMBC-TV Kansas City, Mo.

Jay C. Levinson, VP and assistant media director, Grey Advertising, New York, named associate media director, N. W. Ayer, New York.

Aaron Shelden, advertising manager, WNEW-TV New York, joins WABC-TV there in same capacity.

Dick Martin, with sales staff, WMAL-TV Washington, named local sales manager.

Tom Sidley, sales manager, KDEO(AM) El Cajon, Calif., named sales manager, KEZL(FM) San Diego.

Guss Cawley, with sales staff, WWOM-FM Albany, N.Y., named general sales manager.

Raymond Coleman, with sales staff, WBEN-TV Buffalo, N.Y., named local sales manager.

Suzan K. Couch, director of broadcast advertising, Macy's, New York, named sales manager, WXLQ(FM) New York.

David Weinfeld, with sales staff, WWEL-AM-FM, Medford, Mass., joins WSAR(AM) Fall River, Mass., as sales manager.

Gene Camerik, VP-broadcast division,

S. Jay Reiner Co., media buyer, Maspeh, N.Y., appointed senior VP of division.

Richard Livingston, research manager, WMAL-TV Washington, named manager, marketing services.

James R. Daboval, with sales staff, WWL-TV New Orleans, named local sales manager.

Thomas D. Jackson, accountant, KGW (TV) Portland, Ore., named local and regional sales manager.

Donald L. McCoun, with sales staff, KJR (TV) Seattle, appointed sales manager, KXL-AM-FM Portland, Ore.

Jack Delaney, VP-associate creative director, William Esty advertising, New York, joins Dancer-Fitzgerald-Sample there as art director-TV producer.

Bob Carducci, art director, Wells Rich, Greene, New York, joins Warren, Muller, Dolobowsky, New York, in same position.

Programing

William L. Clark, general sales manager-domestic, named VP-domestic syndicated sales, 20th Century-Fox Television, Beverly Hills, Calif.

Richard A. Harper, general sales manager-foreign, named VP-international sales there.

Klaus J. Lehmann, international sales manager, Metromedia Producers Corp., New York, elected VP.

Benson H. Begun, VP and associate general counsel, Screen Gems division of Columbia Pictures, appointed associate general counsel, Columbia Pictures Industries, New York.

Stephen K. Nenno, director of program administration, East Coast, ABC Entertainment, New York, appointed director of program administration.

William D. Brown, talk show host, WCBS-FM New York, named program director.

F. Robert McCourt, producer-director, wsoc-TV Charlotte, N.C., named program manager.

Sid Perry, promotion manager, WLCY-TV Largo, Fla., appointed program-production manager.

Art Scott, associate producer, Hanna-Barbera Productions, Hollywood, named studio production manager.

Judy Law, continuity director, KNTV(TV) San Jose, Calif., named production manager, KMST(TV) Monterey, Calif. **Richard Sweetapple**, production director, Monterey Peninsula TV Cable, named public service director and production assistant.

Guy LeBow, sportscaster, NBC Radio, New York, joins WABC-TV there as sports anchorman for late evening edition, *Eye-witness News*.

George Woods, program director and operations manager, WNCG(AM) Charleston, S.C., assumes additional duties as operations manager of affiliated WKTM (FM) there.

Leo F. O'Farrell, program manager,

WJXT(TV) Jacksonville, Fla., joins Quasar Productions Inc. there, as director of sales and production.

Benjamin Glyn Moses, television director, Associated Producers Inc., Washington, named executive producer of creative services and public affairs, WMAL-TV Washington.

Kent Taylor, production manager, WJXT (TV) Jacksonville, Fla., named producer-director in community involvement department, noncommercial WJCT(TV) there.

Broadcast Journalism

Richard D. Rosenbaum, radio manager, ABC News Midwest bureau, Chicago, named West Coast radio manager, Los Angeles.

Ricki Stofsky, news producer, WJZ-TV Baltimore, named assistant news director-senior producer.

John Tallerico, Lansing bureau chief, WILX-TV Onondaga, Mich., named news director.

Gene Tuck, anchorman, KENS-TV San Antonio, Tex., named anchorman, KPX (TV) San Francisco.

Larry Wiedman, producer, KPRC-TV Houston, named assistant news director.

Jon Mangum, news director, WWAY(TV) Wilmington, N.C., named assignment editor, WRAL-TV Raleigh, N.C.

Greg Dumas, anchorman, KTRK-TV Houston, named general assignment reporter, KGTV(TV) San Diego.

Equipment & Engineering

Kenneth I. Taylor, director of engineering, International Video Corp., Sunnyvale, Calif., named VP-engineering.

William E. Amos, assistant VP, Sony Corp., appointed VP, Philips Broadcast Equipment Corp., Montvale, N.J.

Cablecasting

Joel P. Smith, executive VP and member of board of Warner Cable Corp., New York, has resigned to pursue private business interests within and outside cable TV industry.

John V. Kenny, attorney, Washington law firm of Haley, Bader and Potts, joins National Cable Television Association there as assistant general counsel with primary responsibility for FCC liaison.

Gene Shaw, marketing director, Teleprompter, New York, named national advertising sales manager. **Gerald R. Towan**, Southeast regional director of programming, Atlanta, named director of programming, CATV division.

Reva Melniker, assistant secretary, Time Inc.'s subsidiary, Home Box Office, New York; **James O. Heyworth Jr.** and **William S. Myers**, with Time publishing interests, named VP's of Home Box Office. **Ralph Graves**, acting editorial director, Time Inc., appointed corporate editor, film and cable activities.

Robert F. Levy, senior specifications writer, New York State Office of Gen-

eral Services, joins New York State Commission on Cable Television, Albany, as assistant chief of telecommunications. Albert Richards, formerly with New York Public Service Commission, named CATV specialist, state cable commission.

Deaths

Rev. John M. Norris, 90, owner of WGCN-AM-FM Red Lion, Pa., and inter-

national WINB Red Lion, died Jan. 15 after brief illness. WGCN was station involved in one of two fairness doctrine cases that were consolidated in proceeding before U.S. Supreme Court and resulted, in 1969, in opinion affirming doctrine's constitutionality.

Ralph O'Connor, 62, retired general manager, WISC-TV Madison, Wis., died Jan. 11 of heart disease in Clearwater, Fla., where he was spending winter. He man-

aged WISC-TV from 1956 until 1972 and before that was general manager of WISC-AM-FM.

Clarke W. Thornton Jr., 56, retired policy officer for Africa, Voice of America, died Jan. 9 of cancer. He worked for number of TV and radio stations including: WTTG(TV), WMAL-TV both Washington and WCUM(AM) Cumberland, Md. He is survived by wife, daughter and son.

For the Record®

As compiled by BROADCASTING Jan. 7 through Jan. 11 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

■ Chief Administrative Law Judge Arthur A. Gladstone in Homewood and Birmingham, Ala. (Chapman Radio and Television Co. and Birmingham Broadcasting Co.), TV proceeding, denied petition by Birmingham Broadcasting Co. requesting change of site for hearing from Washington to Birmingham, since good cause had not been shown (Docs. 15461, 16761). Action Jan. 4.

Existing TV stations

Final actions

■ KRON-TV San Francisco—FCC denied petition by Committee for Open Media urging commission to reconsider ruling dismissing committee's petition to deny license renewal application of Chronicle Broadcasting Co. for KRON-TV. Action Jan. 9.

■ WOR-TV and WCBS(AM), both New York—Chief, complaints and compliance division, denied John Cervase reconsideration of Sept. 19, 1973 ruling by Broadcast Bureau on his complaint against WOR-TV. Mr. Cervase had requested that Broadcast Bureau define "reasonable grounds" to determine when licensee has met its fairness obligations. Mr. Cervase had previously complained that WOR-TV had failed to present contrasting views on controversial issue of public importance involving

Newark public housing project. In related action, chief, complaints and compliance division, informed Mr. Cervase, announced candidate for mayor of Newark, N.J., that WCBS(AM) did not act unreasonably in denying his request to be selected as spokesman to present contrasting views to those of incumbent Newark mayor, Kenneth Gibson. Commission said that "announced candidate for public office has no special right of access to present opposing views." Ann. Jan. 8 and 11.

■ KTBC-TV Austin, Tex.—FCC reaffirmed assignment of license of KTBC-TV from Texas Broadcasting Corp. to Times Mirror Co. and petition by Civic Telecasting Corp. for reconsideration of action was dismissed. Action Jan. 9.

■ FCC advised NBC that network had failed to respond sufficiently to commission's order that statement be submitted indicating how it intends to fulfill fairness doctrine obligations arising out of broadcast of documentary *Pensions: The Broken Promise*. Action Jan. 9.

Actions on motions

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, dismissed request for official notice by Western without prejudice to its renewal in course of hearing scheduled for Jan. 31. In separate action, granted petitions by Western to amend application to show changes in its management and acquisition of newspaper by related corporation and accepted amendments (Docs. 19519, 19581). Action Jan. 7.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, denied motion by Forum to amend application to reflect updated balance sheets for Lawrence K. Grossman, Daniel V. Grossman and LKG Properties Corp. (Docs. 18711-12). Action Jan. 7.

■ Chief, Office of Opinions and Review in Florence, S.C. (Daily Telegraph Printing Co. [WBTW-TV]), TV proceeding, granted request by Triangle Telecasters Inc. and extended through Jan. 25 time for filing petition for review of decision of review board released Dec. 4 (Doc. 18650). Action Dec. 3.

Other action

■ Review board in Dallas, TV proceeding, added issue to determine whether Wadeco Inc., applicant for

ch. 8, Dallas, has reasonable assurance of availability of proposed trans. site (Docs. 19744-5). Action was taken in response to petition by Belo Broadcasting Corp., applicant for renewal of license for WFAA-TV on ch. 8 in Dallas. Action Jan. 10.

Call letter applications

- WTIC-TV Hartford, Conn.—Seeks WFSB-TV.
- KITC(TV) Nampa, Idaho—Seeks KBVI(TV).
- KPTO(TV) Pocatello, Idaho—Seeks KPVI(TV).

New AM stations

Application

■ Milton, Fla.—Millard F. Adams Jr. Seeks 1490 khz 1 kw-D, 250 w-N. (WRSA[AM] Milton facilities). P.O. address 1101 Moore Lane, Milton 32570. Estimated construction cost \$22,000; first-year operating cost \$36,000; revenue \$30,000. Principals: Mr. Adams is general manager of WRSA(AM) Milton and seeks interim operating authority on that station's facilities. (WRSA's application for renewal has been designated for hearing before commission.) Action Dec. 28.

Action on motion

■ Chief, Office of Opinions and Review, in Portsmouth, Va. (Chesapeake-Portsmouth Broadcasting Corp. [WPMH]), AM proceeding, granted request by Broadcast Bureau and extended through Jan. 29 time in which to file comments on applicant's petition for reconsideration of designation order, petition for waiver of rules and request for expedited consideration filed Dec. 26, 1973 (Doc. 19787). Action Jan. 7.

Other actions

■ Review board in Milton, Fla., AM proceeding, granted request by Broadcast Bureau for extension of time through Jan. 18 in which to file responsive pleadings to petitions to add issues filed by Jimmie H. Howell, Mapoles, Broadcasting Co., Aaron J. Wells and Santa Rosa Inc., competing applicants for new AM at Milton (Docs. 19882-85). Action Jan. 9.

■ Review board in Iowa City, AM proceeding, granted motion by Burns, Rieke and Voss Associates for extension of time through Feb. 1 in which to file exceptions to initial decision released Nov. 29, 1973, which proposed grant of application of Braverman Broadcasting Co. for new AM in Iowa City and denial of application of Burns, Rieke and Voss Associates for same facilities (Docs. 19596-7). Action Jan. 7.

Existing AM stations

Applications

■ WKAX Russellville, Ala.—Seeks mod. of CP (BP-18,225 as mod.) to change to nondirectional ant. Ann. Jan. 9.

■ WIRA Fort Pierce, Fla.—Seeks CP to change trans. site and main studio location to South 37th Street and north of North White Way Dairy Road, Fort Pierce. Ann. Jan. 9.

■ WGUL New Port Richey, Fla.—Seeks CP to increase height of tower to 300 ft. Ann. Jan. 9.

■ WPOM Riviera Beach, Fla.—Seeks CP to change directional system to DA-1 and redescribe main studio and transmitter site to 4286 Uptegrove Lane, near West Palm Beach, Fla. Ann. Jan. 9.

■ WGNU Granite City, Ill.—Seeks CP to change frequency to 1380 khz, change hours to U with 5 kw, DA-2, and change trans. Request facilities of KWK(AM) St. Louis and to be consolidated

**NOTE
NEW
ADDRESS**

**EDWIN TORNBORG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766

West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

for comparative hearing with pending license renewal application. Ann. Jan. 9.

- WISZ Glen Burnie, Md.—Seeks CP to change daytime DA pattern. Ann. Jan. 9.
- WKOX Framingham, Mass.—Seeks CP to use existing 440 ft. tower on property to replace destroyed tower. Ann. Jan. 9.
- WMPA Aberdeen, Miss.—Seeks mod. of license to change to U. Ann. Jan. 9.
- WKJB Mayaguez, Puerto Rico—Seeks CP to increase daytime power to 5 kw. Ann. Jan. 9.
- KULF Houston—Seeks CP to change trans. site to Hanson Road, 2,400 ft. south of Frick Road, Houston. Ann. Jan. 9.

Final actions

- WGTO Cypress Gardens, Fla.—Broadcast Bureau granted mod. of license covering addition of 250 w-DA with SH and install new trans. for SH only; condition (BML-2481). Action Dec. 21.
- WGTR Natick, Mass.—Broadcast Bureau granted license covering new aux. trans. (BL-13507). Action Dec. 26.
- KBZY Salem, Ore.—Broadcast Bureau granted license covering use of former main trans. as alt. trans. (BL-13559). Action Dec. 26.
- WBZY New Castle, Pa.—Broadcast Bureau granted license covering permit for new aux. trans. (BL-13565). Action Dec. 26.
- WWSW Pittsburgh—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from One Allegheny Square, Pittsburgh (BRC-3652). Action Dec. 26.

Actions on motions

- Administrative Law Judge Lenore G. Ehrig in Stamford, Conn. (Western Conn. Broadcasting Co. [WSTC] and Radio Stamford Inc.), AM proceeding, denied Radio Stamford's motion for protective order filed Dec. 21, 1973 and granted Western's motion for production filed Dec. 11 and directed Radio Stamford to produce documents requested at time and place to be determined by the parties; denied Radio Stamford's opposition to proposed depositions and ordered depositions to be taken at times and places noted, except in those instances where Western had agreed to adjust depositions schedule to accommodate plea of inconvenience to certain of Radio Stamford's principals (Docs. 19872-73). Action Jan. 3.
- Chief Administrative Law Judge Arthur A. Gladstone in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC] and Midwest Radio-Television Inc. [WCCO]), AM proceeding, due to retirement of Presiding Judge Basil P. Cooper, assigned Administrative Law Judge Forest L. McClenning to preside and effect final disposition (Docs. 11227, 17588, 19403). Action Jan. 7.

Call letter applications

- WCOF Immokalee, Fla.—Seeks WKEM.
- KBOM Bismarck-Mandan, N.D.—Seeks KWWB.

Call letter action

- KQIQ Santa Paula, Calif.—Granted KAAP.

Designated for hearing

- KOAD Lemoore, Calif.—FCC designated for hearing application of Golden Broadcasting System for renewal of license for KOAD on exercise of control, misrepresentation, candor, and character qualification issues. Action Jan. 9.

New FM stations

Applications

- *Tucson, Ariz.—University of Arizona-Tucson. Seeks 90.5 mhz, 12.3 kw. HAAT 3,590 ft. P.O. address University of Arizona, Tucson 85721. Estimated construction cost \$75,000; first-year operating cost \$93,363; revenue none. Principals: Margaret Christy is president of Arizona Board of Regents. Ann. Jan. 2.
- *Ojai, Calif.—Thacher School. Seeks 91.9 mhz, 359 kw. HAAT 406 ft. P.O. address 5025 Thacher Road, Ojai 39023. Estimated construction cost \$19,715; first-year operating cost \$1,000; revenue none. Principals: Jerome H. Berenson is president of trustees of Thacher School. Ann. Jan. 2.
- Hindman, Ky.—Knott County Broadcasting Corp. Seeks 107.1 mhz, 5 kw. HAAT 650 ft. P.O. address Box 427, Hindman 41822. Estimated construction cost \$22,723; first-year operating cost \$10,000; revenue not given. Principals: John Robert Morgan, president. Mr. Morgan is also licensee of WKCB-(AM) Hindman. Ann. Jan. 2.
- *Presque Isle, Me.—University of Maine. Seeks 91.1 mhz, 100 w. HAAT 1,080 ft. P.O. address Alumni Hall, Orono, Me. 04473. Estimated construction cost \$192,980; first-year operating cost \$100,800; revenue none. Principals: Donald McNeil is chancellor of University of Maine. Ann. Jan. 2.

■ Rumford, Me.—Rumford Broadcasting Co. Seeks 96.3 mhz, 29.6 kw. HAAT 14 ft. P.O. address 638 Congress Street, Portland, Me. 04101. Estimated construction cost \$46,300; first-year operating cost \$7,500; revenue \$20,000. Principals: Melvin L. and Frances M. Stone (together 99.99%). Mr. and Mrs. Stone own WRUM(AM) Rumford and WGUY(AM) Bangor, Me. They also have interest in WDCS-FM Portland, Me. Ann. Jan. 2.

■ *Baltimore—Towson State College. Seeks 89.7 mhz, 1.46 kw. HAAT 400 ft. P.O. address AV Building, Towson State College, Baltimore 21204. Estimated construction cost \$24,171; first-year operating cost \$2,050; revenue none. Principals: Dr. James L. Fisher is president of Towson State College. Ann. Jan. 2.

■ *Grand Rapids, Minn.—Northern Community Radio. Seeks 91.7 mhz, 100 kw. HAAT 592 ft. P.O. address Box 196, Lake Elmo, Minn. 55042. Estimated construction cost \$93,050; first-year operating cost \$79,137; revenue none. Principals: Richard V. McClear is president of nonprofit Northern Community Radio. Ann. Jan. 2.

■ *St. Louis—Double Helix Corp. Seeks 88.1 mhz, 50 kw. HAAT 980 ft. P.O. address Box 8187, Pierre Laclede Station, St. Louis 63108. Estimated construction cost \$235,615; first-year operating cost \$40,125; revenue none. Principals: Dana L. McRoberts is president of nonprofit Double Helix Corp. Ann. Jan. 2.

■ Albuquerque, N.M.—All-Indian Pueblo Council Inc. Seeks 91.5 mhz, 8.5 kw. HAAT 4,115 ft. P.O. address Box 6053, Indian School Road, N.W., Albuquerque 87107. Estimated construction cost \$55,000; first-year operating cost \$80,000; revenue none. Principals: Valention Cordova is chairman of nonprofit All-Indian Pueblo Council. Ann. Jan. 2.

■ *Warrenton, N.C.—Sound and Print United Inc. Seeks 89.3 mhz, 100 kw. HAAT 323 ft. P.O. address Box 365, Warrenton 27589. Estimated construction cost \$119,275; first-year operating cost \$73,450; revenue none. Principals: Valeria Lynch Lee is president of nonprofit Sound and Print United Inc. Ann. Jan. 2.

■ *Green Bay, Wis.—Premontre Board of Education. Seeks 90.1 mhz, 10 w. HAAT 56 ft. P.O. address 610 Maryhill Drive, Green Bay 54303. Estimated construction cost \$3,770; first-year operating cost \$100; revenue none. Principals: Jerry Maloney is president of Promontre Board of Education. Ann. Jan. 2.

Final actions

■ Vandalia, Ill.—Clark Communication Corp. Broadcast Bureau granted 107.1 mhz, 3 kw. HAAT 164 ft. (BPH-8474). P.O. address 111 South Fifth Street, Vandalia 62471. Estimated construction cost \$57,202.90; first-year operating cost \$10,500; revenue \$31,200. Principals: Neil F. Clark (35.8%), Mrs. Wayne H. Clark (35.8%), and B. John Clark (28.4%). Clarks are licensee of WPMB-AM Vandalia. Messrs. Clark also have interest in Vandalia auto parts retail business. Action Jan. 3.

■ Stanton, Ky.—Red River Broadcasting Co. Broadcast Bureau granted 104.9 mhz, 44 kw. HAAT 684 ft. (BPH-8373). P.O. address Box 273, Jackson, Ky. 41339. Estimated construction cost \$31,070; first-year operating cost \$25,000; revenue \$48,000. Principals: A. Dale and Minnie F. Bryant (each 50%). Mr. Bryant is lawyer. He has interests in WEKG(AM) Jackson. Action Dec. 21.

■ Marquette, Mich.—Chappell Broadcasting Inc. Broadcast Bureau granted 100.1 mhz, 1.8 kw. HAAT 373 ft. (BPH-8588). P.O. address 318 East Prospect, Marquette 49855. Estimated construction cost \$40,170; first-year operating cost \$72,000; revenue \$125,000. Principals: Lou W. Chappell (37.75%), E. Nicholas Bridges and John K. Hubbard (each 31.13%). Mr. Chappell is general manager WLUC-TV Marquette. Mr. Bridges is attorney and Mr. Hubbard is accountant, both Marquette. Action Jan. 7.

■ *Asheville, N.C.—University of North Carolina at Asheville. Broadcast Bureau granted 88.1 mhz, 1.46 kw. HAAT 154 ft. (BPCD-1692). P.O. address University Heights, Asheville 28804. Estimated construction cost \$11,917; first-year operating cost \$5,000; revenue none. Principals: William E. Highsmith as chancellor of University of North Carolina at Asheville. Action Jan. 7.

■ Clarksburg, W. Va.—Rau Radio Stations Inc. Broadcast Bureau granted 104.9 mhz, 3 kw. HAAT 164 ft. (BPH-8521). P.O. address Suite 716, 2100 M Street, Washington 20037. Estimated construction cost \$29,690; first-year operating cost \$12,000; revenue \$36,000. Principals: Henry Rau. Mr. Rau is board chairman and major stockholder of Rau Radio Stations, licensee of WDOV and WDSB(FM) Dover, Del.; WNAV-AM-FM Annapolis, and WARK-AM-FM Hagerstown, both Maryland; WATO-AM-FM Oak Ridge, Tenn. Rau Radio Stations also owns CATV interests in Dover. Action Dec. 21.

Initial decisions

■ West Palm Beach, Fla.—Administrative Law Judge Chester F. Naumowicz proposed in initial decision grant of application of Sandpiper Broadcasting Co. for 92.1 mhz, 3 kw. HAAT 300 ft. P.O. address 777 Third Avenue, 18th Floor, New York 10017. Estimated construction cost \$45,557; first-year operating cost \$38,100; revenue \$48,000. Principals: Roger Coleman, John Keljikan (each 45%) and Ralph Keasing (10%). Group also owns WBFI-FM Southampton, N.Y. Ann. Dec. 10.

Actions on motions

- Chief Administrative Law Judge Arthur A. Gladstone in Fort Smith, Ark. (George T. Herreich, tr/as KFPW Broadcasting Co.), FM proceeding, due to retirement of Presiding Judge Basil P. Cooper, assigned Administrative Law Judge Lenore G. Ehrig to preside and effect final disposition (Doc. 18241). Action Jan. 7.
- Chief Administrative Law Judge Arthur A. Gladstone in Albuquerque, N.M. (Zia Tele-Communications Inc. and Alvin L. Korngold), FM proceeding, due to retirement of Presiding Judge Basil P. Cooper, assigned Administrative Law Judge William Jensen to preside and effect final disposition (Docs. 19178-79). Action Jan. 7.

■ Administrative Law Judge David I. Kraushaar in Arab, Ala. (Brindle Broadcasting Corp., et al.), FM proceeding, granted petition by Brindle Broadcasting Corp. to amend application to reflect current, complete business interests of its principals and accepted amendment (Docs. 19849-51). Action Jan. 7.

■ Administrative Law Judge David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, granted motion by Sound Media for admission in evidence of supplemental engineering exhibit dated Dec. 17, 1973 and admitted in evidence submitted exhibit (Docs. 19410-11). Action Jan. 7.

■ Administrative Law Judge Jay A. Kyle in Berwick, Pa. (Berwick Broadcasting Corp.), FM proceeding, pursuant to hearing conference held Nov. 30, 1973 and in accordance with memorandum opinion and order released Dec. 12, 1973, dismissed with prejudice application of Berwick Broadcasting Corp. and terminated proceeding (Doc. 17884). Action Jan. 7.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), educational FM proceeding, granted motion by Pacifica to amend application to reflect changes in its board of directors and officers made on Dec. 8, 1973 and accepted amendment (Doc. 18634). Action Jan. 4.

Other action

■ Review board in Santa Paula and Fillmore, both Calif., FM proceeding, granted motion by William

Please send

Broadcasting

The newsweekly of broadcasting and allied arts

Name _____	Position _____	
Company _____		
<input type="checkbox"/> Business Address		
<input type="checkbox"/> Home Address		
City _____	State _____	Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

SUBSCRIBER SERVICE

- 3 years \$60
- 2 years \$45
- 1 year \$25

Canada Add \$4 Per Year
Foreign Add \$6 Per Year

- 1974 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- 1974 Yearbook \$17.50 (If payment with order: \$15.00)

- Payment enclosed
- Bill me

Summary of broadcasting According to the FCC, as of Dec. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,374	4	17	4,395	53	4,448
Commercial FM	2,438	0	64	2,502	131	2,633
Commercial TV-VHF	506	1	8	513	7	520
Commercial TV-UHF	189	0	3	192	38	243
Total commercial TV	695	1	9	705	45	763
Educational FM	611	0	22	633	94	727
Educational TV-VHF	88	0	3	91	4	98
Educational TV-UHF	128	0	14	142	0	143
Total educational TV	216	0	17	233	4	239

* Special temporary authorization.

F. and Anne K. Wallace for extension of time through Jan. 18 in which to file responsive pleadings to petition to add issues filed by Class A Broadcasters Inc. Proceeding involves competing applications of Jerry Lawrence and William F. and Anne Wallace, for new FM in Santa Paula and Clark Ortone Inc. and Class A Broadcasters Inc. for new FM in Fillmore (Docs. 19865-68). Action Jan. 9.

Rulemaking petitions

- **KNWA-FM** Fayetteville, Ark.—Seeks amendment of FM table of assignments by substituting ch. 281 for 280A at Fayetteville (RM-2299). Ann. Jan. 11.
- **KVOM(AM)** Morrilton, Ark.—Seeks amendment of FM table of assignments by assigning ch. 226 to Malvern, Ark. and delete ch. 269A (RM-2305). Ann. Jan. 11.
- **WAKS(AM)** Fuquay-Varina, N.C.—Seeks amendment of FM table of assignments to assign ch. 280A to Fuquay-Varina (RM-2303). Ann. Jan. 11.
- **KMAV(AM)** Mayville, N.D.—Seeks amendment of FM table of assignments by assigning ch. 269A to Mayville (RM-2301). Ann. Jan. 11.
- **WKSL(FM)** Greencastle, Pa.—Seeks amendment of FM table of assignments by assigning ch. 288A to Berryville, Va. (RM-2304). Ann. Jan. 11.

Call letter applications

- Lawrence E. Streckline and Janet Sue Bozeman, Hays, Kan.—Seeks KJLS(FM).
- Hunterdon Central High School Board of Education, Flemington, N.J.—Seeks *WCVH(FM).

Call letter actions

- *William Jewell College, Liberty, Mo.—Granted *KWPB(FM).
- *Bryant College of Business Administration, Smithfield, R.I.—Granted *WJMF(FM).

Existing FM stations

Applications

- **WMHC(FM)** South Hadley, Mass.—Seeks CP to change frequency to 91.5 mhz; install new trans. and ant.; make change in ant. system (increase height). Ann. Jan. 10.
- **WTCC(FM)** Springfield, Mass.—Seeks CP to change frequency to 90.7 mhz; install new trans. and ant.; make change in ant. system (increase height); change TPO; ERP 3.25 kw and HAAT 117 ft. Ann. Jan. 10.
- **KLPH(FM)** St. Louis—Seeks CP to change frequency to 91.5 mhz; redesign trans. location to 3615 Olive Street, St. Louis; install new trans. and ant.; make change in ant. system (increase height); change TPO; ERP 18 kw and HAAT 372 ft. Ann. Jan. 10.

Final actions

- **KEGH-FM** Elk Grove, Calif.—Broadcast Bureau granted CP to replace expired permit for educational FM (BPED-1720); granted mod. of CP to change ant. and trans. location (BMPED-1047). Action Jan. 8.
- **KFOG(FM)** San Francisco—Broadcast Bureau granted license covering changes; trans. location redesignated as 250 Palo Alto Avenue, San Francisco; ERP 7.9 kw; ant. height 1,450 ft. (BLH-5996). Action Dec. 26.
- **WQAQ(FM)** Hamden, Conn.—Broadcast Bureau granted license covering new educational FM (BLED-1174). Action Dec. 26.
- **KUNC-FM** Greeley, Colo.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1305). Action Jan. 8.
- **WAMU-FM** Washington—Broadcast Bureau granted CP to use formerly licensed ant. with main trans. for aux. purposes only and formerly licensed

trans. with both main and aux. ant.; ant. height 420 ft.; remote control permitted (BPED-1719). Action Dec. 26.

- **KROK(FM)** Shreveport, La.—Broadcast Bureau granted CP to install new ant.; change transmission line; change ERP to circularly polarization and ant. height 320 ft.; condition (BPH-8676). Action Dec. 21.

- **WLIF(FM)** Baltimore—Broadcast Bureau granted CP to replace expired permit for changes (BPH-8705). Action Jan. 8.

- **WDBI-FM** Tawas City, Mich.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 275 ft. (BLH-6006). Action Dec. 26.

- **WLSM-FM** Louisville, Miss.—Broadcast Bureau granted CP to install new ant.; condition (BPH-8719). Action Jan. 8.

- **KFUO-FM** Clayton, Miss.—Broadcast Bureau granted CP to change trans. location to 532 De-Baliviere, St. Louis; operate by remote control from studio site, 801 DeMun Avenue, Clayton, Mo.; install new trans.; install new ant.; make changes in ant. system; ERP 100 kw; ant. height 440 ft.; conditions (BPH-8609). Action Dec. 21.

- **KFMU(FM)** Kansas City, Mo.—Broadcast Bureau granted CP to install new trans. and new ant.; increase ant. height on same tower; ERP 97 kw; ant. height 1,060 ft. (BPH-8718). Action Dec. 26.

- **KXTR(FM)** Kansas City, Mo.—Broadcast Bureau granted CP to install new trans., new ant.; ERP 90 kw (BPH-8713). Action Dec. 26.

- **WFMV-FM** Blairstown, N.J.—Broadcast Bureau granted license for new FM; ERP 275 w; ant. height 830 ft. (BLH-5994). Action Dec. 26.

- **WICB(FM)** Ithaca, N.Y.—Broadcast Bureau granted CP to change trans. location to ¼ mile south of Ithaca city limits, 1/6 mile east of route 96B on south edge of Ithaca College campus; operate by remote control from Performing Arts Building, Ithaca College campus; install new trans. and new ant.; ERP 5.5 kw; ant. height 105 ft. (BPED-1544). Action Dec. 21.

- **WMJW(FM)** Nanticoke, Penn.—Broadcast Bureau granted license covering new FM station; ERP 670 w; ant. height 550 ft. (BLH-5988). Action Dec. 26.

- **WMTS-FM** Murfreesboro, Tenn.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 20 kw; ant. height 170 ft.; remote control permitted (BPH-8230). Action Jan. 2.

- **KYND(FM)** Pasadena, Tex.—Broadcast Bureau granted mod. of license covering change of licensee name to KYND Inc. (BMLH-480). Action Jan. 8.

- **WPVR(FM)** Roanoke, Va.—Broadcast Bureau granted mod. of SCA to make changes in programming (BMSCA-355). Action Dec. 21.

- **WBCI(FM)** Williamsburg, Va.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1304). Action Jan. 8.

Call letter applications

- **WCOF-FM** Immokalee, Fla.—Seeks WKEM-FM.
- **WSPQ(FM)** Columbus, Ohio—Seeks WVKO-FM.

Call letter actions

- **WJLN(FM)** Birmingham, Ala.—Granted WZZK(FM).
- **WKEI-FM** Kewanee, Ill.—Granted WJRE(FM).
- **WGLD(FM)** Oak Park, Ill.—Granted WBMX(FM).
- **KGRV(FM)** St. Louis—Granted KKSS(FM).
- **KLPH(FM)** St. Louis—Granted *KBDY(FM).
- **KAWB(FM)** McKinney, Tex.—Granted KMMK(FM).

- **WKUB(FM)** Manitowoc, Wis.—Granted WKKB(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses, co-pending auxs. and SCA when appropriate, for following stations: **WIAL(FM)** Eau Claire and **WJMC-AM-FM** Rice Lake, both Wisconsin; **WLAW(AM)** Lawrenceville, Ga.; **WOKZ-AM-FM** Alton and **WPRC-AM-FM** Lincoln, both Illinois. Actions Dec. 27.

Modification of CP's, all stations

- **KTOT-FM** Big Bear Lake, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to top of Goldmine Ski Lift, 3.4 miles from center of Big Bear Lake; change trans.; make changes in ant. system; ERP 90 w; ant. height 1,500 ft.; remote control permitted (BMPH-13947). Action Dec. 26.

- **KAGB-FM** Inglewood, Calif.—Broadcast Bureau granted mod. of CP to change ant.; ERP 1.65 kw; condition (BMPH-13961). Action Dec. 8.

- **WPLO(AM)** Atlanta—Broadcast Bureau granted mod. of CP for extension of completion date to June 1 (BMP-13431). Action Jan. 9.

- ***WRSB(FM)** Weston, Mass.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change transmission line (BMPED-1048). Action Dec. 26.

- **KVSF(AM)** Santa Fe, N.M.—Broadcast Bureau granted mod. of CP for extension of completion date to March 7 (BMP-13699). Action Jan. 9.

- ***WETS(FM)** Johnson City, Tenn.—Broadcast Bureau granted mod. of CP to change trans. and ant. (BMPED-1056); granted mod. of CP for extension of time to May 27 (BMPED-1057). Action Jan. 8.

Ownership changes

Applications

- **KCOG-AM-FM** Centerville, Iowa—Seeks assignment of license (FM permit) from Hope Co. to Chariton Valley Broadcasting Co. for \$330,000. Seller: Robert K. Faust, president, et al. (100%). Mr. Faust also has interest in **KJAN-AM-FM** Atlantic, Iowa. Buyers: Michael G. and John M. O'Connor, Paul Ahrens and Edward F. Bock (each 25%). Michael G. O'Connor is account executive with **KWWL(AM)** Waterloo, Iowa. John M. O'Connor is account executive with **KCOB(AM)** Newton, Iowa. Mr. Ahrens is president of Ginnell, Iowa manufacturing firm and Mr. Bock is accountant in Cedar Rapids, Iowa. Ann. Dec. 28.
- **KJIB(FM)** Portland, Ore.—Seeks transfer of control of Contemporary FM Inc. from Bernard Seitz (100% before, none after) to Park Broadcasting Inc. (none before, 100% after). Consideration: \$250,000 subject to adjustment. Principal: Roy H. Park (100%). Park Broadcasting also owns **WEBC(AM)** Duluth and **KRSI-AM-FM** St. Louis Park, both Minnesota; **WUTR(TV)** Utica, N.Y.; **WNCT-AM-FM-TV** Greenville, N.C.; **WNAX(AM)** Yankton, S.D.; **WDEF-AM-FM-TV** Chattanooga and **WJHL-FM-TV** Johnson City, both Tennessee; **WTVR-AM-FM-TV** Richmond and **WLSL-TV** Roanoke, both Virginia. Action Dec. 28.
- **WPEN-AM-FM** Philadelphia—Seeks assignment of license from William Penn Broadcasting Co. to Greater Philadelphia Radio Inc. for \$4.3 million. Sellers: Martin Field, president, et al. (100%). Buyers: John L. Rosenmiller and Peter A. Bordes (each 50%). Greater Media Inc., parent company has interest in **WTCR(AM)** Ashland, Ky.; **WGAY-AM-FM** Silver Spring, Md.-Washington; **WVOM(FM)** Huntington, W. Va.; **WGSM(AM)** Huntington and **WCTO(FM)** Smithtown, both New York; **WCTC(AM)**-**WOMR(FM)** New Brunswick, N.J.; **WHNE(FM)** Birmingham and **WQTE(AM)** Monroe, both Michigan. Ann. Dec. 28.
- **WCKM(AM)** Winnsboro, S.C.—Seeks assignment of license from Better Broadcasting Inc. to Guardian Research Inc. for \$70,000. Sellers: Bradley L. Williamson, president, et al. (100%). Mr. Williamson also has interest in **WLOV-AM-FM** Washington, **WBLW(AM)** Royston and **WJGA-AM-FM** Jackson, all Georgia. Buyers: Leroy A. Hamilton and Ben H. Davis (each 50%). Messrs. Hamilton and Davis are employed at **WFIS(AM)** Fountain Inn, S.C. Ann. Dec. 28.
- **KESY(FM)** Galveston, Tex.—Seeks assignment of license from Harbor Broadcasting Co. to Beacon Broadcasting Co. for \$175,000. Sellers: Pete S. Miller, president, et al. (100%). Buyers: Glendon E. Johnson, John E. Walker, William L. Marr, Doynne Hayes and Charles Temple, general partners. Partners have various business and professional interests in Galveston area. Ann. Dec. 28.

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member *AFCCE*

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member *AFCCE*

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member *AFCCE*

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member *AFCCE*

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member *AFCCE*

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member *AFCCE*

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member *AFCCE*

ROBERT E. L. KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member *AFCCE*

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member *AFCCE*

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member *AFCCE*

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member *AFCCE*

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member *AFCCE*

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member *AFCCE*

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member *AFCCE*

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member *AFCCE*

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member *AFCCE*

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

Oscar Leon Cuellar
Consulting Engineer
1563 South Hudson
(303) 756-8456
DENVER, Colorado 80222
Member *AFCCE*

■ WYYS(AM) Tomahawk, Wis.—Seeks assignment of license from Tomahawk Broadcasting Co. to WYYS Inc. for \$50,000. Sellers: Bruce John Micek, Louise Micek and Robert A. Jones (together 100%). Buyers: Robert A. Jones (84%), et al. Mr. Jones is consulting engineer in LaGrange, Ill. He already has 49% interest in partnership holding WYYS license. Ann. Dec. 12.

Actions

■ WABF-FM Fairhope, Ala.—Broadcast Bureau granted assignment of license from Eastern Shore Broadcasters Inc. to W.G.O.K. Inc. for \$100,000 (BALH-1885). Sellers: J. Russell Kilgore, president, et al. (100%). Eastern Shore is licensee of WABF(AM) Fairhope. Buyers: Jules Paglin (55%) and Bertha P. Fermin (45%). Mr. Paglin owns medical products firm in New Orleans. Action Dec. 18.

■ KNWA(FM) Fayetteville, Ark.—Broadcast Bureau granted transfer of control of Kessler Mountain Broadcasting Co., wholly owned subsidiary of Federated Media Inc., from Paul E. Van Hook, president of Federated Media, et al. (100% before, none after) to Paul E. Van Hook, Harold R. Lindsay and E. H. Froning (none before, 100% after). Consideration: \$140,000. Principals: Mr. Van Hook has 6% interest in Federated Media, licensee of KNWA(FM) Fayetteville and WKJG-TV Fort Wayne, Ind. He also owns WBNB-TV Charlotte Amalie, St. Thomas, V.I. Mr. Froning is general manager of KNWA(FM) and Mr. Lindsey is president of KNWA(FM). Neither have previous ownership interests in station (BTC-7212). Ann. Dec. 21.

■ KIMN(AM) Denver, WQXI(AM) Atlanta and WQXI(FM) Smyrna, Ga.—FCC granted assignment of license from Pacific and Southern Co. to Jefferson-Pilot Broadcasting Co. for \$15 million (BAL-7981, BACH-1896). Sellers: John S. Tyler, president, et al. (100%). Pacific and Southern, which recently merged with Combined Communications Corp., also owns WSAI(AM)-WJDJ(FM) Cincinnati, WWDJ(AM) Hackensack, N.J. and KKDJ(FM) Los Angeles. Buyers: Joseph M. Byran is board chairman and Charles H. Crutchfield is president of Jefferson-Pilot Broadcasting. Jefferson-Pilot owns WBT-AM-FM Charlotte and WBT(TV) Charlotte, N.C. and WWBT(TV) Richmond, Va. Action Jan. 9.

■ KIXX-AM-FM Fort Collins, Colo.—Broadcast Bureau granted assignment of license from Fort Collins Broadcasting Co. to WREN Broadcasting Co. for \$475,000 (BAL-8009, BACH-1916). Sellers: Dan Lacy, president, et al. (100%). Buyers: Former Kansas Governor Alf. M. Landon is president and Nancy Landon Kassebaum is principal stockholder (33 1/3%) of WREN. Landon family broadcast interests include WREN(AM) Topeka, KSCB(AM) Liberal, KEDD(AM) Dodge City and KFH(AM)-KBRA(AM) Wichita, all Kansas. Action Dec. 18.

■ WPGA-AM-FM Perry, Ga.—Broadcast Bureau granted transfer of control of Radio Perry Inc. from Richard J. Buttiner, administrator of estate of Howard C. Gilreath, deceased, (60% before, none after) to Lowell L. Register (40% before, 100% after). Consideration: \$92,000. Principal: Mr. Register is president and general manager of Radio Perry Inc.; he also owns Perry advertising firm (BTC-7215). Action Dec. 26.

■ WMAS(AM) and WHVY(FM), both Springfield, Mass. Broadcast Bureau granted assignment of license from Masscom Broadcasting Corp. to Valley Broadcasters for \$410,000 (BAL 7934, BALH 1866). Sellers: Richard J. Miller, president, et al. Masscom is wholly owned subsidiary of Communications Fund, owner of KADI-FM St. Louis, KXLW(AM) St. Louis and KWKI-FM Kansas City, both Missouri. Sellers: Marvin I. Sameth, president (20%), et al. Mr. Sameth has insurance and computer interests in New York. Action Dec. 26.

■ WCMA(AM) Corinth, Miss.—Broadcast Bureau granted assignment of license from Corinth Broadcasting Co. to John Bell Broadcasters Inc. for \$225,000 (BAL-8003). Sellers: National Bank of Commerce of Jackson, Tenn. as trustee of estate of late Aaron B. Robinson (62.5%), Harold L. Simpson (16.6%) and Frank M. Davis (12.5%). Sale of WENK(AM) Union City, Tenn. has also been announced by National Bank of Commerce (see above). Buyers: John M. Bell (65%) and B. H. Benson (35%). Mr. Bell is general manager of WCMA. Action Dec. 27.

■ KNFT(AM) Bayard, N.M.—Broadcast Bureau granted transfer of control of KNFT Inc. from George L. and Elizabeth F. McFarland (together 51% before, none after) to Keith E. and Janalie P. LeMay (49% before, 100% after). Consideration: \$125,000. Principals: Mr. LeMay is vice president and manager of KNFT. Mrs. LeMay is physical therapist (BTC-7173). Action Jan. 7.

■ WENK(AM) Union City, Tenn.—Broadcast Bureau granted assignment of license from Union City Broadcasting Co. to WENK of Union City Inc. for \$626,000 (BAL-7990). Sellers: National Bank of Commerce of Jackson, Tenn. as trustee of estate of late Aaron B. Robinson (70%), Harold L. Simpson (20%) and Frank M. Davis (10%). Sale of WCMA(AM) Corinth, Miss., has also been announced by National Bank of Commerce (see above). Buyers: James L. Rippey Jr., William P. Burnett Jr., E. B. Tanner, Robert G. Terrell, Garland Bennett (each 15%) et al. Group has various

independent business interests in Union City. Action Dec. 27.

■ KAWB(FM) McKinney, Tex.—Broadcast Bureau granted assignment of license from Albert W. Brown to Modern Media of McKinnel Inc. for \$135,000 (BALH-1903). Seller: Mr. Brown (100%) also has 45% interest in KSHN(FM) Sherman, Tex. Buyers: C. R. and Josephine B. Graham (together 100%). Mr. Graham is salesman with KAWB(FM). Action Dec. 21.

■ WAFB(AM)-WSGM(FM) Staunton, Va.—Broadcast Bureau granted transfer of control of American Home Broadcasting Corp. from Lloyd Gochenour (100% before, none after) to Shenandoah Valley Broadcasting Co. (none before, 100% after). Consideration: \$220,000. Principals: Brice Miller (50%) et al. Mr. Miller is general manager of WYNG(AM) Goldsboro, N.C. Others in purchasing group have various independent business interests in Staunton area (BTC-7252). Action Dec. 21.

■ WKTS(AM) Sheboygan, Wis.—Broadcast Bureau granted assignment of license from WKTS Inc. to First Sheboygan Corp. for \$300,000 (BAL-7976). Sellers: R. Karl Baker, president, et al. (100%). Buyers: First Concord Corp. (100%). Steven T. Moravec, president (87.1%), is account executive with Minneapolis advertising and public relations agency. Action Dec. 21.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance. FCC announced Jan. 10 (stations listed are TV signals proposed for carriage):

■ Group Cable Co. Inc., 7 North Mail Street, San Andreas, Calif. 95249 proposes for Arnold (CAC-3407) and Murphys (CAC-3408), both California, KTVU Oakland, KBKH-TV San Francisco, KCRATV, KTXL, KXTV, KVIE and KMUV-TV, all Sacramento, KOVR Stockton, KLOC-TV Modesto and KGSC-TV San Jose, all California.

■ Leesburg Cablevision Inc., 1310 Marion Street, Leesburg, Fla. 32748 proposes for Fruitland Park, Fla. (CAC-864), to add WTLV Jacksonville, WUFT Gainesville, WSWB-TV Orlando and delete WCJB Gainesville, all Florida.

■ Leesburg Cablevision Inc., proposes for Leesburg, Fla. (CAC-862), to add WTLV Jacksonville, WUFT Gainesville, WTOG St. Petersburg, WSWB-TV Orlando and delete WCJB Gainesville, all Florida.

■ Martin County Cable Co., Box 866 Stuart, Fla. proposes for Martin county (CAC-3418), Jupiter Island (CAC-3419), Ocean Breeze Park (CAC-3420), Sewall's Point (CAC-3421) and Stuart (CAC-3422), all Florida, to add WKID Fort Lauderdale, Fla.

■ Video International Inc., Route 10, Box 1146 Tallahassee, Fla. 31302 proposes for Leon county unincorporated areas around Tallahassee, Fla. (CAC-3400), to add WDTB-TV Panama City, Fla. and WTVY Dothan, Ala.

■ Warner Cable of Fort Walton Beach, 75 Rockefeller Plaza, New York 10019 proposes for Walton county, unincorporated area, Fla. (CAC-3126), to add WDTB Panama City, Fla.

■ York Cable Corp., 360 South Monroe Street, Denver 80209 proposes for Biddeford, Me. (CAC-3405), WMTW-TV Poland Spring, WCSH-TV and WGAN-TV, both Portland, both Maine; WBZ-TV, WCVB-TV, WNAC-TV, WSBK-TV, WGBH-TV and WGBX-TV all Boston and WKBG-TV Cambridge, Mass.; WCBB Augusta, Me.; WENH-TV Durham, N.H.; CHLT Sherbrooke, Que., and WMEG-TV Biddeford, Me.

■ Booth American Co., 2460 Buhl Building, Detroit 48226 proposes for Clam Lake township (CAC-3414), Haring township (CAC-3415), Selma township (AC-3416) and Cherry Grove township (CAC-3417), all Michigan, WWTW Cadillac, WPBN-TV and WGTU, both Traverse City, WCMU-TV Mt. Pleasant, WKAR-TV East Lansing and WKBD-TV Detroit, all Michigan.

■ Jackson County Cable Systems Inc., 1600 South Noland Road, Independence, Mo. 64055 proposes for Independence (CAC-3399), to add KPLR-TV St. Louis.

■ Continental Cablevision of New Hampshire Inc., 474 Central Avenue, Dover, N.H. 03820 proposes for Manchester, N.H. (CAC-3406) WBZ-TV, WGBH-TV, WCVB-TV, WSBK-TV and WNAC-TV, all Boston and WKBG-TV Cambridge, Mass.; WMUR-TV Manchester, N.H.; WMTW-TV Poland Spring and WCSH-TV Portland, both Maine; WENH-TV Durham, N.H.; WSMW-TV Worcester, Mass. and CHLT-TV Sherbrooke, Que.

■ Hornell Television Service Inc., 166 Main Street, Hornell, N.Y. 14843 proposes for Hornell (CAC-3401), Hornellsville (CAC-3402), Canisteo (CAC-3403) and North Hornell (CAC-3404), all New York, requests certification for carriage of WENY-TV Elmira, N.Y. pursuant to commission order of Oct. 3, 1973 (FCC 73-1021).

■ Tiffin Valley Cable Inc., 224 North Defiance Street, Archbold, Ohio 43502 proposes for Swanton,

Ohio (CAC-3161), to delete WJBK-TV and WXYZ-TV, both Detroit.

■ Warner Cable of Roaring Spring, 75 Rockefeller Plaza, New York 10019 proposes for Roaring Spring (CAC-3409), Claysburg (CAC-3410), Martinsburg (CAC-3411), Blair township (CAC-3412) and Freedom township (CAC-3413), all Pennsylvania, to add WOPC Altoona, Pa., and WDCA-TV Washington.

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Island Cable Co., Beach Haven (CAC-1534), Long Beach township, (CAC-1535), Ship Bottom (CAC-1536) and Harvey Cedars (CAC-1538), all New Jersey; Theta Cable of California, Fullerton, Calif. (CAC-1593); Suburban Cable TV Co., Phoenixville borough (CAC-1930), Tredyffrin township (CAC-1931) and Schuylkill township (CAC-1932), all Pennsylvania; Crookston Cablevision Co., Crookston, Minn. (CAC-1959); Theta Cable of California, Beverly Hills (AC-2106), Los Angeles (CAC-2107) and Santa Monica (CAC-2126), all California; R-V Cablevision Inc., Junction City, Ky. (CAC-2198); KWR Systems Inc., Oneida (CAC-2241), Oneida Castle (CAC-2242), Sherrill (CAC-2243) and Vernon (CAC-2244), all New York; Princeton Cable TV Inc., Princeton, Ind. (CAC-2353); Fulton Community Antenna Television Systems Inc. Canton, Ill. (CAC-2355), Kingston CATV Inc., Tivoli, N.Y. (CAC-2405); Jefferson Cable Corp., unincorporated areas of Augusta county (CAC-2408), unincorporated areas of Albemarle county (CAC-2411, CAC-2539), Waynesboro (CAC-2412) and Charlottesville (CAC-2413, CAC-2538), all Virginia; Nation Wide Cablevision Inc. Grass Valley (CAC-2425), Nevada (CAC-2426) and unincorporated areas of Nevada county (CAC-2427), all California; LVO Cable of Northern Illinois Inc., Williams Park, Ill. (CAC-2467); Centex Cable Co., Munday, Tex. (CAC-2501); Leacom Inc., Florence, Colo. (CAC-2533), Hoopston Cable Co., Milford, (CAC-2548) and Wellington (CAC-2549), both Illinois; Dixon Cable TV Inc., Dixon, Ill. (CAC-2556); T.V. Cable of Nolanville, Nolanville, Tex. (CAC-2599); Cable TV of Paola Inc., Paola, Kan. (CAC-2606); Communications Systems Inc., Paynesville, Minn. (CAC-2610); Frostburg Cable Television Inc., Frostburg, Md. (CAC-2616); Warner Cable of Wapakoneta, Wapakoneta, Ohio (CAC-2657); Warner Cable of St. Mary's, St. Mary's, Ohio (CAC-2658); Warner Cable of Fort Shawnee/Cridersville, Cridersville (CAC-2659) and Fort Shawnee (CAC-2660), both Ohio; Warner Cable of Delphos, Delphos, Ohio (CAC-2661); Warner Cable of Kenton, Kenton, Ohio (CAC-2662); Harbour Town CATV, Vermilion, Ohio (CAC-2691); White River TV & FM Inc., Oil Trough, Ark. (CAC-2693); Coalgate Cablevision Co., Coalgate, Okla. (CAC-2707); Everett Cablevision Inc., Everett, Wash. (CAC-2742); Full V.U. Television, Vincennes (CAC-2752) and Washington (CAC-2753), both Indiana and Bridgeport (CAC-2755) and Lawrenceville (CAC-2754), both Illinois; SMS Cable Co., Carnegie, Okla. (CAC-2773); Delaware County Cable Television Co., Ridley township (CAC-2783 and Springfield township (CAC-2784), both Pennsylvania; Discovery Cable TV Corp., Walkersville, Md. (CAC-2786); Cheltenham CATV Co.; Cheltenham township, Pa. (CAC-2793); Abington CATV Co., Abington township, Pa. (CAC-2794); United Cablevision Inc., Adelanto, Calif. (CAC-2813); Teleprompter of Liberal, Liberal, Kan. (CAC-2814); Clayton T.V. Cable System, Clayton, N.Mex., (CAC-2816); Suburban Cable TV Co., Haverford township, Pa. (CAC-2817); Potomac Valley Television Co., Wiley Ford (CAC-2820), Fort Ashby (CAC-2821) and Moorefield (CAC-2822), all West Virginia; Mt. Savage, Md. (CAC-2823); PawPaw, W. Va. (CAC-2824); La Vale, Md. (CAC-2825); Romney, W. Va. (CAC-2826, CAC-3107); Elierslie (CAC-2827); Cumberland (CAC-2828) and Bowling Green (CAC-2829), all Maryland; Ridgeley, W. Va. (CAC-2830); Corriganville (CAC-2831), Rawlings (CAC-2832), Eckhart (CAC-2833) and Cresaptown (CAC-2834), all Maryland; Valley Video Cable TV Inc., Larksville borough, Pa. (CAC-2850); Consolidated Cable TV Inc., Imboden, Ark. (CAC-2851); Satellite Systems Corp., Forsyth township, Mich. (CAC-2854); Tel-Tech Cable TV Inc., Mapleton, Me. (CAC-2855); Cable Vision Inc., Lewiston (CAC-2863) and Auburn (CAC-2864), both Maine and Brookhaven Cable T.V. Inc., Brookhaven township, N.Y. (CAC-2869). Actions Jan. 3.

■ Wilbraham, Mass.—FCC authorized Greater New England Cablevision Co. to carry following signals on its proposed 36 channel cable television system at Wilbraham, WEDH, WTIC-TV and WHCT-TV, all Hartford, WTNH-TV New Haven, both Connecticut; WWLP, WHYN-TV and WGBY-TV, all Springfield, WRLP-TV Greenfield, WCDC Adams, WSMW-TV Worcester, WBZ-TV, WCVB-TV, WSBK-TV, and WNAC-TV, all Boston, WKBG-TV Cambridge, all Massachusetts; WHNB-TV New Britain, Conn., and WOR-TV and WPXI, both New York (CAC-632). Oppositions by WHYN Stations Corp., licensee of WHYN-TV; Broadcast Plaza Inc., licensee of WTIC-TV and by Springfield Television Broadcasting Corp., licensee of WWLP, which filed petition for special relief, were denied. Action Jan. 9.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Sales-oriented GM for #1 mid-south AM. Management experience required. Superb salary, fringe benefits. Box A-60, BROADCASTING.

Ownership of an AM/FM is what you'll have if you are now selling \$80,000 or more and can do the same with me. Mild winters . . . no snow. Equal Opportunity Employer. 214-657-3307.

Help Wanted Sales

Radio salesperson. Network owned and operated station. Opportunity to advance into national sales in 1 or 2 years. Thirty-five thousand approximate first year income. Mail resume to Box A-36, BROADCASTING.

Sales manager: Sell me on your being right person for permanent position. Arizona. Box A-131, BROADCASTING.

Working Sales Manager, established 100 kw beautiful music FM. Account list, salary plus. Great opportunity with only AM-FM-TV group in ideal growth market. Contact Barry Rimler, WBRD-WDUV, Bradenton, FL 813-746-2183.

Seeking aggressive, young salesperson, who knows something but wants to learn more. Entire towns yours to work and no account conflict. All info first letter. WPDC, Elizabethtown, PA 17022. EOE.

10,000 plus per year against 20 percent draw. Experience required. Art Stanley, WNDR, Sullivan, IN.

Space Coast's largest and most powerful wants salesperson. WRMF, Box 1060, Titusville, FL.

FM sales manager—Oklahoma automated country FM with big growth opportunity. Experienced sales people only. Oklahoma's best group ownership, salary, bonuses, fringe benefits. Call or write Michael McKee KXXX, P.O. Box 1268, Chickasha, OK.

Young energetic salesperson/announcer for small market Vermont station. Good opportunity w/group for hard worker. Call Mr. Nixon, 1-802-728-3326.

Superb opportunity for account executive. Fringe benefits, advancement possibilities. Pay open. Experience necessary. Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

Help Wanted Announcers

Small market 10,000 watt full time MOR serving large area in the warm sunshine needs a dependable MOR personality for fulltime position. Must be mature and responsible as well as talented. Send resume and references to Box A-144, BROADCASTING.

Come join a growing progressive group. You are an announcer now, at least two years of college. You have ego drive and empathy and would like to move into sales. We would like you to be interested in news and public affairs. Skills you'll need to move into management with us or another fine broadcaster. We are in the Rocky Mountain States. We work hard and would expect you to be able to keep up with the rest of us. Write Box A-171, BROADCASTING.

Major Midwestern Market: Small but growing station seeks enthusiastic combo announcer. Experience in commercial classical format and third class license necessary. Good opportunity to grow with rising station. Send resume to Box A-200, BROADCASTING.

Needed immediately: First Class License announcer. Will consider applicant with limited experience. KIGO, St. Anthony, ID 83445.

Announcer with first phone. Send tape and resume. Station WAMD Aberdeen, MD 21001.

Morning D.J. music direction experience. Sales experience helpful. Potential of becoming program director. State salary requirements. WGLX Radio, P.O. Box 161, Gallon OH 44833. 419-468-4664.

Experienced morning personality wanted for Southern Virginia modern country AM. Good production and news a must. Send tape, resume and recent photo to WRIC, P.O. Box 838, Richland, VA. No phone calls.

Still seeking experienced only, drive-time announcer for top tri-cities MOR CBS affiliate. No rockers. New facilities and many benefits. Rush tape, photo if possible, salary requirements, references and availability to John Carlile, WSGW, P.O. Box 1945, Saginaw, MI.

Help Wanted Announcers Continued

Superb opportunity for deejay/salesperson. Fringe benefits, advancement possibilities. Pay open. Experience necessary. Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864.

Top station in Indiana's 7th largest city needs creative, personable air person. Ideal opportunity for that small to medium market move. 317-644-1255. Jim Jacobs, PD.

Help Wanted Technical

Chief Engineer, Directional AM, automated FM. Midwest station with outstanding reputation. EOE. Send salary resume, references to Box N-171, BROADCASTING.

Chief Engineer. East. Need directional AM and good FM experience. Immediate opening. Up to \$15,000 to start. Send resume and references. Box A-91, BROADCASTING.

Chief Engineer for fast growing production center. Person selected will take full responsibility for their dept. You will be working with the latest state of art equipment and staff of dedicated professional engineers and production personnel. Send resume Box A-94, BROADCASTING.

Chief Engineer needed immediately for construction of Midwest 50 kw Stereo Public FM Station. All new equipment. Must be strong on maintenance, able to do stereo proof, and know FCC Regulations. Equal opportunity employer . . . M-F. Send complete resume to Box A-170, BROADCASTING.

Engineer: KOSI AM/FM, the Denver area's good music stations, need a strong maintenance engineer to assist our Chief. We're looking for someone with a first class license, a good ear for audio quality, college engineering education or extensive practical experience in operation, maintenance and repair of all types of broadcast equipment. If you're our person, we can offer a fine opportunity: good pay and working conditions, a chance to work with a great staff at a stable and well-respected station located in one of the great family-living areas of the country. Please send your resume to Chief Engineer, KOSI, P.O. Box 98, Aurora, CO 80010. Equal Opportunity Employer M/F.

Chief Engineer for AM/FM operations in West Palm Beach, FL. Need person capable of taking full responsibility for quality operations of number 1 and 2 stations in market. If interested call Larsen at 305-965-5500.

Chief engineer needed immediately for a new upstate New York FM 3kw rocker. Studio and transmitter maintenance Station is installing new transmitter and studio equipment! Should have working background of two years! Must be able to appreciate sound! Contact Gil Strother, 716/288-5470.

Qualified engineer with Manager experience. Excellent opportunity. Able to travel. Call collect G. J. Hroblak, 202-265-4735.

Chief engineer, full responsibility, midwest medium market. Good money, benefits for the right person. Equal Opportunity Employer. Call 812-425-2221.

Help Wanted News

News Director—Dynamic Wisconsin medium market station. Experienced, responsible, take charge. \$7,200 plus benefits. EOE. Rush resume with references to: Box A-111, BROADCASTING.

A good solid radio person, experienced, dedicated and a self starter. The ideal candidate will be able to cover local news and sports reporting, do some play by play and service a small list of established accounts. The station is located in a fine midwestern community; we pay health and medical insurance, in almost three years. Write fully to Box A-129, BROADCASTING.

Wanted: Experienced newperson to join aggressive news operation at Penn. suburban station. Dig, write and broadcast local news. Must also have play-by-play ability. Good salary and generous benefits. Applicants from minority groups invited. Box A-141, BROADCASTING.

News director. Immediate opening for a good, solid news director. Southeastern Michigan AM station. Excellent working conditions and excellent fringe benefits including a car. Experience desired. Please send resume to Box A-148, BROADCASTING.

Help Wanted News Continued

Public affairs director strong in production wanted for 50kw public radio station in midwest. B.S. required, experience helpful. Some teaching possible. Equal Opportunity Employer—M-F. Send complete resume and recent photo to Box A-169, BROADCASTING.

Wanted: Aggressive and dedicated newperson who can anchor and field report. We'll pay. Tape, resume and salary requirement to Leonard Will, News Director, KBCM Radio, 1400 Pierce Street, Sioux City, IA 51105.

Sacramento correspondent—We're looking for a conscientious newperson for actuality gathering and voice reports in the state capital. Current news affiliation preferred, but will consider all qualified applications. Send tape, resume and photo. Box 2522, Los Angeles, CA 90054.

Help Wanted, Programming, Production Others

Leading Beautiful Music Syndication Co. seeks young but experienced programming person for 2nd unit beautiful music service. Send detailed resume to Box A-109, 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 requirements. Call 301-939-0800 or write Manager, WASA, P.O. Box 97, Havre de Grace, MD 21078.

Situations Wanted Management

Experienced Broadcast manager wants V.P. & G.M. position and has 25M to purchase equity. College grad. Currently G.M. Box A-87, BROADCASTING.

20 years, 15 management. Good record, excellent credentials. Want to return to West Coast. Prefer California, medium market. Want livable salary, override. Present station to be sold. You want SALES. I want money and West Coast. Let's get together. Box A-107, BROADCASTING.

Selling General Manager—aggressive self-generating. Will lead and motivate. Excellent track record in Management-Sales. Financially strong. Interested in solid growth situation. Box A-130, BROADCASTING.

General Sales Manager in top 10 Market seeks General Manager's position in medium or large market with station that needs help and the experience to turn it around. Box A-147, BROADCASTING.

If you want to turn a tax write-off into a profit-maker, this seasoned major market Sales Manager with "Go" power and a positive attitude can help you. Box A-157, BROADCASTING.

Senior executive, major Canadian group, 38, seeks new challenge. Outstanding credentials in management, programming, sales, promotion. Impeccable references. Investment possible. Title, location secondary. Considering all offers over \$18,000. Box A-178, BROADCASTING.

Ambitious, successful, medium market GM looking for step up to a major. 32, married, MBA degree, 5 years at present station. Box A-182 BROADCASTING.

Small market pro wants move to a medium or major market. My station's billing has increased 125% since I arrived 3 years ago. 29, BA, 8 years experience. Box A-184, BROADCASTING.

Started at the bottom, worked way to present position as sales manager in a competitive midwestern market. Now I want the move to management. I'm young, aggressive and can produce the bottom line. Let's talk. Box A-186, BROADCASTING.

Mature family man with nine years experience in radio wants to relocate. Strong in production, news, and morning drive. Also two years experience as Gen. Mgr. of AM-FM operation. Prefer administrative position, but will consider other possibilities. Call 205-794-9438—ask for Bob.

Station manager—35, six years managing talk station. 20 years in radio, strong control, profits, likes challenge, excellent air work. Call 717-587-4170.

Sales Manager seeks aggressive, growth oriented station or group. Young sales pro increased station's billings more than 40%—without numbers. 10 year veteran, radio & TV, major and small markets, proven track record. Can we grow together? Call now 617-473-5501.

Situations Wanted Sales

Professional creative salesman, five years small and medium market experience, desires management position. Box A-152, BROADCASTING.

Successful, aggressive, young salesman in market of 450,000 wants to move up as sales manager at your major market station. 7 years in business, 4 in sales, BA, family man. Box A-183, BROADCASTING.

I've sold small market radio—now I want to be your sales manager; preferably in an eastern market. Age 25, college grad, married. Need potential of at least \$14,000. Box A-185, BROADCASTING.

Just one look at my track record shows why I can be your next medium market sales manager. 27, radio/television degree, and lots of drive. Let's talk! Box A-187, BROADCASTING.

Sales Manager . . . seeks move to General Manager Medium/Small Market Southwest but will consider all. Interested in part-ownership. Heavy sales/management \$25-30,000. Impeccable references. Box A-204, BROADCASTING.

Situations Wanted Announcers

Creative announcer, former music director, also strong in copywriting and news, looking to get involved. Character voices a specialty. Will relocate. Box N-179, BROADCASTING.

Currently employed DJ seeking change to stable organization with opportunity. First phone, experienced, creative, good voice, production, and news. Prefer uptempo MOR, contemporary, CW. Will relocate. Resume on request. Box A-102, BROADCASTING.

Morning Personality: Phone calls to strange characters, crazy news reports, etc. 24, 3 years experience, 3rd phone. Want medium market. Progressive MOR or similar. Box A-132, BROADCASTING.

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

Announcer, first phone, experienced, willing to relocate. Box A-145, BROADCASTING.

The rock of Indiana, four years experience: one commercially. College broadcasting degree, third. Single, twenty-two. Dangerous. Box A-160, BROADCASTING.

Medium market jock wants to move. Experienced, 1st phone, degree, P.D. and M.D. background. Top 40 and contemporary. Box A-167, BROADCASTING.

Contemporary personality with P.D. experience for medium or small New England Top 40 or uptempo MOR. Good pipes, strong production. 3rd endorsed. Box A-172, BROADCASTING.

Florida Broadcasters: 1st phone with 5 years in live radio plus one year in automation. 414-275-6929. Box A-198, BROADCASTING.

DJ, Announcer, broadcasting school trained, third endorsed. Mature and creative, willing to work hard. Prefer N.Y., N.J. area. Box A-203, BROADCASTING.

Talented Top 40 cooker, 2 years experience, college grad, 3rd. Seeks small-medium rocker or contemporary. 301-653-1716.

Exceptional young man with solid background in radio and television. Good conversationalist with likeable and pleasant manner. Good musical knowledge, especially opera. An asset to any station. Einar Leigh Scott, 183 Battery Avenue, Brooklyn, NY 11209.

Professionally trained beginner desires first job. 19. Third phone. Will re-locate. Good attitude. Willing to take direction. Mike Rubin, 615 Garland St., Phila., PA 19120. 215-533-7940.

Available immediately, go anywhere, three years experience, no jabber, just moving good time Rock 'n Roll. First phone. Dan, 607-797-1398.

Help me become employed. Experienced, degree, 1st phone. Loves babies and animals. Please contact Dominic Anthony Vlasic, 4300 East Fifth Street, #1, Long Beach, CA 90814.

Experienced DJ with copy, production ability seeks opportunity in Detroit area. Full, part time, will do anything to get back in radio. 3rd, sports-minded, good voiced, college. 181 Lakeview, Grosse Pointe, MI.

Creative announcer, former CATV program manager. Strong production. 4 years practical experience. Resume on request. Tom Stephens, 217-789-2978.

Capable announcer, automated out. Desires progressive or free form, will relocate, professional, college experience. B.A. radio TV. 3rd phone. Dave Gould, 305-461-0438, 416 N. 9th St., Ft. Pierce, FL.

Situations Wanted Announcers Continued

Top 40/MOR announcer, reliable, creative, 3rd. 6 years experience. Good references. R.I., Mass. area preferred. Norm Deragon, 401-728-7622.

1st phone, 22 years old, year and a half experience, disc-jockey, newscaster, play by play sports, football and basketball, sales, copywriter, editorial research. Honors graduate from University of Illinois at Chicago. Call 312-736-7172.

Beginner, 3rd, needs job. CSB. grad. Top 40/MOR. Good production and grasp on biz. Limited experience. 4 years practice. Conn. preferred. Call Peter collect A.M. or after 7 p.m. 203-223-4323.

College Graduate. Campus station manager two years. Worked daily on FM, weekly on AM with third endorsed. Prefer Up-beat MOR or TOP 40. Interested in management, excellent newscaster. Relocate anywhere, now! Call 501-524-3555.

Are you expanding to 24 hours or changing a nightman? If your format is Contemporary-Top 40 I can fill the shift between 6 and midnight or midnight to 6. If 200% of dedication, hard work and pride are needed at your station, lets get it together. Experience with excellent references. A stable, community oriented individual. Dana, 1078 Fordham Avenue, Pittsburgh, PA 15226 or 412-344-7325.

Experienced, low-key pro. Want med. market, any location. Prog MOR prog. rock, or easy contemp. Salary negotiable. Good commercial copywriter. Don Cohen, 17247 Alta Vista, Southfield, MI 48075. 313-557-4912 or 517-351-9287.

Situations Wanted Technical

Experienced Chief—D.A., FM Stereo, proof, SCA, STL, automation, design, construction, TV, supervision. Businessman. Administrative and technically oriented. Additional qualifications, ideal for chain operation. Seeking corporate chief or chief position. Will consider TV. Box A-84, BROADCASTING.

Radio Broadcast Engineer with several years of experience in all facets of AM and FM engineering. Looking for staff engineer, or assistant chief engineer position. Box A-175, BROADCASTING.

Engineer—First class and amateur advanced. Three years experience at directional AM and FM; construction of Educational FM. Tight board, news, production (ask for tape!), as well as top-rate maintenance. Bright, single, neat, handy with tools. Will consider any job; anywhere; for May thru September 1974; would prefer tryout for a job with management potential when I graduate from America's #5 Business Administration college in 1975. Andrew Beary, 5033 Forbes Avenue, Pittsburgh, PA 15213.

Situations Wanted News

Studio newsman wants broader base of experience in other aspects of news reporting. Responsible, eager to learn. Box A-16, BROADCASTING.

15 years experience in all phases of news. Seek news director or news announcer position in major market. Box A-88, BROADCASTING.

Radio Referee—that's me. Pbp and officiating: NFL, NHL, OB, Big Ten. My pbp rates cheers, my officiating, silence. First phone. Staff, news experience, too. Not just a pretty voice. Working NHL; talk now, relocate after Stanley Cup. Box A-161, BROADCASTING.

Play-by-play/public relations professional, 32, available for '74 baseball season. Write Box A-177, BROADCASTING.

News and sports, adept at both. Looking for well run operation, available now. Box A-202, BROADCASTING.

Experienced Sports Director. All play by play news and disc jockey will relocate. Call after 8 p.m., 814-943-6171.

Enthusiastic beginner with: Experience with Top 5 TV newsteam, college basketball PBP, ability to do all PBP, sports reports and editorials, as well as news reporting and analysis. Let me tell your listeners the "whys." 617-235-6778.

1 year experience. B.A. and A.A.S. degree in communications. Wants radio news on-air or sports PBP position in Massachusetts or New Hampshire. Tapes and resume upon request. Contact Mr. John C. George Jr., 7 Fenwood Rd., Boston, MA 02115. 617-566-9675.

Young Black Journalist. B.A. Good voice, understands news, creative, willing to work hard and relocate. For resume and tapes, write or call 408-225-3619, 3876 Maui Dr., San Jose, CA 95111.

Reporter/Producer seeking large to medium market in Southwest, Rocky Mountain, or Pacific Northwest. Strong delivery. Call 208-524-0516 after 5 p.m.

Situations Wanted News Continued

Not a bally voice, but a more than just competent newsman who's looking to grow in a solid shop. Westinghouse experienced, Cornell degreed, but now unemployed. Steve Jacobs, 617-696-7943.

Situations Wanted Programming, Production, Others

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.

Need help in the Rating Race? One of the nations Top "Modern Country" Programmers has a desire to relocate. Mature, family man. Let's get together! Box A-116, BROADCASTING.

Exceptional competitive program director available. Sales oriented production specialist. Box A-151, BROADCASTING.

Two heads are better than one. Young husband-wife team will give your news-feature shows personality. Try the team! Box A-174, BROADCASTING.

For Sale: One Rock/Top 40 pro. Only used 6 1/2 years, mostly in major markets. Equipped with specially tuned hi-performance format, decent set of pipes, and ability. Available for immediate delivery. Call Ron O'Brien at 402-467-2279 or 477-3495 today!

Announcer, 6 years experience Top 40/MOR. Production, music director experience. Seeks PD position in small market station in R.I. or Mass. Norm Deragon, 401-728-7622.

Attention small-medium market Midwest rockers: Music director looking for a gig. Experience as top 40 DJ- MD and a gig as record-promoter in major Midwest market. I'm your man. Gary Ledesma, 116 N. Main, Medford, WI 54451.

Experienced PD available medium market preferred. Active small acceptable. Top 40—MOR—Cross Country can relocate easily, all areas considered. Some TV top references. 505-873-1328. PD, 2329 Foothill Dr. SW, Albuquerque, NM 87105.

TELEVISION

Help Wanted Announcer

We need a talented TV commercial announcer who is also capable of handling sports segments on two daily newscasts. Send resume, indicating salary requirements, together with photograph to Box A-99, BROADCASTING.

Help Wanted Technical

Chief Engineer—Group owned New England TV-AM requires Chief with proven administrative and technical ability. Box A-72, BROADCASTING.

Western VHF on the move, needs studio/VTR Maint. Engineer. Send resume and salary requirements to Box A-80, BROADCASTING.

Opportunity for aggressive, quality conscious engineer to supervise technical phases of color TV productions in a large southeast production center that produces programs for national and regional distribution. Would supervise staff of video and audio technicians and be responsible for overall technical quality. Good opportunity to get in on design and construction stages of new \$7.5 million production center. Paid hospitalization, 3 weeks vacation plus 12 paid holidays per year. Salary range \$10,000 to \$14,000. An Equal Opportunity Employer. Send detailed resume to Box A-181, BROADCASTING.

Wanted: First Class license for mountain TV x-mitter. Call 307-864-2351, M. V. Ernst or K. V. Kertson, Thermopolis, WY.

1st Class TV engineer for coastal, Southeast VHF. Experience desired, but will train right person. Contact Chief Engineer, 803-723-8371.

Help Wanted News

Experienced TV Action News Reporter who understands what it takes to solve community problems. Major midwest market. Dynamic news operation. Salary commensurate with ability. Send current salary with first reply to Box A-65, BROADCASTING.

TV News Producer must be able to handle leadership role in a tough competition news market. Must be sharp writer and understand film editing and photography. Major midwest market. Send all information first reply to Box A-66, BROADCASTING.

Help Wanted News Continued

TV News Feature Reporter experience as on-air talent necessary. Must be inventive and know film production techniques. Major midwest market. Send all information first reply to Box A-67, BROADCASTING.

Experienced only—Field reporter. On camera standup reports. Experienced in use of A and V rolls. Understands visualization. Send resume and VTR to Gene Strul, News Director, WCKT-TV, Miami, FL.

16mm news photographer with journalistic background for WCKT news. Experienced only, send resume and film sample to Roger Doucha, WCKT-TV, Miami. Equal Opportunity Employer.

Dynamic medium market news operation in immediate need of strong versatile newperson to co-anchor, produce creative reports, lead others, and be able to shoot film. Call Wes Sims, News Director, WPTA-TV, Fort Wayne, IN, 219-483-0584.

Help Wanted Programing, Production, Others

Promotion director for NBC affiliate. Top-50 market, Ohio Valley. Applicant should be familiar with all phases of station promotion, however, station is very strong in on-the-air promotion. Send resume with photograph to Box A-79, BROADCASTING.

Large market seeking experienced, organized Promotion Director. Mail resume to: Box A-156, BROADCASTING.

Producer-Director for southeastern PTV Station. Color, studio, remotes, and film experience required. Include salary requirement and description of sample tape in resume. Box A-176, BROADCASTING.

Audience Promotion Manager. No. 2 spot in Promotion Department of major market East Coast TV station. Need a creative, energetic person experienced in TV advertising and promotion. Write to Box A-179, BROADCASTING.

Film Director needed immediately for southern Great Lakes area top 60 VHF network affiliate. Experience necessary. Must have working knowledge of all aspects of film including editing, booking, shipping and programming. Will supervise two editors in preparation of over 16 hours of film programming weekly. Excellent salary and fringe benefits. Equal opportunity employer. Box A-201, BROADCASTING.

Art director for PTV Station. Responsible for TV graphics, set design, related print materials. Salary range, \$9,500-\$10,500. Equal opportunity employer. Resume, transcripts, 3 letters of recommendation to Joan Gordon, WBGU-TV, Bowling Green, OH 43403.

Director/Producer. News and commercial production experience. Must do own switching. Contact P. Restivo, WTNH-TV, 203-777-3611. An Equal Opportunity Employer.

Assistant Professor to teach programing, writing, educational broadcasting and direct theses. Doctorate and professional experience. Write: Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074. OSU is an equal opportunity employer. Applications from women and minority group members are encouraged.

Situations Wanted Management

TV general sales manager dramatically increased major market station's revenue share exceeding total market growth against declining station audience share. With general management as goal, am seeking accomplishment-minded company. Box A-55, BROADCASTING.

General manager, 5 years experience in top 50 market. 38, degree in business administration with ability to motivate. Ready for new challenge. Box A-188, BROADCASTING.

Dynamic sales manager seeks larger market opportunity. In my 2 years as sales manager this station has shown an excellent increase in billings. 30 years old, marketing degree. Box A-191, BROADCASTING.

Number 1 salesman in medium market with proven track record. Now ready for sales management. 2 years in this market, 29, with 4 years selling experience and degree. Box A-193, BROADCASTING.

General manager, 4 years sales management, 2 years as GM. Desire more challenging opportunity in large market. With current income at \$28K, I'm a bargain. Box A-194, BROADCASTING.

Situations Wanted Technical

First phone three years experienced studio engineer, director switcher of newscasts, commercials, seeking permanence. Box A-98, BROADCASTING.

Engineer, First Class. William J. Whitecavage, 87-26 92nd Street, Woodhaven, NY 11421.

Situations Wanted News

TV-reporter seeks news or sports slot or combination; top 30 TV and major newspaper experience; radio sports and major college play-by-play. Box N-161, BROADCASTING.

Young dynamic, experienced, attractive, good tubes. If you want audience and sponsors, you want me as your new anchorman for TV or radio and maybe even news director. Box N-198, BROADCASTING.

Experienced, responsible broadcaster, 30, 2 years radio, 3 years TV news production, 2 years college. New opportunity in TV news desired. Tape, resume on request. Box A-42, BROADCASTING.

I left my heart in television. Versatile on-air talent/copywriter, \$200 min. Southwest or warm pfd. Box A-82, BROADCASTING.

Meteorologist: Two years radio experience forecasting for the New England area. Professional certification by the American Meteorological Society. Seeks opportunity in television. Will relocate to any part of the nation. Box A-110, BROADCASTING.

Weathercaster with personality. Top ten, desires change. All markets considered. Excellent appearance. Industry references. VTR. Not expensive. Box A-136, BROADCASTING.

Aggressive news director, 34, in medium Midwest market seeks move up, either on or off air, to news-oriented station. Proven leader, top ratings. Box A-150, BROADCASTING.

Experienced sportscaster wants to relocate. Background includes college football, basketball play-by-play, some network. Now sports director of Southern TV-AM. Box A-153, BROADCASTING.

East, Midwest—I'm your budget answer. Experienced Reporter/Photographer has own Sil-SOF cameras. Family man, would quit free-lancing for solid future. Box A-159, BROADCASTING.

Newsman/Sportscaster—Young but knowledgeable. 5 years radio-TV experience. BA broadcast-journalism. All markets considered. Box A-165, BROADCASTING.

Experienced writer/reporter, AA-BA journalism. Now working in public broadcasting seeks responsible news position with a future. All markets considered, will furnish VTR. Box A-166, BROADCASTING.

Hard working sportscaster with major market background now available. Extensive PBP credits, good commentaries, not a 'score reader'. Will combo with radio if desired. Box A-168, BROADCASTING.

Reporter with one of nation's top departments. Employed, aggressive, innovating, young. Air experience. Wants major market reporting or smaller market with executive opportunities. Box A-180, BROADCASTING.

Experienced anchorman now working in top 40 market. Excellent newsmen, but presentation is my forte. Box A-190, BROADCASTING.

TV Sports Director, 25, seeks new position. Would like play by play, especially baseball, but all offers considered. Radio or TV. Box A-197, BROADCASTING.

News Director medium to large market; reporter major market. Fully experienced with over 16 years in all phases of news. Ability, knowledge and experience in news count and I have all three. Box A-199, BROADCASTING.

Experienced reporter, anchor, producer, film. Missouri Masters Ivy League Bachelors. Prefer East. Steve Messier, 2012 W. Ash, Apt. 03, Columbia, MO.

Network reporter, 26, experienced as Washington and foreign correspondent. Professional news judgment, writing and delivery. Former news director. M.A. in broadcast journalism. Call 301-869-5359.

Reporter-researcher with M.A. and on-air experience, ready to leave CBS Network PR to resume career in news. All markets call 213-478-2328.

Reporter—Have the experience, background, intelligence. Not run of the mill or limited to a single talent. For VTR write P.O. Box 24093, Columbus, OH 43224.

Sports—Experienced in all areas: reporting, writing, shooting, editing, VTR available. P.O. Box 6481, Columbus, OH 43224.

Situations Wanted Programing, Production, Others

Producer/director with solid background in all phases of production and programing is seeking opportunity in broadcast management. Will consider any position that gives me the responsibility of the air product. Box A-95, BROADCASTING.

Situations Wanted Programing, Production, Others, Continued

Eight years in radio/TV media, last three as director/producer and still young enough to keep on truckin'. Write me and let me find out if I have grown enough to be a television director at your station. Box A-137, BROADCASTING.

Young CATV station engineer wants position with promise. Color experience, have 3rd endorsed, working on 1st phone. Will relocate. Resume. Box A-142, BROADCASTING.

Try the team. Husband-wife news team gives you imagination, personality, Young. Excited by living. No one works alone. Try the team! Box A-173, BROADCASTING.

TV program manager ready for greater responsibility. Successful in sales for two years, but programing is my thing. Have programed both independent and network affiliates in medium markets. 35 years old with degree. I make things happen. Box A-189, BROADCASTING.

TV promotion manager with 6 years experience in group owned operations. Built an excellent image for my top 50 station and can do the same thing for yours. Box A-192, BROADCASTING.

Commercial and documentary film producer with eight years experience and more than twenty festival awards seeking affiliation with progressive TV station looking for creative innovation in local programing. Box A-195, BROADCASTING.

June communications graduate seeks position in radio-TV affiliate. 3rd endorsed. Accomplished cameraman. Experience in all radio-TV, cable, announcing, production. Excellent references. Will relocate. Cliff Blake, Pulaski Drive, Apt. 411, Newmarket, NH. 603-659-5203.

Director, young, innovative, with solid work experience in all phases of production. Looking for challenge of a top 50 market station. B.A. degree. Call mornings, 517-694-9515.

CABLE

Help Wanted Management

General Manager. Small MSO affiliated with a large insurance company is looking for a general manager with marketing background to operate its 60,000 home cable system. Salary in the 20's. All replies will be treated in confidence and promptly answered. Box A-114, BROADCASTING.

General manager—One of the largest CATV systems in the Midwest is looking for a top flight professional cable person to become general manager. Must have thorough knowledge of all phases of the business. Equal opportunity employer. Reply Box A-155, BROADCASTING.

Help Wanted Technical

Chief Engineer. Career opportunity in subscription TV. Thorough knowledge of video and management ability a must. CATV background a plus. Send resume and salary history in confidence to General Manager, Channel 100, 3712 N. 6th Street, Harrisburg, PA 17110.

Chief Engineer/Technician for 4,000 subscriber 50 mile CATV system in Caribbean. IVC color studio equipment, Jerrold and Anaconda cable plant. Must be willing to relocate. Knowledge of French language preferred but not mandatory. Send resume and salary requirements to: Frontier Engineering Corporation, P.O. Box 265, Florham Park, NJ 07932, 201-822-3030.

Situations Wanted Production

Local origination program manager/director, experienced in all phases of television. Need a production that's tops? I can do it. Formerly with large CATV company. My experience speaks for itself. Write Box A-149, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted. First class color remote vans. 2-6 color cameras, 2-6 QTVR's. No more, 2 years old. Ready to buy. Reply Box N-167, BROADCASTING.

Plate Transformer for GE 4TF5A1 50kw Transmitter in operating condition or would consider good core and frame. Also, consider any other plate transformer capable of handling 25-50 kw VHF transmitter 208-240P. and 7-8 thousand S. Please send information to Al Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70601 or Phone 318-439-9071.

Wanted To Buy. 1000 Foot Used Tower, heavy duty. Must be in first class condition. Write: Malcolm Greep, Owensboro Cablevision, P.O. Box 371, Owensboro, KY 42301.

FOR SALE EQUIPMENT

Used complete UHF station, consisting of 30 kw GE Transmitter, Zig-Zag Antenna, Transmitter Terminal Equipment, also complete Studio with (2) PE-250 Live Color Cameras, (1) PE-240 Color Film Camera, with (2) Eastman EK-285 Projectors, Logic Switching System, Ampex VR-1200, plus other accessory studio equipment. Equipment can be purchased intact or piecemeal. Box A-146, BROADCASTING.

Two used Houston Fearless Model PD8A Heavy Duty Camera Pedestals. Like new. \$1750.00 each. Box A-164, BROADCASTING.

General Electric IT40A3, 5 KW Driver, TF-3A, 30KW Amplifier, Spares for both. Channel 6. \$25,000, or will sell separately. Box A-196, BROADCASTING.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

IGM 630 surplus typewriter, card reader, remote controls, sensor cards etc. KOOO Radio, Omaha, NB. Don Denver, 1-402-556-6700.

RCA Model BTF 20-C Transmitter (FM) Parts. We have a substantial supply of parts for this discontinued model transmitter and will be happy to make them available to any station at a reasonable price. We hate to throw them out! Contact WEAW, Evanson, IL

For Sale: Pair of 410 CBS Automatic Peak Controllers (FM Volumax and FM Stereo Volumax) for \$950.00. WPCV, Winter Haven, FL

Used transmission line, 4 years old, 500' of 6 1/8" Universal line, 50 ohm; excellent condition together with elbows and hangers. Call or write: Tower Erection, Inc., P.O. Box 188, Menomonee Falls, WI 53051. 414-353-9300.

Marti & Sparta new and used equipment. Remote pickup/STL/Remote Control. Consoles, Revox, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

McMartin Broadcast Console Model B-502 Stereo never used, in original crate. Original price \$1,100. Will ship anywhere in the U.S. \$700.00 delivered. 914-647-7910.

New fidelipac cartridges—wound to any length \$1.25. Send check with order. Idaho Magnetics, 106 Anderson, Caldwell, ID 83605.

Gates Cycloid, 6-bay FM antenna, deicers. Excellent condition, low VSWR. On 94.7, tuneable. \$1,100. FOB Carson City, NV. 702-882-0888.

RCA TR-4 Hi Band Color VTR \$38,500.00 (2) TK-43 Color Camera Chains \$20,000.00 for pair. MAZE, 205-591-4800.

100 Watt UHF TV Translator. Emcee model U-HTU-100-D. Slightly used less than 6 months. Channel 24 in, channel 18 out, can be retuned. New cost \$7,000.00. Available immediately for \$2,500.00. Frontier Engineering Corporation, P.O. Box 265, Florham Park, NJ 07932, 201-822-3030.

2 MGH Microwave Associates Solid State Microwave Transmitter Receiver, 10 Ft. Dishes \$9,500. 305-587-3926 after 6 p.m.

COMEDY

Custom Recorded! DeeJay intros, promos, and drops. Great comedy voice. Free demo. Box A-162, BROADCASTING.

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 fabulous. 1,200 complete pieces of wit and wisdom under one cover for \$2. E. F. Brennan, Box 5116, Milwaukee, WI 53204.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2000 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario, 312-649-0927.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Provent! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin January 7th, February 11th, March 25th, April 29th. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio**, 503 S. Main.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

First Phone through tape recorded lessons at home plus one week personal instruction in Atlanta, Boston, Detroit, Washington, St. Louis, Seattle or Los Angeles. Our 20th year teaching FCC license courses. Bob Johnson Radio License Training, 10600 Duncan, Manhattan Beach, CA 90266. Telephone 213-379-4461.

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 Feb. 25, 1974. For information call or write Don Martin School of Communications, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

MISCELLANEOUS

Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Miscellaneous Continued

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more! Write: Command, Box 26348, San Francisco 94126.

Catholics comprise 23.5% of the U.S. population (43.6% in Canada). Zero in on your market. The 1974 Catholic Almanac, cloth \$7.95, paper \$3.95. Write OSV, Dept. 003, Noll Plaza, Huntington, IN 46750.

Christmas Special Radio Tape free. Created for small markets especially. Request on station letterhead only. Starlight, Box 2401, Patterson, NJ 07509.

\$1,000,000.00 Cash Display. A complete promotional sales kit plus all information in required arrangements. Includes copy themes, scripts, publicity releases, charity support programs, plus art for ads, posters and window banners. Get that new client with this proven crowd puller. Send \$15.00 to: Cash Display, National Community Broadcasters, Inc., 232 SW Jefferson, Peoria, IL 61602.

RADIO

Help Wanted Management

SALESPeOPLE

Leading broadcasting company will be adding experienced salespeople in 1974. Excellent opportunities in both radio and television, including company owned national representative division. Rapid advancement for candidates with management potential. Send detailed resume. Confidential. Equal opportunity employment.

Box A-37, BROADCASTING

We want the cream of the crop . . . and so do our clients. That's why, if you are a young and successful radio or television account executive with management potential and a burning desire to get ahead, we want to hear from you—now. Call Rick Davenport, Management Consultant at (312) 693-6171.

Help Wanted Announcers

MORNING PERSONALITY

50 KW nationally respected industry pioneer needs it all—Humor, communication, No. 1 dynamite. Aggressive, fun place to work—money too! Rush resume to:

Box A-113, BROADCASTING

(An equal opportunity employer)

Help Wanted Programming, Production, Others

WANTED

Aggressive and Creative Program Director To professionalize total sound of established Black station, reorganize news, public affairs and editorial department. Challenging and rewarding opportunity. Salary open. Send resume:

Box A-154, BROADCASTING

PROMOTION MANAGER

Immediate opening in New Haven for person experienced in STATION/SALES Promotion. Must be able to handle all aspects including heavy production of on-air promotion. Good future for creative mind in a growing corporation. Send full resume and recent examples of work. No telephone calls.

RALPH NELSON, Dir. Corp. Promotion
Broad Street Communications Corp.
Box 85, New Haven, CN 06501
Equal Opp. Emp. M&F

Situations Wanted Management

Experienced Mature General Manager—35—Sets High Goals—Achieves Them. Call/Writes:

BOB KELLY
813-646-1908
604 Gibson Road So.
Lakeland, FL 33802

Situations Wanted Announcer

MOR personality, potential. Coming from medium market with 3rd. Indiana University, sincerity, ambition. An interest in the oldies. Give me a shot at a good night situation or let me adapt to your afternoon drive slot. 812-293-3100 after seven.

1974 MOR MORNING MAN

A real beauty, this one, with power in the AM drive time and big numbers up front. All the extras: phones, voices, sincerity. So if you're in the major market for a bright, creative 29-year-old, he's got what you're looking for. Call this number between 6 & 7 p.m., EDT, 202-783-8492.

BROADCASTING'S CLASSIFIED . . .

offers an extensive variety of opportunities and services.

If you need help, the right job—or for any needs related to broadcasting

Place your ad here.

YOU BELONG IN BROADCASTING!

1735 DeSales St., N.W.
Washington, D.C. 20036

TELEVISION

Help Wanted Management

TV PROGRAM MANAGER

Major Southeast market. Top salary and advancement possibilities. Call Mike Walker, Management Consultant at 312-693-6171.

Help Wanted, Production, Programing, Others

Director of Advertising Position Available Immediately

WCVB-TV Channel Five in Boston, has need for Director of Advertising. Only experienced candidates need apply. Must have experience in creating and producing on air concepts. Must have total knowledge of creative campaigns in other media such as print and broadcast to build viewer response. Must have experience in handling full range of advertising and promotional concepts for station and working well with top station management. Must have full knowledge in use of technical facilities of station to produce all on air material and establish lines of continuity in such promotion through all phases of station activity. Station is ready to accept resume accompanied by vtr's, layouts and other material prepared and directed by applicant. Station is equal opportunity employer. All réliés kept strictly confidential. Material will be returned upon request.

Send material and resume to:
**Thomas G. Maney, WCVB-TV,
5 TV Place, Needham, MA 02192**

Situations Wanted Management

LOOKING FOR A T.V. GENERAL MANAGER?

I am now running a top 15 VHF station and desire a move to a medium market. 17 year successful television track record.

Box A-158, BROADCASTING

ASSISTANT PROGRAM MANAGER for top 50 station or group. Specialist in compliance and practices, license renewal, FCC R&R, copyright, broadcast computerization, and production. Communications research degree, 10 years broadcast experience, top references.

Box A-163, BROADCASTING

Employment Service

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Miscellaneous

National Radio Research

"The nationally recognized audience survey company built on an HONEST reputation."
(Surveys from \$269)

8585 N. STEMMONS FREEWAY — SUITE 922
DALLAS, TEXAS 75247 (214) 630-2521 (Collect)



STAR SPANGLED JOY!
Half Hour
Weekly Live
Family Radio.
Vignettes, too!

For Exclusivity Call or Write:
INTER-VIEW COMMUNICATIONS
30 E. 60th St., New York, NY 10022
212-758-4651

NEWSMEN & DJ's

Manager's and PD's contact us for talent. They pay our fee. We go to our files first, BE THERE! Send tape & resume, plus Ten Dollar registration fee to:

ABILITY UNLIMITED
P.O. Box 461
Naperville, Illinois 60540

SELF REGULATION IS THE BEST WAY

Broadcasters: Our 3 year Pilot Program shows it works. We assist modern broadcasters in seeing that their operation is in full compliance with FCC Rules & Reg's.

Find us—before they fine you. For info on our STATION CONDITION REPORT SERVICE write:

RADIO MANAGEMENT SYSTEMS
P.O. Box 339
Carlisle, PA 17013

Business Opportunity

RECESSION PROOF

- **CHARGE-A-TRADE** offers an opportunity to a sales minded, astute businessman to become its local marketing associate. The investment is moderate and there are no franchise or license fees.
 - **CHARGE-A-TRADE** is the World's largest corporate credit card barter system.
 - **CHARGE-A-TRADE** members trade their products or services for what would otherwise be cash purchases. **THEY NEVER NEED CASH.**
 - **CHARGE-A-TRADE** is a unique business for a unique man. If you feel you are that man, write or call toll free 800-327-3720 (except Fla. 305-764-6424).
- CHARGE-A-TRADE 915 W. Sunrise Blvd., Ft. Lauderdale, Fla.**

For Sale Stations

FOR SALE—Midwest Day-Timer in attractive sound medium size market \$250M. Absentee owner wants out. This could be buy of the year. Reply

Box A-86, BROADCASTING

**John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-544-1310**

SOUTH DAKOTA. Class IV fulltime. Small market. Showing profit. Owner anxious. \$75,000. \$30,000 down.

IDAHO. 5000 watts - D. Low frequency. Large area coverage. Good real estate. Well equipped. Profitable. Asking \$175,000. 29% down. Balance 10 years.

NEBRASKA. 500 watts - D. Clean small market serving fine agricultural area. Business is good and potential is better. \$115,000. 29% down. Easy on the balance.

MOUNTAIN STATES MEDIA BROKERS
Box 99, Broomfield, CO 80020
(303) 466-3851

George MOORE
& ASSOCIATES
BROKERS AND APPRAISERS

Texas

Daytimer and FM, located in exciting single station market. Studios and transmitters are combined in new building owned by station. FM equipment new, including Sheaffer Automation System. Stations programed separately. City population in excess of 15,000. 1973 retail sales estimated \$39,000,000. Price: \$280,000, \$80,000 down—balance ten years.

8116 No. Central Expressway Suite 712
Dallas, TX 75206 (214) 361-8970

STATION OWNERS

Station owners are profiting from the creative, specialized service of the nation's fastest-growing media brokerage firm. You can talk with us in confidence and with assurance that your station won't be "shopped" coast to coast. Call us now for a private discussion. (This is where the action is!)



*Brokers & Consultants
to the
Communications Industry*

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

For Sale Stations Continued

NC	Small	Daytime	100M	Terms	MW	Small	FM	150M	SOLD
Florida	Small	Fulltime	250M	29%	Tenn.	Small	FM	130M	25%
East	Metro	Profitable	825M	CASH	Colo.	Metro	FM	200M	29%



Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.
When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No 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.

Effective January 1, 1974, BROADCASTING will not forward audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number. All material sent to BROADCASTING for forwarding will be sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 30¢ per word—\$5.00 weekly minimum.
- All other classifications, 50¢ per word—\$5.00 weekly minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.
- Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CDD, 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

N. W. Ayer Chairman Neal O'Connor: gentleman generalist

Ingrained modesty, easygoingness and a "no pressure" attitude toward employees need not keep an ambitious man in the back seat, as Neal O'Connor's record attests. N. W. Ayer & Son has added more than \$50 million to its annual billing figure since 1966, when—at age 40—Mr. O'Connor became its fifth chief executive officer. And he has acquired an added measure of respect since 1971, when he surfaced as one of the forefathers of industry self-regulation. Last year Neal O'Connor added the title of Ayer chairman to his credits, and in October will celebrate 25 years with the oldest advertising agency in the United States.

"There may be other executives more flamboyant than Neal, but I'd stack him up against anybody in this business," one Ayerite maintained. Behind the unassuming calm of Ayer's All American-looking chief is a tough businessman, who, according to his secretary, "never forgets a date," and who, according to an agency vice-president, "reads, writes, and dictates faster than anyone I know. He's no pussy-cat."

Mr. O'Connor writes off his gentility as a kind of responsibility to his agency: "For a time we were considered very conservative and very businesslike at Ayer, when flash and flair were the biggest thing going. But I think the advertising business is more than flash and flair. It's an over-reported, exaggerated business, not glamorous as some say. True, there is a mystique of sorts at Ayer; you can't undo 104 years of history. But perhaps the move will dispel that image."

"The move" is the shift of the remaining Ayer employees from the Philadelphia homestead, a move hailed by Ayer people who predict a hearty new image for their establishment, consolidated behind the promising triumvirate elected in April 1973—Robert Zabel, president; Lou Hagopian, vice-chairman, and Neal O'Connor, chairman.

Transferring 125 employees 90 miles to Ayer's Sixth Avenue New York headquarters involved some "trauma" because of those who elected to stay behind, Mr. O'Connor acknowledged. "But the agency can only function better with two groups working together instead of separately." There's a little nostalgia, too, he admitted in a public statement, because "for us, a century of advertising history began in Philadelphia. A diamond is forever happened in Philadelphia. The great ideas of Western man happened there. Down from Canada came a new ginger ale—to Philadelphia. The Camel cigarette, the Model A, the voice with a smile."

Mr. O'Connor possesses an aplomb ap-



Neal William O'Connor—chairman and chief executive officer, N. W. Ayer & Son; b. Aug. 25, 1925, Milwaukee; PFC, U.S. Army, 1943-45 (Bronze Star); BS, cum laude, advertising, Syracuse University, 1949; joined N. W. Ayer as trainee, 1949; account supervisor, 1959; New York office manager, 1962; president, 1965; chief executive officer, 1966; chairman, April 1973; chairman of American Association of Advertising Agencies' Committee on Improving Advertising, 1969; National Advertising Review Board steering committee, 1971; m. Nancy Turner, 1950; three children—Bob, 22, Tom, 20, David, 15.

propriate to his history-laden agency, the first to use market research, the first to have a full-time copywriter and art director, the first to sponsor both radio and television programs.

"You can be tough and competitive without putting on a big act," Mr. O'Connor insists. "The guy who runs the operation has to maintain a comfortable attitude. If employees feel forced or pressured, people start getting a feeling of chaos."

Serving as the agency business's original representative on the National Advertising Review Board may be as close as Neal O'Connor has come to creating chaos, and even then, he is reported to have hoped the controversial NARB would be a low profile, intra-advertising organization. "If we really work well, the public won't know we're around," he told the newspapers.

The NARB, however, enjoying some praise for its conspicuous role in the current Schick-Remington advertising claims dispute, is finding—as is, presumably, Neal O'Connor—that publicity isn't so bad after all.

Behind the business leader is the Neal O'Connor who once said if he had it to do over again he would be a commanding general in the military. "I was in the infantry in World War II, and nothing could excite me as much as that. Actually I wanted to be in the Air Force, but my eyes weren't perfect."

As a surrogate, perhaps, Neal O'Con-

nor collects military decorations and memorabilia, particularly about World War I aviation. His NARB membership is outranked only by his membership on the Orders and Medals Society of America and Great Britain, and on the Society of World War I Aero Historians. Snapshots of his collection, which occupies an entire room in his Princeton, N.J., home, keep company with the business papers in his commuter's briefcase.

As a boy in Milwaukee, Neal O'Connor collected toy soldiers (which he still has). Now he helps the U.S. Army recruit real soldiers. The Army account, which grew from \$3 million in 1967 to an estimated \$39 million when it was renewed this year, is one of Mr. O'Connor's pet projects. Ayer landed the account a year after he became chief executive.

"I was part of the initial presentation. I was at the Pentagon on Dec. 7," he explains. He calls the account "the Army assignment," and observes that it "goes beyond the kind of responsibility you usually have between agency and client."

"I feel very strongly about this responsibility. Since the draft is now known to be unpopular, and as Vietnam has wound down, people are beginning to admit that the country has to have some kind of armed force, and it's up to us to insure that it does."

Mr. O'Connor was himself an Ayer "recruit" from Syracuse University in October 1949. He moved up quickly through the ranks, courtesy of the mushrooming Sealtest account. "I was very fortunate to have worked with Sealtest, which was leading the industry in forming a unified marketing approach out of highly local businesses. It was a very interesting marketing problem."

One of the more interesting aspects was the sponsorship of the *Big Top* circus, with Jack Sterling, ringmaster. "We had an hour live show, with six minutes of live commercials, and I had to be there every weekend to supervise. Half the time Dan the Strong Man would drink the ice cream soda half an hour before the commercials started." Mr. O'Connor's associates seemed to have come a long way from Sealtest Sweetie, yet he is currently in St. Petersburg, Fla., celebrating Ayer client AT&T's sponsorship of the Barnum & Bailey circus there (and the annual AT&T client-agency review).

Neal O'Connor always wanted to get into advertising, ever since the doors to the insurance business, his father's trade, were closed to him by the entry of his older brother into that realm. "I always wrote, and mostly drew a lot," the Ayer chief reminisced. "I still doodle pretty well. But I wouldn't bill myself as a person who went into advertising because of creative art and graphics, but because it's a fast-paced, hard-nosed business, and it's so many different businesses in one."

Editorials

Out of this world

The "cabinet committee" report on cable television policy has at last emerged, with considerably less fanfare than accompanied its commissioning back in June 1971. All of the cabinet members originally associated in the project are gone, as can be said of so many Nixon colleagues. Though it bears the names of the illustrious departed, it is really the gospel according to Clay T. Whitehead, director of the Office of Telecommunications Policy. That may mark it for the political homicide that has been committed against earlier Whitehead works.

There are features of the Whitehead plan that are eminently reasonable. Clearly cable is headed toward a common carrier function that will limit the system owner's use of channels while enlarging outsiders' use. Clearly there is merit in the exclusion of government from program control and in the elimination of restrictions against multimedia ownerships, to name but a few of the provisions in the Whitehead grand design.

But it strikes us as unrealistic to assume that the federal government can adopt a policy of diminishing regulation to unfold automatically with the evolution of the regulated industry over a period that cannot be defined in time. It is a nice idea to conceive that at the miracle point of 50% cable connection to U. S. television homes, the federal policy will turn itself to its closing chapter and happy ending. In the real world, however, laws and regulations develop more haphazardly, in response to unforeseen changes in conditions and to immediate political concerns.

At its introduction, the Whitehead plan faces the political reality of united broadcaster opposition to its proposals for a loosening of antisiphoning provisions in pay cable rules. Hardly an auspicious start for a plan that is supposed to have everlasting life.

The agitators

The history of Storer Broadcasting Co.'s dealings with minority and feminist groups in San Diego, where the company wants to acquire KCST-TV, has been submitted to the FCC without recommendation (*Broadcasting*, Jan. 14). The FCC shouldn't need to be told that it has been given the cue for an inquiry it should have conducted long ago.

From the beginning of the "citizen" movement, it has been evident that much of the action was contrived between militants with constituencies of unknown — and largely unchallenged — dimensions and foundation-supported lawyers with a need for steady activity to justify ongoing grants. Hundreds of stations have been hit with petitions to deny renewals of their licenses or approvals of their sales in the names of citizen groups with memberships that add up to no more than a microdot of the U. S. broadcast audience.

Conceding that there have been cases in which legitimate grievances were heard, there have been more that led to nothing but pointless legal expense and managerial distraction. It can only be concluded that the flood of petitions has been kept rising by the recruitment of petitioners.

Storer's experience in San Diego may be atypical, but the cast contains familiar stereotypes and even more familiar names. The script can be outlined as follows:

According to sworn affidavits now on file at the FCC, the executive director of the Chicano Federation of San Diego County was solicited by a "public service" law firm to

protest the KCST-TV sale. Subsequently an Ethnic Community Coalition was formed, with chicano, black, Filipino, Asian and National Organization for Women participation. Albert Moreno, a San Francisco lawyer, became counsel to the group, assisted by a student of Professor Geoffrey Cowan of the UCLA law school. Professor Cowan, son of Lou Cowan, who was deposed as president of CBS-TV during the quiz scandals, has been producing critiques of station programing under a Markle Foundation grant.

After extensive negotiations, Storer reached an agreement with the ethnic minorities in the coalition, over the objections of Mr. Moreno, who was dismissed. The NOW contingent demurred, however, and turned up with lawyers of its own — Professor Cowan and Tracy Westen, one-time assistant to former FCC Commissioner Nicholas Johnson, later head of the Stern Community Law Firm in Washington, now in consumer advocacy in Los Angeles. The national headquarters of NOW, through the Citizens Communication Center of Washington — foremost litigant in the citizen movement — filed a petition to deny the KCST-TV transfer. As has often happened, the petition was late — submitted seven weeks after a deadline that itself was an extension of the regular date for oppositions to be filed.

This sort of thing represents a gross abuse of the regulatory process and a corruption of the system by which responsible representatives of the public may make themselves heard. As a case in point, the San Diego experience deserves to be investigated, on the public record.

One goes, all go

The question of public access to journalistic media may be headed for a crucial answer now that the Supreme Court has agreed to review the constitutionality of a Florida law requiring newspapers to give space to candidates to respond to attacks. It is not impossible that the fairness doctrine that has been applied to broadcasting could be affected by the *Miami Herald* appeal.

There is at least some parallel with the cases involving demands by the Business Executives Move for Vietnam Peace and the Democratic National Committee that broadcasters be required to sell time for the presentation of opinion. The Supreme Court's rejections of those appeals and firm assertion of First Amendment rights (*Broadcasting*, June 4, 1973) will hopefully serve as springboards for its next decision.



Drawn for *Broadcasting* by Sid Hix
"And he laughs at me for crying at soap operas."



For someone special.

When school started this fall, the Reed City (Michigan) Public School System was unable to locate a certified special education teacher. Consequently, students requiring this special help were still at home.

The school administrators turned to the Fetzer TV station in Cadillac-Sault Ste. Marie for assistance. The "plea for help" by the on-air personnel quickly found a qualified instructor.

Helping people to help others is part of Fetzer's 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

NEW FROM NTA

THE PHENOMENAL ATTRACTION

OF

NHL ACTION

FILMED HIGHLIGHTS
of the
TWO MOST EXCITING

NATIONAL HOCKEY LEAGUE GAMES

of the previous week, not seen on
national television.

FIRST AVAILABLE AIR DATE: FEBRUARY 2, 1974

16 CONSECUTIVE WEEKLY HALF HOURS
2 INCH VTR TAPE — COLOR

Your host: TIM RYAN, the
"Voice of National Hockey".

Hockey, the second major contact
sport in the United States, has
a special kind of madness to its
fast growing ranks of dedicated
fans (over 40% are women).

Time periods are for weekends.

Every summary will be bridged with
a five minute feature segment.

All shows are produced and filmed
by the same production team. There
are 23 minutes of program time with
six minutes of commercial time
available in each show.

Last season, NHL Hockey proved
to be most successful in over 100
markets domestically.



We, therefore, know that your station would like to enjoy its equal success in 1974. After all, this is the same program that will replace "NFL FOOTBALL HIGHLIGHTS" on major intercontinental airline flights.

If you are interested in purchasing NHL ACTION HOCKEY for the FEBRUARY 2, 1974 start date, please call or wire at your earliest convenience:

nta

NATIONAL TELEFILM ASSOCIATES, INC.

LOS ANGELES
12636 Beatrice Street
Los Angeles, California 90066
Phone (213) 390-3663
TWX: 910-343-7417

NEW YORK
50 East 42nd Street, Suite 301
New York, New York 10017
Phone (212) 972-0056
TWX: 1-710-581-4292