

Tapes show Nixon out to get Post-Newsweek licenses
 Showdown on children's advertising at the FTC

Broadcasting May 20

The newsweekly of broadcasting and allied arts

Our 43d Year 1974

NEWSPAPER



**We're known for
 the good company
 we keep...**

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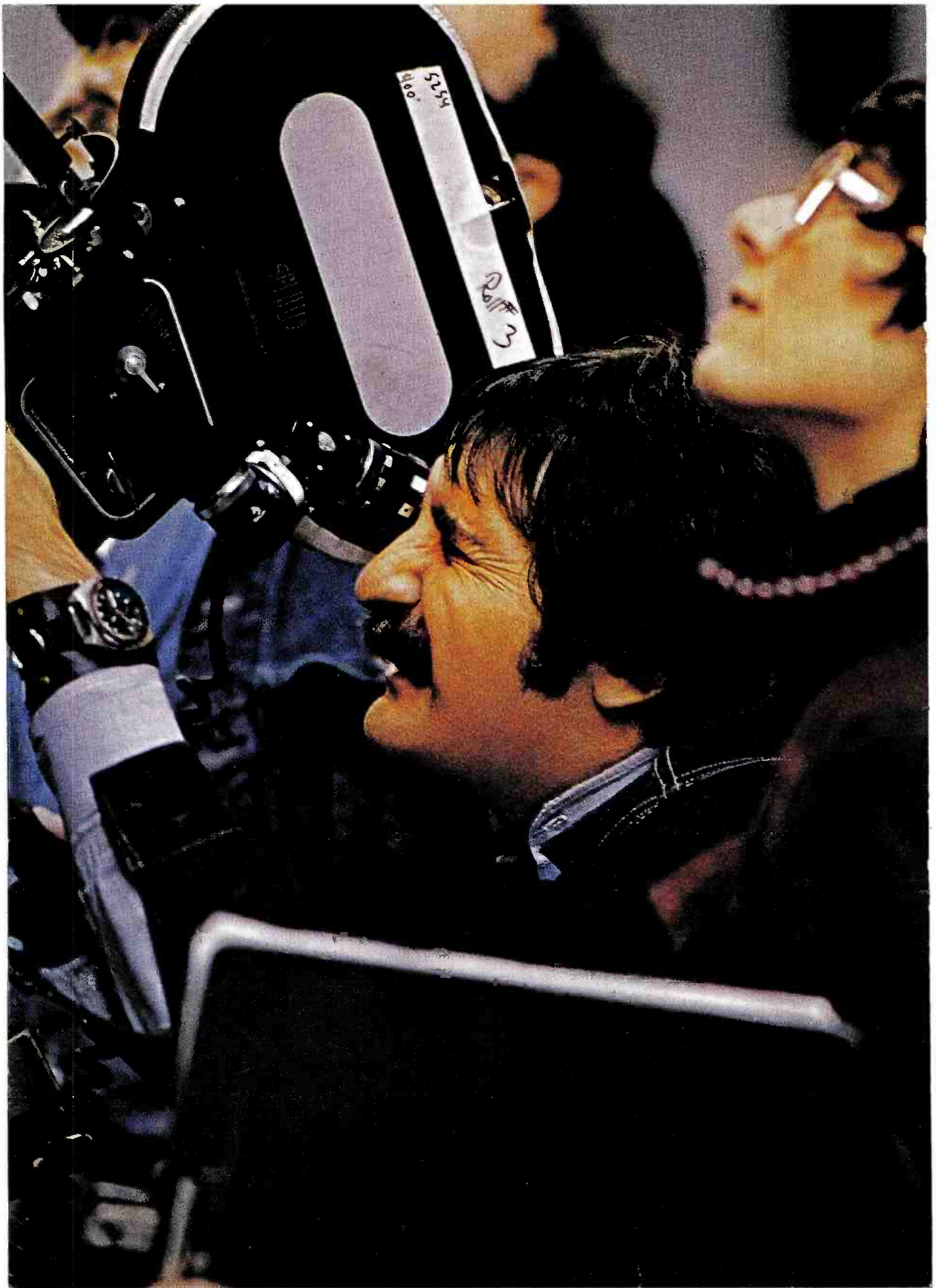
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“I’ve always been a film man. Even though I’ve done some things on tape that I’ve been proud of.

“But then, you might ask, why am I doing an endorsement ad for film? Because film is film. And there are plenty of things you can do with film that you just can’t do with tape.

“If you’ve ever heard me spout off about directing, you know how I feel. I demand a lot. After all, as a director, I’ve got the tremendous responsibility of controlling how the whole thing hangs together. I’m given an idea that’s been fought over and wounded and battered and bandaged and I help transfer it from paper to film.

“Film’s the operative word here. I get a kind of warmth from film. And feeling. And depth. From a technical standpoint, film has a wide latitude. A nuance of tone. It gives me a quality in range from high contrast to a rich pastel.

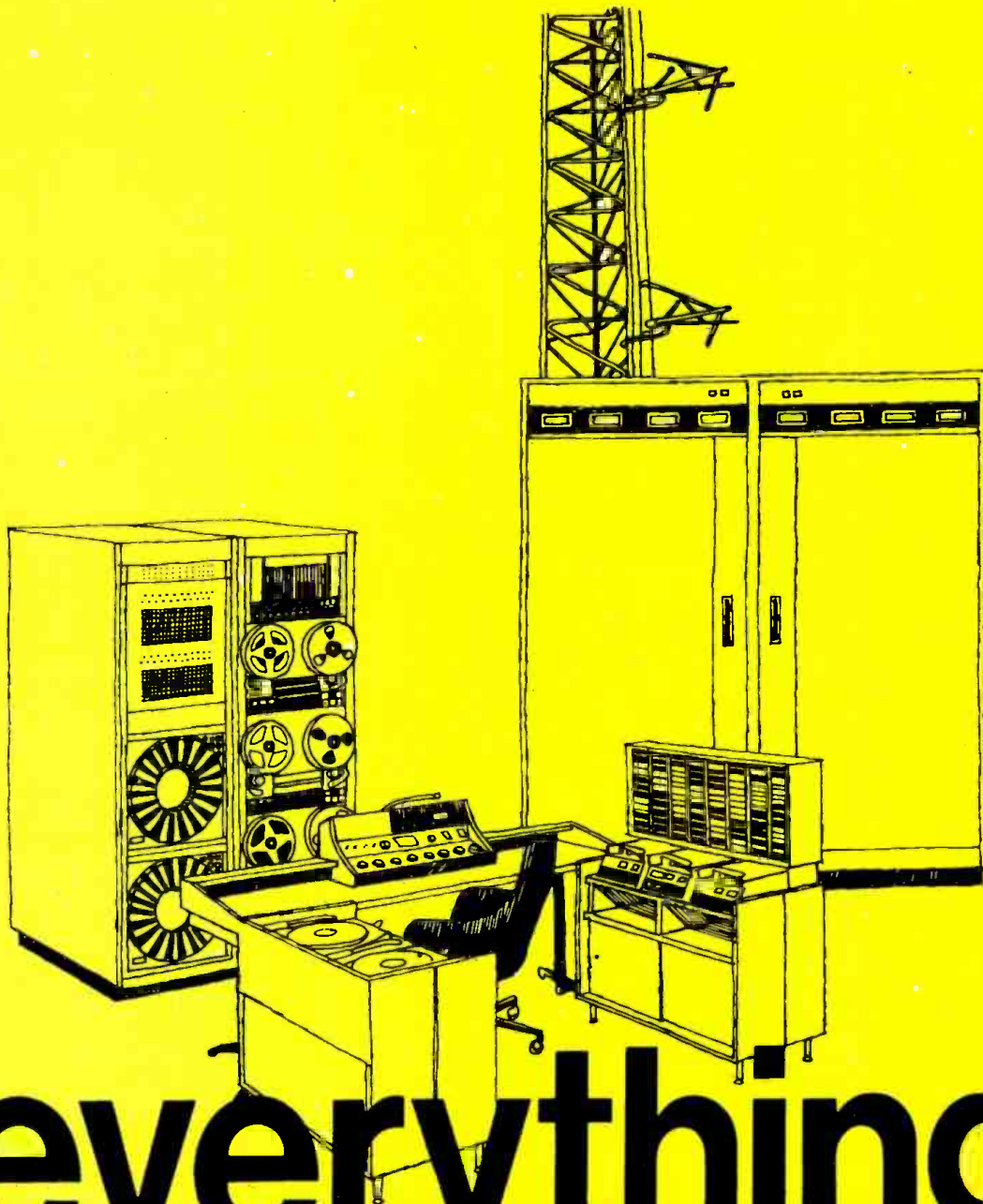
“There’ll always be an argument floating around the trade about the differences between tape and film. Sure, sometimes you should use tape. I do a lot of my film editing on tape, and it’s great when you need something six days ago. But in my own mind I’ve settled the argument. When I have to have that certain feeling... that presence, I’ll go with film any day. After all, all of my award-winning commercials have been done on film.

“And there’s something else. I use the best equipment and people to get the best results...and I always use Eastman film.”

Bob Giraldi. Award-winning commercial director and partner in Ampersand Productions.



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Atlanta: 404/351-6510/Chicago: 312/654-5300/Dallas: 214/351-3221
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Closed Circuit®

Zero savings. Attorneys, Capitol Hill sources, broadcasters agree that cost saving from extension of license term from three to five years — mandated in House-passed legislation — would have negligible effect on cost of renewal. Bill calls for yearly ascertainment — which TV stations already do under new FCC rules — and deeper community surveying. Whether stretched out over three or five years, total cost won't change. Only hope for saving is in new class and market-size ascertainment standards FCC might institute, or if licensees came to feel they could safely supply less than massive public service documentation they do now.

Parallel. Next to FCC, most important administrative body in lives of broadcasters is Federal Trade Commission, now breathing heavily down necks of advertisers, agencies and — as purported partners in perpetration of false, misleading and extravagant advertising claims — media. Hence, broadcasters keep one eye cocked toward five-member agency that affects their economic well-being.

FTC, as did FCC until last Friday (story page 6), has its oldest commissioner in point of service wondering about reappointment. Paul Rand Dixon, 60, who came up through ranks as attorney in 1938, served as chairman for nine years and as commissioner since 1970, would like reappointment for another seven years when term expires Sept. 25. There's been no hint yet from White House to Democrat from Tennessee. All four of Mr. Dixon's colleagues have less than year's service. Counterpart at FCC, of course, was Commissioner Bob Lee, who has won renomination. His present colleagues include one who has served three years, two for two years, one only two weeks.

Defection. Further indication that sports blackout provision of pending copyright legislation is headed for scrap pile (see page 27) is waning ardor of Senator Hugh Scott (R-Pa.), ranking GOP on Senate Judiciary Committee. While still on record in favor of sports blackout, he's now leaning toward FCC regulation rather than congressional mandate, will likely support copyright amendment — to be introduced by Senator John McClellan (D-Ark.) — directing FCC to conduct rulemaking on cable sports carriage, set guidelines for agency to follow.

Senator Scott's response to National Association of Broadcasters' efforts to kill record-royalty provision of bill (Section 114) is another matter. He remains leading proponent of that section.

Exit. *Dinah's Place*, kickoff show in NBC-TV's daytime schedule for almost four years, will be closed by network. Plan to drop it is one of probably three daytime program changes to be disclosed at NBC-TV affiliates convention in Los Angeles this week (story page 34). Idea apparently is to get stronger show to open in 10-10:30 a.m. NYT spot. It's understood NBC has game-show pilots in development, some of which may also figure in other changes. Departure of *Dinah Shore* program also apparently means end — at least for present — of barter shows on networks. Colgate supplies it in return for 10 of 30 commercial minutes per week.

Bottom dollar. General feeling among CBS-TV affiliates is that they are making involuntary contribution to Democratic party by clearing 21-hour telethon on network June 29-30 (see page 52). Stations will be compensated for only five and half hours. Not only that, there's said to be pressure already from local and state Democratic committees for token or no station charges for local cut-ins that are inherent part of format, although national committee and network say local charges may be made.

Informal canvass last week indicated stations would stick by regular charges for cut-in services. That determination is reinforced by prospect of heavy overtime expense incurred by operation around clock.

Backs up. In wake of Orlando, Fla., cable conference at which city officials scorned alleged exclusionary policies of FCC in cable regulation (see page 57), members of National League of Cities are establishing war chest from which funds will be drawn to combat commission in court and before Congress. While only five cities have jumped into campaign to date, it's understood several others are prepared to do so. Aim is to sponsor litigation against commission's evolving cable posture — heavily pre-emptive against local regulation — once strong test is found. Effort is expected to cost at least \$50,000. Funds will also be sought to lobby on Hill for legislation putting constraints on FCC cable activity.

En garde. Observers at 23d annual convention of American Women in Radio and Television (see page 34) had good things to say about new professionalism of organization. But some wondered whether public interest crusaders are attempting invasion of ranks and ultimate change in focus and format. Participants both on floor and in hospitality suites reportedly advocated hard line rather than trade association approach if they wanted to get recognition.

Hostile environment. Office of Telecommunications Policy's draft bill designed to implement cabinet committee report on cable television (*Broadcasting*, May 6) may encounter rough going in Office of Management and Budget clearance process, on which it has begun. FCC's Cable Television Bureau Chief David Kinley has already raised questions about it. And former FCC Chairman Dean Burch, now counselor to President with important role in regulatory matters, might be cool to provisions that run counter to policy he helped establish while at commission. In that connection, members of Washington's communications community note that Mr. Burch's aide, at White House as at FCC, Charles Lichenstein, long has had low regard for OTP's performance under Clay T. Whitehead. And those who know OMB Director Roy Ash feel he may provide another problem; they say OTP's first job will be to persuade him bill meets specific need.

On other hand, report to be implemented was product of cabinet members and high-level White House aides, and President Nixon has committed himself to offering legislation in connection with it. In addition, OTP probably has ally at White House in Leonard Garment — last member of committee still in government, other than Mr. Whitehead. Mr. Garment has maintained strong interest in committee's work.

Top of the Week

Exposed. "The Post is going to have a damnable, damnable time. . ." With those words, Watergate tape reveals, President Nixon may have set in motion retaliatory campaign against Washington Post Co. which led to competitive challenges to its Florida broadcast properties. Page 25.

Gambit. Justice Department tells FCC it need not remove broadcast licenses to break up multimedia combinations. Mandate that co-located properties be sold after five-to-eight year grace period would suffice, Justice says; it requests such provision be written into rules. Broadcast interests have other ideas. Page 26.

Round two on renewals. Senator Pastore's Communications Subcommittee schedules hearings on proposed renewal bills - all 13 of them - for June 18-20. Page 27.

Decision day. Controversial copyright bill goes to Senate Judiciary Committee June 6 with promise of substantial revisions. Sports blackout provision considered doomed; Record (performer) royalties on shaky ground. Page 27.

Cleared. FCC winds through Dallas-Fort Worth-Beaumont renewal, transfer decisions, gives stamp of approval to all. Page 28.

Honorable but out. Two weeks ago Lynn Wickwire was considered a shoo-in for the Dean Burch vacancy on the FCC. Then he volunteered he had written letter suggesting Nixon impeachment. His A for candor got him an F for politics. Page 30.

Celebration. There was festive air in Los Angeles last week as CBS affiliates gathered to commemorate year of glowing successes in ratings and revenues departments. On serious side, officials score threats from consumerists, pay cablecasters. Page 32.

Feminine forum. With Barbara Walters hugging spotlight, AWR T convention sets sights on general industry issues; militant feminism takes back seat. Page 34.

Most honored. CBS walks off with lion's share of first-round Emmy presentations. Jane Pittman garners four statuettes. Page 44.

Persuasions. With hope of heading off threatened FTC children's ad crackdown, industry representatives ready proposal for rigorous self-regulatory standards. Page 47.

Defense. CBS News President Richard Salant seeks to justify network news judgments before audience of affiliates - including some of his most vocal critics. With no concessions forthcoming, few converts were identified. Page 53.

Second printing. OTP sends revised edition of draft cable bill to OMB clearinghouse. Alterations bring legislation more in line with cabinet report. Page 57.

Uproar. "Appalling" was word used repeatedly by city officials in describing FCC cable policies during Orlando League of Cities conference. Page 57.

No dropout. Whitehead's VHF drop-in proposal goes to FCC with request for commission inquiry on new frequency allocations. Industry opposition promised. Page 61.

At the top. Broadcasting profiles Don Curran, Kaiser's new man in the saddle. Page 81.



Lee

Robinson

Washburn

Nixon comes up with three-man package for FCC; Lee, Robinson, Washburn win nominations

After months of rumor and uncertainty about, and one or two false starts toward filling, FCC vacancies, President Nixon on Friday announced his intention to fill last two holes on commission and to fill third before it opens by re-nominating incumbent.

Announcement out of Florida White House was that President would name Abbott Washburn, 59, former deputy director of U.S. Information Agency and consultant in international communications matters, to term ending June 30, 1975, and Professor Glen O. Robinson, 38, of University of Minnesota Law School, to term ending June 30, 1976. Commissioner Robert E. Lee, 62, is to be nominated for his fourth seven-year term. Mr. Washburn and Commissioner Lee are Republicans, Professor Robinson is Democrat.

Mr. Washburn and Professor Robinson both would bring background and expertise in communications matters to commission. But reputation acquired by professor suggests his nomination will be most controversial of three, with possibility broadcasters might seek to stimulate opposition to it.

Professor Robinson, who graduated Harvard magna cum laude in 1958 and took law degree at Stanford in 1961, teaches courses in administrative law, and has written and spoken on communications law. At panel discussion on fairness doctrine held before House Commerce Committee in 1968, professor echoed views of broadcasters in attacking doctrine as interference with free press rights enjoyed by other media. However, he also came down hard on FCC for failing to deal with what he saw as problem of concentration of ownership of media; he referred to newspaper-broadcast crossownership as well as common ownership of television stations. Professor said more could be done about diversifying market structure than had been done - he called for tightening of multiple ownership rules and reinstatement of proposal aimed at easing concentration of VHF ownership in top 50 markets -- and said that, instead, commission chose to rely on "more direct form of control" of broadcasting through fairness doctrine. At time when Justice Department is pressuring commission to break up multimedia holdings - particularly newspaper-TV properties - in same market, broadcasters are likely to regard such ideas with dismay.

But Professor Robinson last week thought "much too much" was being made of his six-year-old statement. "That's being blown all out of significance. I don't believe FCC should sweep problems under the rug. But neither am I going around with a hatchet in my hand suggesting that all these crossownerships be divested."

Mr. Washburn, described by those who know him as pleasant, middle-of-road in his views and extremely hard-working, said last week if he is confirmed in commission job he would like to apply his background in international communications. (Commission has rarely had member interested in specializing in that area.) Besides service at USIA

during Eisenhower years and present service on Board for International Broadcasting (which makes grants to Radio Free Europe and Radio Liberty), he was deputy chairman, in 1969, then chairman, 1969-71, of U.S. delegation on Intelsat Conference on Definitive Arrangements. Conference elected him chairman of negotiating conference in 1970.

In naming Mr. Washburn to seat vacated by Democrat H. Rex Lee instead of one left by Republican Dean Burch, White House made it more likely that Mr. Washburn would be reconfirmed to full seven-year term. Republican going before Democratic Senate in presidential election year of 1976 might find Senate putting hold on such matters until election was decided.

Renomination of Commissioner Lee came after months of speculation that former FCC Chairman Burch, now counselor to President, and others in White House were considering replacement for him. However, reports of such difficulties generated considerable outpouring of support for Mr. Lee from members of industry and from Republicans and Democrats on Capitol Hill. He is particularly strong among UHF broadcasters because of his unswerving support for their medium.

Commissioner Lee has been generally noncontroversial. But he has been among leading forces on commission seeking to eliminate what he considers obscenity from air. And although his positions are usually moderate, he has been independent — fact that at times irritated Mr. Burch when he was chairman and was unable to count on Mr. Lee's vote.

Commissioner Lee, one-time Federal Bureau of Investigation agent and later aide to House Appropriations Committee, was first appointed to commission in 1953 by President Eisenhower. He now has commission's longevity record in sight — one now held by former Chairman Rosel H. Hyde, with 23 years and six months. He received word of his renomination while in Geneva where he is serving as head of U.S. delegation to World Administrative Radio Conference on Maritime Communications.

Agency, advertiser executives say FTC ad strictures could drive foods from TV

Demands that food advertisers present substantial amount of nutritional information along with their sales messages could force them to curtail if not abandon use of TV and other media. That warning — particularly sobering since foods are TV's biggest advertising category, representing \$627 million annually in network and national spot TV — was delivered twice last Friday (May 17) at American Association of Advertising Agencies convention at Greenbrier, White Sulphur Springs, W.Va.

Victor Bloede of Benton & Bowles, retiring AAAA chairman, told convention that nutritional data requirement proposed by Federal Trade Commission staff represented "very real" threat whose effect "would simply be to drive most food advertisers out of the television medium." James L. Ferguson, president and chief executive of General Foods, which spent \$113.5 million in TV last year, predicted "quite seriously" that such a requirement would force advertisers to eliminate a substantial amount of food and beverage advertising from the airwaves and the print media." Both cited FTC proposal as example of widespread misunderstanding of what advertising can and cannot do.

Edward D. Etherington, chairman of National Advertising Review Board, told AAAA in another speech that NARB will not help write children's or other advertising codes, although National Advertising Division of Council of Better Business Bureaus, another part of advertising's self-regulatory structure, may assist in such projects. For NARB to do so, he said, would be like court passing laws it would later have to interpret.

FCC staff report on fairness doctrine rejects cigarette policy, countercommercials, sees access no substitute for journalistic role

FCC would abandon its historic 1967 cigarette ruling as fairness doctrine precedent and would reject idea of government mandating public's right of access to broadcast media, if staff draft report on three-year-old inquiry into efficacy of 25-year-old fairness doctrine were adopted.

Staff report, circulated among commissioners last week, seems to reflect feeling of commission that series of ad hoc decisions by it and by courts was leading into areas it did not want to enter.

Commission's ruling applying fairness doctrine to cigarette advertising is case in point. Draft report says action may have been good policy from public-health standpoint, but that in requiring anticigarette spots to balance commercials, commission departed from doctrine's central purpose — to facilitate development of informed public opinion. Standard commercials, draft report says, do not contribute to informing public on any side of any issue.

What has troubled commission since 1967 is difficulty in limiting ruling to cigarette advertising. U.S. Court of Appeals in 1971 extended it to commercials for high-powered cars, on ground that ads glorified product which contributed to health problem — air pollution.

Draft says underlying purposes of fairness doctrine would not be served by permitting cigarette ruling to stand as fairness doctrine precedent. Accordingly, draft says, commission in future will apply doctrine only to commercials that are devoted in "obvious and meaningful way to the discussion of public issues." (Next time commission runs into situation like that presented by cigarette advertising, it will refer matter to Congress, draft says.)

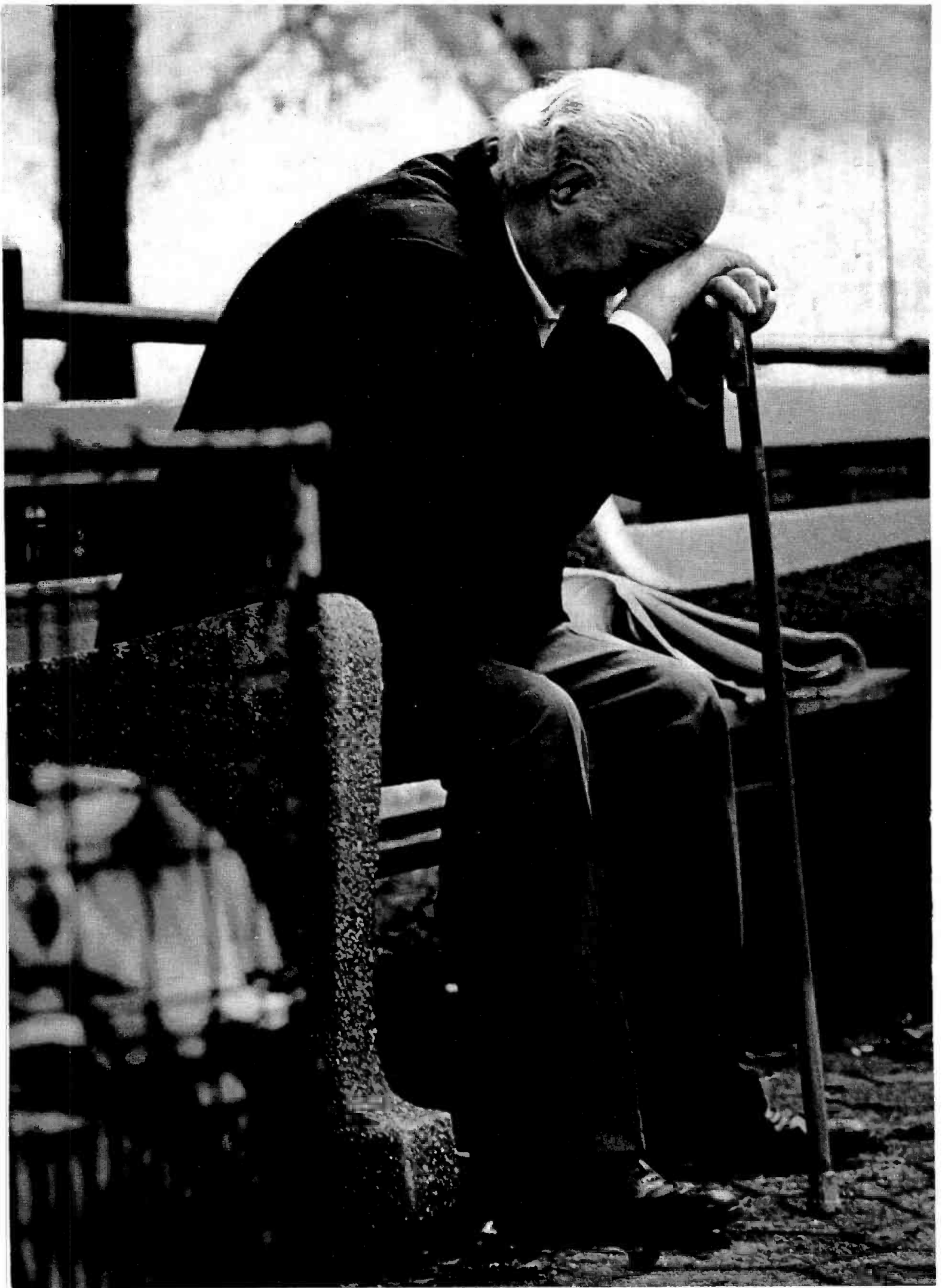
In related matter, draft would reject Federal Trade Commission proposal that commission require broadcasters to provide time for countercommercials. In cases where ads explicitly or implicitly raise controversial issue of public importance, doctrine would apply, draft notes. As for other areas covered by proposal, adoption — apart from predictable adverse economic effect on broadcasting — might divert attention and resources of broadcasters from traditional purposes of fairness doctrine. Draft also would declare doctrine inappropriate tool for dealing with allegedly false or misleading advertising.

Draft discusses access question in terms of Supreme Court's decision in BEM case, which said access was not matter of right but suggested that commission, along with Congress and broadcasters, might devise limited right of access that was both "practicable and desirable." Commission's studies, draft says, have not disclosed such scheme.

On contrary, it adds, public's interest in free expression through broadcasting "will best be served and promoted through continued reliance on the fairness doctrine, which leaves questions of access and the specific handling of public issues to the licensee's journalistic discretion." Draft says system is not perfect, but calls it "most appropriate" accommodation of various First Amendment interests involved."

Draft cited arguments against mandated system of access whether on free or paid basis. If free, draft says, commission would be drawn into deciding who should be allowed time and when — practice which would be antithetical to free journalism; if paid, system would be weighted in favor of affluent. Draft also says commission considered, but rejected, proposal that requires broadcasters to examine but not necessarily accept editorial advertisements.

Draft, prepared under supervision of Chairman Richard E. Wiley, covers four of five issues studied in inquiry. Fifth part — dealing with political broadcasts — was completed in 1972.



MILLIONS OF AMERICANS CAN'T AFFORD TO GROW OLD.

Storer Stations are concerned and are doing something about it.

Today in America, nearly 21 million people are 65 years old or older. Roughly equal to the entire population of Canada!

Besides loneliness and physical ills, the elderly have another serious problem. Inflationary costs are putting a terrible squeeze on their fixed incomes.

In fact one of every four of those over 65—or nearly 5 million—lives on an income below what the Government considers “poverty level.” Some 6 million dwell in substandard housing. Many have difficulty holding on to their homes or cars or even obtaining transportation.

Storer stations feel that we must begin to solve the problems of our senior citizens *now*. Especially

since it's predicted that by the year 2000, the average American will live to be 90.

Editorials on WSPD-TV in Toledo, for example, have been pushing for subsidized bus fares for the elderly. A plan that would let those 65 and over pay only 10¢ instead of 40¢ for a bus ride. At the same time WSPD-TV is alerting younger Toledoans to the need to save for retirement.

Detroit's WJBK-TV gave its support to the rebirth of a type of Civilian Conservation Corps. This would employ still-active retirees in planning and supervisory capacities. (In addition to giving jobs to the young).

In Milwaukee, WITI-TV backed a proposed plan to establish foster homes for the elderly, just as is done for children. Still in the pilot stage, the program (which pays \$210 a month to par-

ticipating families) appears to be bearing fruit.

WAGA-TV in Atlanta has been putting on a concentrated drive to help eliminate local school taxes for citizens 62 or older whose household incomes are under \$6,000.

Getting involved in the vital affairs of the communities they serve is part of the daily life of all Storer Stations.

Our reasoning: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/WSPD-TV Toledo
WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

In Brief

Dispute. CBS has charged Washington lawyer Edward P. Morgan, counsel for and principal in applicant seeking network's WCAU-TV Philadelphia, with "serious and material misrepresentations" to FCC. Charge was based on Mr. Morgan's action as counsel for Wadeco Inc., challenger for Belo Corp.'s WFAA-TV Dallas. CBS said Mr. Morgan and former associate represented that Castle Trust Co. Ltd. of Nassau, Bahamas, had committed \$2.5 million loan to Wadeco. "The proposed participation of other financial institutions was concealed," CBS said, adding "deception" was repeated several times to FCC staff. Mr. Morgan said charge is "damn lie generated by an otherwise responsible law firm." Motion was filed by Wilmer, Cutler & Pickering.

Aftermath. Washington Post Co. President Larry Israel says apparent White House attempt to punish *Post* newspaper by encouraging license challenges (story page 25) "should be deeply disturbing to every citizen," called action "economic retaliation against a newspaper exercising its proper journalistic function, and to attempt to intimidate it from doing so." White House spokesman Gerald Warren denied such intention: "There has not been, and is, no threat to the *Post*," he said. Presidential counselor Dean Burch joined in denial, said no overtures were made to FCC while he was chairman, pointed out approval of Post's purchase of WTIC-TV (now WFSB-TV) Hartford, Conn.

Demands. Screen Actors Guild is asking for 25% hike in minimum salary for actors and actresses who work in TV and motion picture programs, as well as 100% compensation for each prime-time network rerun in season. Those are two of long list of bargaining points laid before producers and networks May 16 in preparation for new contract. Present contract expires June 30.

Not gone yet. NBC-TV has paid record price of \$5 million to MGM for one showing of "Gone With the Wind" in 1976-77 season. Previous record was ABC's \$3.3 million to 20th Century-Fox for one showing of "The Poseidon Adventure." "GWTW" is part of \$15 million movie package NBC has just purchased from MGM, including at least one other blockbuster, "Dr. Zhivago."

Short takes. Meredith Corp. confirms reports it is negotiating to sell WOW-TV Omaha to Pulitzer Publishing Co. *McHenry Tichenor, Texas broadcaster moving into radio markets with Spanish-language formats, is negotiating to buy KCOR(AM)-KQXT(FM) San Antonio from owners Allen Wolin and Arnold Hartley.* Worldvision Enterprises has acquired U.S. syndication rights to *FDR*, 27 half-hour documentaries originally run on ABC-TV in 1965. *United Church of Christ study alleges hiring discrimination by six Tulsa, Okla., radio operations, asks FCC hold up license renewals. Affected: KAKC-AM-FM, KXXO(AM), KELI(AM), KFMJ(AM)-KRAV(FM), KRMG(AM)-KWEN(FM), KVOO(AM).* Ampex Corp. says it has negotiated \$100 million financial commitment with eight banks and insurance company - \$74.4 million from banks at two points above prime, \$25.6 million from insurance firm at 9%. *Senate Government Operations Committee has reported out Consumer Protection Agency bill by 9-3 vote. Unlike House*

bill (Broadcasting, April 1, 8), Senate version excludes license renewal process from CPA purview. Federal Trade Commission will propose rule requiring all ad substantiation be submitted at time of initial investigation, rejecting later embellishment in adjudicatory proceedings.

Late Fates. *William McPhail*, vice president, sports, CBS-TV, New York, has resigned. No reason was given for resignation, which network says took it by surprise. *George E. Norford*, VP, general executive and board member, of Westinghouse Broadcasting Co., named senior VP, international, of TCOM Corp., Westinghouse Electric Corp. subsidiary specializing in communications systems that, suspended beneath balloon platforms, provide wide-area coverage at relatively low cost and are expected to have special value for newly developing nations. *For earlier reports see "Fates & Fortunes," page 67.*

Headliners



Elliott



Pinkham



Uttal

John Elliott Jr., chairman of Ogilvy & Mather, New York, elected chairman of American Association of Advertising Agencies. He succeeds **Victor Bloede**, chairman of Benton & Bowles, New York. **Neal W. O'Connor**, chairman of N. W. Ayer & Son, New York, elected AAAA vice chairman; **Robert M. Davis**, president of Davis, Johnson, Mogul & Colombaro, Los Angeles, elected secretary-treasurer. Operations committee will consist of new officers plus **John Crichton**, AAAA president, and three other board members: **Charles S. Mitchell Jr.** of Compton Advertising, **Edward N. Ney** of Young & Rubicam International and **Stanley Tannenbaum** of Kenyon & Eckhardt, all New York.

Richard A. R. Pinkham, senior VP for media and program development for Ted Bates & Co., New York, elected chairman of executive committee. He replaces **Rudolph Montgelas**, retiring.

Larry Uttal, president of Bell Records, announced he is leaving that division of Columbia Pictures Industries to form new independent label that, although not yet named, will have EMI Ltd., London, whose extensive interests include Capitol Records, as stockholder supplying "multimillion-dollar financing." He said company is expected to commence operations in July, based in New York and London, and will market through independent distributors in U.S., through EMI in all areas outside U.S. and Canada. **Irwin Siegel**, executive VP and general manager, assumes operating responsibilities for Bell, and CPI management anticipated "further announcements" on division's "restructuring."

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How to find real gold.

(without even having
a treasure map!)

Clue No. 1 The "treasure" is in a new-this-season television hit that glitters with fun . . . suspense . . . and surprise!

Clue No. 2 This gem of a program was "dug up" by 42 bright station treasure hunters in the Top 50 for 1973-74 . . . and has already been renewed by 35 in the Top 50 markets for 1974-75!

Clue No. 3 This treasure trove leads all new access series . . . it ranks third among all syndicated half-hours (tied with *Squares*, and ahead of *Deal!*)*

Clue No. 4 There's "gold" in this show which is One in growth among all Top 10 half-hour all prime access series. Its Monday-Friday ADI Share is UP 15%. November '73 vs. Feb/March '74.**

And, it is UP an additional 6% in ADI Share in March/April books—compared with February reports.



X marks the spot The show that is gold . . . the show that delivers big audiences, the right audiences (the ones smart spot buyers buy) . . . the show that is the surprise find of prime access!

Dig here: TREASURE HUNT is the treasure. You've found it. Call your rep! Call us for the full, rich details so you, too, can coin gold with TREASURE HUNT on your station!

Sandy Frank Film Syndication

635 Madison Avenue New York, N.Y. 10022
(212) 628-2770

*ARB—Avg. ADI Shares, All Access Monday-Friday half-hour programs, Feb/March 1974.

**ARB—Avg. ADI Share, All Access Monday-Friday half-hour programs. TREASURE HUNT Shares: Nov. '73: 27.0, Feb/March '74: 31.0.

(Note: All sales information as of May 10, 1974).



Seven from Peabody

For the fifth consecutive season, NBC has won at least as many Peabody Awards as the other two networks combined.

Announcement of the current prizes was made May 1 by the University of Georgia School of Journalism, which administers the prizes.

NBC won seven awards in all. As in previous years, one of the most gratifying aspects of these NBC honors is their reflection of virtually the entire spectrum of our broadcasting activities.

We congratulate the talented NBC personnel who — for still another season — contributed so vitally to winning such highly coveted honors in so many diverse fields.



1.

**Documentary
Programming:**

NBC NEWS

TV Special Award for
"The Energy Crisis...An
American White Paper,"
a three-hour prime-time
study which spotlighted
the resources emergency
six weeks before the mid-
East oil embargo.

2.

**Programs of Special
Interest to Children:**

NBC TELEVISION
NETWORK

For "Street of the Flower
Boxes" (NBC Children's
Theatre) and "The
Borrowers" (Hallmark
Hall of Fame).

3.

**Sports
Programming:**

NBC SPORTS

To Joe Garagiola, for
"The Baseball World of
Joe Garagiola."

4.

**Television
Drama:**

NBC TELEVISION
NETWORK.

To the Bell System Family
Theatre's production of
"The Red Pony."

5.

**Educational
Programming:**

NBC RADIO
NETWORK

For the Second Sunday
presentations, "Commu-
nism in the '70's" and
"A Right to Death."

6.

**Entertainment
Programming:**

NBC RADIO
NETWORK

For the "Project One
Experiment" series, which
presented "Helen Reddy –
Live in Concert" and
"The Carpenters – Live in
Concert."

7.

**Local Station
Achievement:**

NBC's WRC-TV,
WASHINGTON

A Public Service award for
"Home Rule Campaign,"
which played an important
role in bringing self-
government to the District
of Columbia.

National Broadcasting Company

FROM 18th ST.: DESTINATION PEKING

Serafin Trejo has worked the past two summers with WIND Radio to bring our audience a better understanding of the special problems, concerns and hopes of Chicago's Latino community.

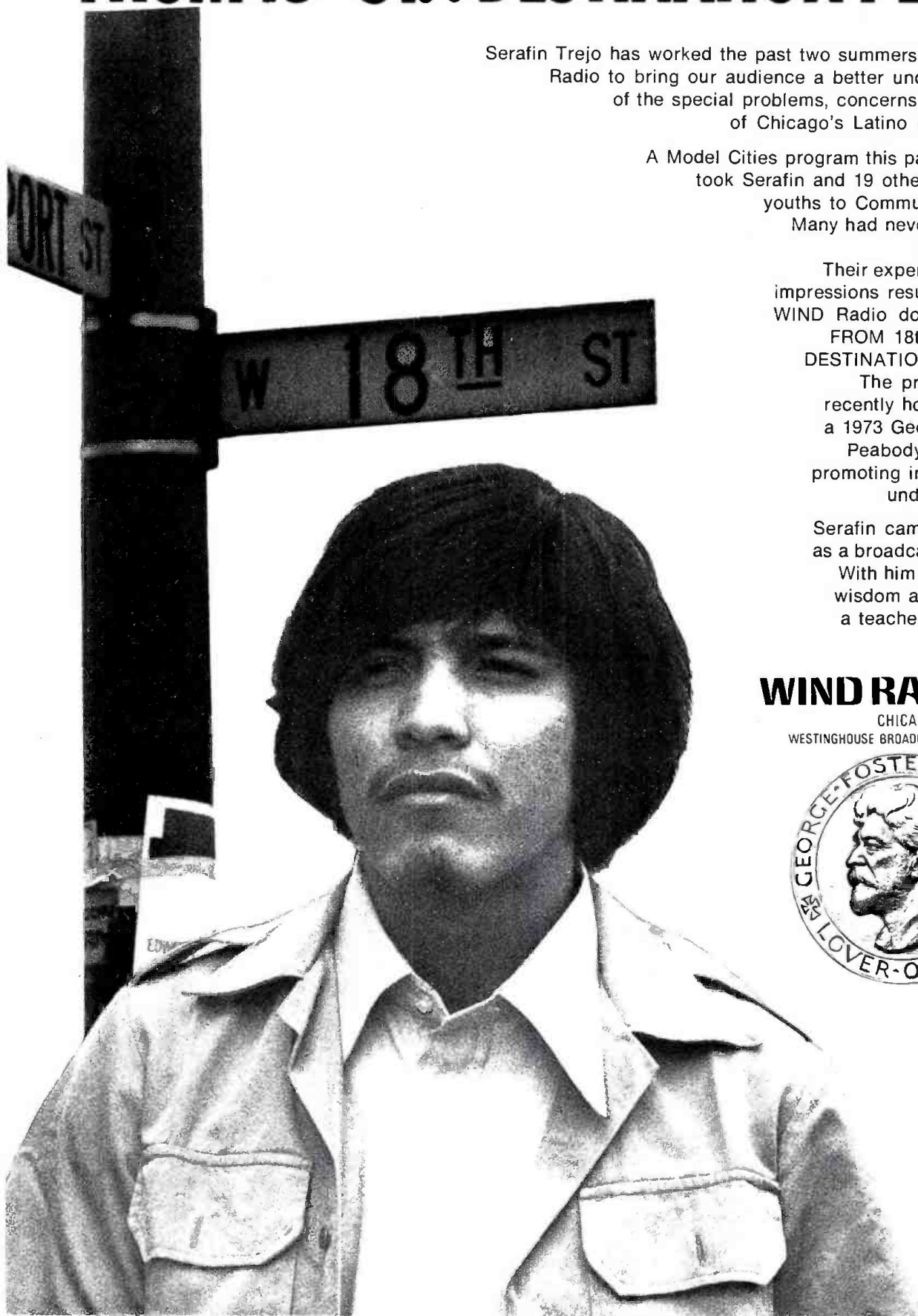
A Model Cities program this past summer took Serafin and 19 other inner-city youths to Communist China. Many had never been out of the city.

Their experiences and impressions resulted in the WIND Radio documentary, FROM 18th STREET: DESTINATION PEKING.

The program was recently honored with a 1973 George Foster Peabody Award for promoting international understanding.

Serafin came to WIND as a broadcast student.

With him he brought wisdom and became a teacher for us all.



WIND RADIO ^{GROUP} **W**

CHICAGO
WESTINGHOUSE BROADCASTING COMPANY



Datebook®

• Indicates new or revised listing.

This week

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

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

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

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

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

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

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

■ **May 22**—National Association of FM Broadcasters regional seminar. O'Hare Inn, Chicago.

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

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

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

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

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

Also in May

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

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

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

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

■ **May 30**—National Association of FM Broadcasters regional seminar. Hyatt On Union Square, San Francisco.

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

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

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

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

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

June

June 1-5—American Advertising Federation annual convention. Speakers: Lewis A. Engman, Federal Trade Commission chairman; Senator Lowell Weicker (R-Conn.); Katharine Graham, Washington Post publisher, and Herbert Klein, Metromedia. Statler Hilton hotel, Washington.

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

June 4—MCA Inc. annual stockholders meeting. First Chicago center, One First National plaza, Chicago.

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

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

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

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

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

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

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

June 8-11—Publi-Cable conference. Mount Vernon College, Washington. Contact: B. P. Patterson, Publi-Cable, (202) 833-4108.

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

June 11-13—Armed Forces Communications and Electronics Association annual convention. Speaker:

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on our second day.**



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Major meeting dates in 1974-75

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

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

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

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

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

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

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

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

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

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

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

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

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

Robert W. Sarnoff, RCA. Sheraton Park hotel, Washington.

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

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

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

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

June 15-16—Georgia Association of Broadcasters annual convention. Jekyll Island.

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

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

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

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

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

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

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

June 24-25—Iowa Broadcasters Association convention. Aventino Motor Inn, Sioux City.

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

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

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

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

July

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

July 5—Deadline for reply comments on possible

modifications of FCC's program exclusivity rules for cable TV systems.

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

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

July 9—Tait Broadcasting Co. annual stockholders meeting. Kings Island, Kings Mills, Ohio.

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

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

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

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

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

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

August

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

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

Aug. 25-28—Arkansas Broadcasters Association summer convention. Arlington hotel, Hot Springs.

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

September

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

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

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

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

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

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

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

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

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

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

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

October

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

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

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

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

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

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

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

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

Oct. 17-18—American Association of Advertising

M&H

SO WHAT'S NEWS?

Phrases such as "Happy Talk," "Tabloid," "Top 40 News," and "Show Biz News" are coined by people, mostly columnists or commentators, who haven't the slightest idea of what makes local television news the number one source for news in most markets in the country. Much less do they have any first-hand knowledge or understanding of what mass audience is, or why it is attracted to and believes in the credibility of television news *more than any other news source*. None of the "catch" phrases above relate in any way to the success of a local newscast. What makes for success is news content, delivered by competent people in a way that uses all of the techniques of TV to tell the story.

There was a time a few years ago, when network television news carried along with it, the local station's news ratings. This is no longer true. Local news has improved so significantly in the last few years, that in most cases, it now carries the network news. A study of ratings in individual markets will make this fact clear.

We do not believe that there is or ever will be a *formula* for a successful local newscast. Each market is different, not only socio-economically, but competitively. Our recommendations to every client are based not on personal opinion, but extensive research by social scientists done in-home in that particular market. Then, the findings are combined with the benefits of our over twelve years' experience as the first company founded, specializing in this area, to help improve the station's position.

In almost every case, we work directly with the total management, including the news director, in developing the research and the subsequent solutions to the problems the news director faces.

If you want to know more, phone

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Agencies central regional meeting. Chicago.

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

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

November

Nov. 4-8—International F.T.F. Corp. film and TV festival of New York. Americana hotel, New York.

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

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

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

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

December

Dec. 2-5—National Association of Regulatory Util-

ity Commissioners 86th annual convention. Town and Country hotel, San Diego.

Dec. 4-7—California Community TV Association winter conference. Disneyland hotel, Anaheim, Calif.

January 1975

Jan. 5-8—Winter Consumer Electronics Show. Conrad Hilton hotel, Chicago.

February 1975

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

April 1975

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

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

Open Mike®

Barter basics

EDITOR: Your in-depth story on barter programing in the May 6 issue was extremely well done and I want to compliment you on it. The over-all posture of barter in today's programing picture has always been difficult to assess. You have done an excellent job of providing the full dimensions of this aspect of our business. I am sure your thorough report will be of interest to all broadcasters. —*Marvin L. Shapiro, president, station group, Westinghouse Broadcasting, New York.*

Double standards?

EDITOR: In an article entitled "Reward and Punishment" in your April 29 issue you referred to the Foote, Cone & Belding plan of penalizing stations for "violations." A letter of FC&B's Ed Stern to Pro Sherman of Broadcast Advertisers Reports states: "I wish to make it perfectly clear that these standards are not BAR standards, but those of an important group of media directors of several key New York advertising agencies."

The integrity of most stations dictates strict compliance with standards as set forth by the National Association of Broadcasters code board. This voluntary system has worked well over the years, and if we are now to adhere to arbitrary standards being set up by some agency people it seems to me stations will soon be in a state of confusion as to which set of standards apply.

Broadcasters and agencies can peacefully co-exist—for the mutual goal of better service to the advertiser—if broadcasters police themselves and agencies regulate themselves. If enough "important groups" in either industry try to legislate the standards of the other industry, both advertising and broadcasting could suffer from the resulting confusion.—*James B. Oetken, vice president-*

station manager, WMT-TV Cedar Rapids, Iowa.

Elegy

EDITOR: Dick Cheverton [of WOTV(TV) Grand Rapids, Mich.], who died May 8 [BROADCASTING, May 13], did the job of local TV news director about as well as anyone ever did. The awards committees for the Peabody, du Pont, Sigma Delta Chi, Edward R. Murrow, AP and a dozen other honors attested to that.

He fought for staff and equipment and air time. He wrote and delivered editorials that earned him the respect of the very establishment he attacked. He saw to it that the vital issues concerning all the communities in his audience got fair and extensive coverage.

More than that, he perceived the need to upgrade local TV news throughout the country, and to expand its horizons. As an early Radio Television News Directors Association president, he advocated tough requirements and he defended the integrity of TV newsmen along with their print predecessors and peers. He keynoted the first national conference on TV News Standards, and he lectured to neophyte newsmen at RTNDA regional meetings.

Thanks to Chev, Grand Rapids saw a lot of the world through the filmed reports of a man they knew and trusted. He travelled to Vietnam and Western Europe, to the satellite countries and the Middle East, and even to China, where he hobbled around on crutches following [now] Vice President Ford.

Through the years, despite frequent bouts with one or another kind of painful ailment, he never lost his irreverent sense of humor. He is survived, not only by his splendid wife Virginia and their two good children Dick and Nancy, but also by a generation of local TV news people, who owe him more than they know—*Richard Krolik, staff assistant, House Communications Subcommittee, Washington.*

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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.
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This series is rated

Ms*

*Young Women 18-49.

During its original ABC-TV Network run, "The Partridge Family" rated high with young adult audiences, particularly young women 18-49.

In its first three seasons, "The Partridge Family" averaged 5,818,000 young women 18-49 each week—nearly 800,000 and 1,300,000 better than its two network competitors, respectively.

In other words, "The Partridge Family" rates a Ms. Or, if you wish, a Miss and a Mrs.

"THE PARTRIDGE FAMILY", 96 half-hour episodes, distributed exclusively by

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A DIVISION OF COLUMBIA PICTURES INDUSTRIES, INC.



Already sold to: WNEW-TV New York, KTTV Los Angeles, WTTG-TV Washington, D.C., KTVU San Francisco, KTVI St. Louis, WTAF-TV Philadelphia, CKLW-TV Detroit, WKYC-TV Cleveland, KDKA-TV Pittsburgh, KGMB-TV Honolulu, KTXL-TV Sacramento, WSYR-TV Syracuse, WTPA-TV Harrisburg, WAPI-TV Birmingham, KVII-TV Amarillo, WDHO-TV Toledo, KREM-TV Spokane, KOB-TV Albuquerque and WCSC-TV Charlestown.

SOURCE: NTI/NAC SEPTEMBER 1970-APRIL 1973 FOR ORIGINAL TELECASTS ONLY, SUBJECT TO QUALIFICATIONS AVAILABLE UPON REQUEST.

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Monday Memo.

A broadcast advertising commentary from John E. Tuthill, vice president, marketing, Commercial Credit Co., Baltimore

Broadcasting gets the credit in a two-in-one campaign

"Promote our 570 personal loan offices across the country. Present Commercial Credit as a superior alternative for personal loans. Create increased awareness of Commercial Credit as a diversified business finance service." Those were the assignments given to W. B. Doner & Co., our advertising agency. On the surface they may sound like separate assignments. But Doner devised a media plan based primarily on network TV and with a copy strategy that effectively reached not one audience but two. Communicating our message to both our business and personal loan target markets at the same time made our entire budget more efficient, allowing us to advertise nationally in a way we never had before.

In order for you to appreciate—as I appreciate—just how well the concept of network TV is working to solve our advertising problems, let me fill in some history. In 1972, our company decided to evaluate its position in consumer awareness. In conjunction with W. B. Doner, we organized a task force which spent nearly a year conducting exhaustive surveys to discover how consumers perceive personal lending institutions. We found some very negative viewpoints among the general public. Its over-all impression was that a personal loan company is a court of last resort.

We found that people want stability and professionalism as much as sympathy for their financial difficulties. Furthermore, they feel more secure when dealing with a well established, diversified company that does more than lend small amounts to private individuals.

Needless to say, we felt comfortable with those findings because they are compatible with our business profile. Commercial Credit offers extensive financial services to business clients, as well as responsive programs in personal lending.

Indeed, our name, Commercial Credit, implies a much stronger business stature than consumer lending. Now we could devise a campaign that would take advantage of the business connotations in our name.

We geared our 1973 advertising to the theme, "the best place to borrow a thousand dollars is from a company that lends millions." With this approach we established the marketing position of a financial house which makes both the smaller personal and the larger commercial loans. This position was carefully researched and tested to be sure that our executions conveyed the proper balance of empathy with the borrower's needs. At the same time, it positions us as different from the typical loan company. By tying in our



John E. Tuthill has been with Baltimore-based Commercial Credit Co., since 1937. He began as an adjuster in Baltimore and worked in various cities and in Canada until 1961, when he was reassigned to Baltimore as director of marketing. In 1973, he was named to his present post, VP, marketing.

personal lending with multimillion dollar business and industrial financing, we overcame the many negative associations connected with the personal lending industry. The Commercial Credit customer can be sure he is dealing with a company that is professionally capable in all areas of financial management.

The local market-by-market media program we used to communicate this message was quite successful. All our measures of performance show a dramatic upswing. Personal loan outstandings are up. Customers are up. New customers are up. Average loan size is up. But most important, our market shares has grown.

But that message, designed to position our personal lending services, brought another advantage. Throughout our marketing areas, we began to receive many more inquiries for business services in our local personal loan offices.

Consequently, for the 1974 program, the agency explored further possibilities inherent in the 1973 approach (i.e. increasing the awareness of Commercial Credit's substantial business services while continuing to differentiate our identity from a typical personal loan company). And we have organized a comprehensive system of business referrals to take advantage of inquiries directed to our local offices.

The creative people at Doner have developed a series of 30-second television commercials. One concentrates solely on our business services, giving exposure to the major concerns of such clients. The

copy states, "For business loans . . . factoring . . . leasing . . . bad debt insurance . . . any money problem . . . you only have to remember one name . . . Commercial Credit." This reinforces our loan position by demonstrating the fact of our diversified business financial services, while at the same time, speaking directly to our business services customer.

The commercials, concentrating on personal loan services, also perform double duty. In each commercial, the hero is the loan customer, a regular guy, sometimes an ethnic personality. As he tells in his own language why Commercial Credit is his kind of company, he is situated in a dramatic representation of a big business deal. Thus we create awareness of our business interests while communicating our basic loan positioning strategy.

For example, in one shot the spokesman is a 747 jet technician. As the commercial opens, he is saying, "Hey, the guys who lend money to buy these planes—they lend money to you." The commercial itself then, speaks to the personal loan customer, yet demonstrates capability in major business finance.

The schedule for showing the commercials is sports-oriented, with a heavy emphasis on major season events. For example, we had many commercials running during the National Basketball Association playoff games, where the interest is high among all audiences.

On the level of college sports, we ran messages during the National College Athletic Association basketball tournaments. Audience interest was especially keen since it marked the finale of Bill Walton's career with UCLA.

We've covered golf through the Jackie Gleason, the Kemper, Colonial and CBS Golf championships. In hockey, Commercial Credit messages ran during the Stanley Cup playoffs, the culmination of the year's game schedule.

Looking ahead, Commercial Credit advertising will run during World Series baseball and will surround the coverage of NFL and AFL football. Our messages will run during pre- and post-game shows, as well as in game.

In May and June, our business services message can be seen throughout the CBS Tennis Classic. It is a program that attracts many in the top management positions.

The network approach will communicate our message to audiences which were not feasible to reach on a local market base. Now we are reaching all economic levels and all geographic areas of Commercial Credit's marketplace, through network, while concentrating our local spot schedules in markets of greatest opportunity, and in the case of business services, against specific target audience groups through vertical publications.

"BEWITCHED" WORKS LIKE MAGIC.

Following its tremendously successful prime-time network run, "Bewitched" continues to weave its magic spell over TV audiences, particularly women 18-49, as is proved by the latest ARB February/March ratings . . .

NEW YORK	WNEW-TV	#1 INDEPENDENT IN THE TIME PERIOD, delivering 52% more women 18-49 than its closest competitor.
LOS ANGELES	KTTV	#1 INDEPENDENT IN THE TIME PERIOD, delivering 14% more women 18-49 than its closest competitor.
CHICAGO	WGN-TV	#1 IN THE TIME PERIOD, delivering 52% more young women 18-49 than its closest competitor.
DETROIT	CKLW-TV	#1 INDEPENDENT IN THE TIME PERIOD, delivering 39% more women 18-49 than its closest competitor.
ST. LOUIS	KPLR-TV	#1 INDEPENDENT IN THE TIME PERIOD.
MIAMI	WCIX-TV	#1 INDEPENDENT, delivering 29% more women 18-49 than both of the independent stations combined.
ATLANTA	WAGA-TV	#1 IN THE TIME PERIOD in delivering women 18-49.
PROVIDENCE	WJAR-TV	#1 IN THE TIME PERIOD in women 18-49, delivering 17% more than Merv Griffin.
DENVER	KWGN-TV	#1 IN THE TIME PERIOD, delivering 32% more women 18-49 than nearest competitor.
RALEIGH-DURHAM	WTVD-TV	#1 IN THE TIME PERIOD in delivery of women 18-49.
JACKSONVILLE	WJXT-TV	#1 IN THE TIME PERIOD with 44% more women 18-49 than Bonanza.
CEDAR RAPIDS	WMT-TV	#1 IN THE TIME PERIOD in rating, share and homes.
CHATTANOOGA	WRCB-TV	#1 IN THE TIME PERIOD, delivering 21% more young women 18-49 than Merv Griffin.
GREENVILLE	WITN-TV	#1 IN THE TIME PERIOD, delivering 25% more women 18-49 than closest competitor.
BRISTOL	WCYB-TV	#1 IN THE TIME PERIOD, delivering 25% more young women 18-49 than the other three stations combined.
SO. BEND	WSBT-TV	#1 IN THE TIME PERIOD in rating, share and homes.
LANSING	WJIM-TV	#1 IN THE TIME PERIOD with 61% more women 18-49 than Mod Squad.
ROCKFORD	WREX-TV	#1 IN THE TIME PERIOD with 55% more homes than closest competitor and tied for first place in women 18-49.
LaCROSSE	WKBT-TV	#1 IN THE TIME PERIOD with 63% more women 18-49 than its closest competitor.
RENO	KCRL-TV	#1 IN THE TIME PERIOD, delivering 33% more young women 18-49 than the other two stations combined.



If your market is not "Bewitched," shouldn't you be thinking about putting its magic into your program schedule.

252 episodes distributed

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SOURCE: ARB Feb/Mar, 1974. Based on estimates by the ratings service indicated and subject to qualifications available on request.

"Look, we can *guarantee* consistency for your client, Marjorie. Why, in the last 5 years *every single* ARB and Nielsen book showed WCCO-TV the leader in total homes and total persons!"*



"And if that doesn't satisfy a top media person like you, consider our 18-year record: in 93% of *all* ARB and Nielsen books since 1955, WCCO-TV has led all competition in total homes."



"And dig this! From '53 to '73, 92.5% of all ARB books showed WCCO-TV leading the pack. That's for 20 straight years!"



"With a record like that, are you sure WCCO-TV needs guys like you?"



Our only problem is, our story sounds too good to be true.

4 WCCO
TV
Minneapolis Saint Paul

For specifics, call the WCCO-TV sales staff. Or PGW. *Audience ratings are estimates only and subject to the limitations thereof.

Media

Watergate tape points to White House complicity in challenges to Post-Newsweek

'Post' itself breaks story about taped conversation in which Nixon, aides are said to discuss retaliation

Post-Newsweek Stations officials, who long had harbored the suspicion that there was more than coincidence in the presence of friends and supporters of President Nixon and his administration in the competing applications that had been filed against the renewals of Post-Newsweek stations in Florida, last week had more than conjecture to go on. They had a piece of a Watergate tape.

Played back through the equipment of the House Judiciary Committee in connection with its consideration of the impeachment of President Nixon, the tape is said to provide evidence that the President and some of his closest associates were considering ways of retaliating against the *Washington Post* for its Watergate coverage, and that the President mentioned as targets the licenses of broadcast stations affiliated with the *Post*.

The recorded conversation occurred on Sept. 15. A little more than three months later, three applications were filed against the renewal application of Post-Newsweek's WJXT-TV (ch. 4) Jacksonville and one against the renewal of its WPLG-TV (ch. 10) Miami (BROADCASTING, Jan. 8, 1973). One of the Jacksonville applicants and the competing applicant in Miami contain a number of individuals identified as friends and supporters of the President and the administration. At the time the applications were filed, spokesmen for the groups as well as White House News Secretary Ronald Ziegler denied White House involvement.

News of the conversation recorded on the tape broke, appropriately, in the *Washington Post* on Thursday, under the by-line of Carl Bernstein and Bob Woodward, the reporters who did most of the work in breaking open the Watergate case.

They reported that the conversation regarding the *Post* occurred as the President, his former chief of staff, Bob Haldeman, and former White House counsel, John Dean III, were discussing employing the federal bureaucracy against those in disfavor at the White House.

Quoting sources who had heard the tape, the *Post* story said that the President and his aides suggested that the *Post* "be 'paid back,' in effect, for its coverage of the Watergate affair." The discussion was said to involve the desirability of using the FCC's licensing power against the *Post*. The fact that two Post-Newsweek stations were soon to seek renewal



President Nixon on the *Post*:

"[It's] going to have damnable, damnable problems out of this one . . . They have a television station . . . and they're going to have to get it renewed . . . it's going to be goddam active here . . . Well, the game has to be played awfully rough."

of licenses was noted, the story said. ". . . The main thing is the *Post* is going to have damnable, damnable problems out of this one," President Nixon is said to have commented. "They have a television station . . . and they're going to have to get it renewed."

Mr. Haldeman noted that the *Post* had a radio station, too—although it has none in Florida.

The President then asked when the radio license was due for renewal—a question that led Mr. Dean, who at one time worked for Welch and Morgan, a communications law firm in Washington, to mention the problem competing applications were causing broadcasters. He said he did not know when the radio license was up for renewal. "But, he said, 'the practice of nonlicensees filing on top of licensees has certainly gotten more . . . active.'"

At that point, the President, according to that portion of the transcript of the tape published in the *Post*, said, referring to license renewal challenge activity, "it's going to be goddam active here. . . . Well, the game has to be played awfully rough."

The discussion occurred after Mr. Dean said that the *Post* has "a large team" assigned exclusively to investigate the Watergate matter.

One of the principals of one of the new applications in Jacksonville, Florida Television Broadcasting Co., is George Champion Jr., who was the President's chief fund raiser in Florida during the 1972 presidential campaign. Cromwell A. Anderson, of the Miami channel 10 applicant, Tropical Florida Broadcasting Co., had been one of a group of businessmen friendly with the President who filed, and then withdrew, a competing application in 1969. Another principal of Tropical Florida is Edward N. Cloughton Jr., who had made his home available to then Vice President Spiro T. Agnew and his party during the 1972 convention in Miami.

There is also a Nixon aspect to one of the other new Jacksonville applicants, Trans-Florida Television Inc. A Washington attorney who is the former general counsel of the Committee to Re-Elect the President, helped put several individuals who organized the application in touch with his former law firm, Steptoe and Johnson, after they expressed an interest in filing against the Post-Newsweek station. The attorney is Glenn J. Sedam Jr.

Trans-Florida is headed by Fitzhugh K. Powell, a 1972 supporter of Alabama Governor George Wallace. At one point, Mr. Powell invited Mr. Champion and others to participate in the Trans-Florida application. But they refused and went on to establish Florida Television after Mr. Powell denied their proposal that they acquire majority control.

The third competing application for the Jacksonville station was filed by St. Johns Broadcasting Co., a partnership involving local businessmen.

The Sept. 15, 1972, tape was among those the White House transcribed and submitted to the Judiciary Committee in response to its subpoena for the tapes themselves. However, the transcript does not contain the conversation that showed up in the tape the committee played. That tape was obtained from the office of Special Watergate Prosecutor Leon Jaworski. The White House transcript contains the line, "Further conversation following unrelated to Watergate" at the point where, in the tape, the discussion of the use of federal agencies against White House "enemies" begins.

Justice offers two methods to FCC for breaking up multimedia holdings

They're in crossownership comments; both call for giving licensees time to divest rather than revoking license

The Department of Justice's antitrust division, prime mover and constant advocate of the proposal now before the FCC to break up commonly owned media in the same market, has offered a suggestion as to how the recommendation could be written into the rules, at least as it affects television-station and newspaper cross-ownership, which Justice regards as the most serious crossownership problem.

Under its plan, licenses would not be forfeited. Owners would be given from five to eight years in which to sell or trade properties. The proposal, the division says, "represents a reasonable accommodation between the public interest policies of promoting diversity in the sources of expression and competition for purchasers of local advertising, together with consideration of equity for the parties involved."

The division offered its suggestions last week in supplementary comments filed in the proceeding the commission initiated four years ago in response to a suggestion from the antitrust division. The revival of the proceeding after a period in which the commission seemed to have lost interest is attributable to the division's campaign since December of opposing the license renewals of newspaper-affiliated broadcast properties. Thus far, the division has filed against the renewal of stations licensed to six companies that also publish newspapers.

Broadcasters last week continued to hammer away at the division's argument that commonly owned media—particularly when they are television stations and newspapers—not only pose a danger of dominating the advertising market but deny the public the maximum diversity of voices possible and therefore do not serve the public interest.

They contended, as *Post-Newsweek's* WTOP-TV Washington did last week, that, where broadcasting is concerned, "factors more closely related to broadcast performance must be concerned than the number of separately owned competitors in a competitive market must be taken into account in determining which applicant will render the best broadcast service to the public."

And the National Association of Broadcasters, in an updating of the massive filing it submitted in the rulemaking proceeding three years ago, said, as the American Newspaper Publishers Association did two weeks ago (*BROADCASTING*, May 13), that natural forces are at work

to reduce the incidence of crossownership, at least in terms of percentages. NAB said that by 1970, only 4% of broadcast stations are affiliated with newspapers and only 3% of the broadcasters in the top 100 markets were publishers or affiliated with publishers. The total number of media outlets, including broadcast stations, and of separate voices, NAB added, are continuing to grow.

WTOP-TV, under common ownership with the *Washington Post*, argues, as have other similarly situated broadcasters, that stations affiliated with newspapers generally do a better job for their communities than stations owned by other kinds of business interests, and added that a station's contribution to the diversity of ideas and information depends "on the importance it attaches to its information and editorial functions and on the encouragement it gives to the station's personnel independently to pursue facts and opinions wherever they may lead."

WTOP-TV suggested a rule with which the commission could conclude the rulemaking without prohibiting newspapers from owning stations in their market. The aim would be to preclude the denial of a license simply because a station is newspaper-owned, and to assure mutual independence of the media involved.

It would call for divestiture within five years in particular cases, whether in connection with a noncomparative renewal or in a special divestiture proceeding, only on a showing of illegal monopoly or a pattern of practices violating the antitrust laws, a pattern of other joint practices which the commission may determine by rulemaking to be contrary to the public interest or failure to maintain separate and autonomy news, editorial and advertising sales operations.

The antitrust division, however, sees newspapers and television stations competing essentially for the same advertising dollar—which some broadcasters do not—and says that combining the "two most important and influential local mass media under common ownership raises serious questions whether such concentration of control is compatible with the public interest in achieving maximum diversity and independence in news and programing operations. . . ."

Furthermore, it said, "the commission's responsibility to foster diversity of sources of expression is not contingent upon the existence or absence of proof that certain common ownership relationships have resulted in actual abuses or impaired the independence of actions required of broadcasters." The division said that in view of the scarcity of channels, "the commission need not await evidence of harm."

The way for the commission to proceed, the division said, is through the adoption "of a clear rule, which is firmly and intelligently enforced."

And it offers two options. Under one, the commission would require divestiture where commonly owned or controlled daily newspapers and television stations in the same market possess more than a specified share of the local advertising market. The standards of what constitutes

too much could be drawn either from a line of antitrust cases decided by the Supreme Court or from the guidelines the Justice Department has developed for the purpose of informing the business community the criteria it would use in enforcing Section 7 of the Clayton Act.

But the division seems to prefer the second option, which would enable the commission to avoid the burden of determining in each case whether the market shares involved require the breakup of a combination. The proposal uses a grade B contour—Standard Metropolitan Statistical Area overlap standard for determining the appropriate geographic market. It would deny a television license to a party which owns or controls a newspaper if the station's grade B contour would overlap in whole or in part the SMSA in which the newspaper is published. A county would be substituted for SMSA if the newspaper is not published in a metropolitan area.

The proposed rule would require divestiture in such cases by the first renewal date five years after the effective date of the rule. In that time, the Division noted, licensees could seek to sell the stations or trade them.

The division did not entirely ignore other aspects of the rulemaking—those dealing with common ownership of collocated newspaper-radio and television combinations. In its earlier comments in the proceeding, the division said the commission should prohibit the creation of new combinations of those kinds but that a rule requiring the dissolution of newspaper-radio and television-radio combinations was not needed. It continues to hold to that opinion, but noted that such combinations might present problems in some communities. And if the commission should in the future request comments on specific rules, dealing with these combinations the division said it will provide them. The commission asked parties in the present round to concentrate on the newspaper-television crossownership aspect.

In a separate but related proceeding, the division last week said the commission should prohibit newspapers from owning cable television systems in their markets. The division said that permitting cable, particularly in its present "formative" stage, to be controlled by parties with vested interest in existing communications technologies "might retard the development of cable as a means of providing the public with new and more effective communications services."

CBS last week filed in opposition to the proposals that would break up not only radio and television holdings in individual markets, which would concern it directly, but also the divestiture of newspaper-television crossownerships, which would not. CBS contends that the forced sale of network stations in major markets would have a seriously adverse impact on its radio network operations and would impede the growth of "all-news" radio and FM broadcasting. CBS also said no showing has been made to justify the forced divestiture of broadcast crossownerships or newspaper-television crossownerships.

Pastore will hold hearings in month on renewal bills

Dates are June 18-20 for considering the dozen pieces of legislation that have been introduced in Senate

Senator John Pastore's Communications Subcommittee announced last week that it will hold three days of hearings next month on proposed license renewal legislation. The sessions, scheduled for June 18-20, will follow by less than two months House passage of a five-year renewal measure (H.R. 12993) by an overwhelming majority.

Although details of the Pastore proceeding were sketchy last week, it appeared at the outset that the subcommittee's primary task lies in clearing the confusion that has arisen over the renewal issue on the Senate side through the existence of 12 separate pieces of legislation seeking basically the same objective (BROADCASTING, May 13).

Indeed, according to a subcommittee aide, the "main emphasis" will be to fashion renewal legislation as compatible as possible with the House version.

The expediency with which this objective will be accomplished depends in no small part on the willingness of the 12 senators who have introduced renewal legislation either to fashion a compromise or individually withdraw support for their own bills in deference to somebody else's. As of last week, only one of the 12—Senator Lloyd Bentsen Jr. (D-Tex.)—had asked to testify at the June hearings. Senator Bentsen's bill (S-646) would provide for a five-year renewal term, with an additional clause that would eliminate FCC comparative hearings. Rather than permitting competing applications for existing broadcast facilities, the bill stipulates that if, after a hearing, the commission finds an incumbent licensee unfit to continue operating, the license would be dismissed and the frequency opened to new applicants.

The Communications Subcommittee source noted that other sponsoring senators will doubtless come forward with testimony regarding their own legislation. But he added that there is no present indication as to how the pieces could fall into place as a result of these actions. "We won't know that until the senators start testifying," he said.

No witness list had been compiled for the three-day hearings last week, although it was reported that representatives of the FCC and the Office of Telecommunications Policy will be on hand.

The National Association of Broadcasters, which has previously indicated that it does not intend to send an overwhelmingly large delegation to the Senate hearings, is nevertheless initiating an ambitious lobbying effort. This was made clear last week by NAB President Vincent Wasilewski in a Spokane, Wash., address (see next story).

"We are half-way home," said Mr.

Wasilewski, alluding to the House passage of H.R. 12993. "But," he added, "we must quickly—and I do mean quickly—turn to a similar educational campaign in the Senate." Although many senators are "already convinced of the need for license renewal legislation," Mr. Wasilewski noted, "time is of the essence." The "need for speed," he said, is predicated on the fact that an impeachment proceeding in the Senate would snag that body in a more pressing concern for an indefinite time.

"If impeachment comes about," Mr. Wasilewski noted, "all other legislation will stop. And unless the Senate acts before that happens—or before Congress adjourns—we will have to start all over again in the next session."

The NAB president emphasized the necessity for an industry-wide effort to expedite the Senate renewal proceeding. NAB, he said, is "working overtime" to avoid a death-by-default of the bill. "If you are not already in the NAB boat, come on in—and row as if your life depended on it. It may well be that your life as a broadcaster does."

Copyright mark-up set for early next month; broadcaster and cable positions assessed as strong

Sections 111 and 114—sports blackout and performers rights—seem headed for excision as result of heavy lobbying by both camps

The Senate Judiciary Committee has scheduled its mark-up session on pending copyright legislation (S. 1361) for June 6. The decision served to further increase lobbying efforts by cable, broadcast and sports interests with a stake in the committee's ultimate decision.

But according to Hill sources, the bill that cleared Senator John McClellan's (D-Ark.) Copyright Subcommittee last month will doubtless be subject to substantial alterations at the June 6 session—alterations which should signify welcome developments to broadcasters and cablemen who have taken vigorous exception to the subcommittee version of the legislation.

The changes should be particularly heartening to the National Cable Television Association, which has been extraordinarily active in opposing a provision of the bill (Section 111) that would virtually preclude cable operators from carrying sports events presented by a distant TV station. According to a knowledgeable Copyright Subcommittee source, Senator McClellan plans to introduce during the June 6 session an amendment to the bill that would eliminate the existing "sports blackout" provision and replace it with a mandate to the FCC to consider the sports carriage issue in a

future rulemaking proceeding.

"I don't think there's the slightest prospect of the original language surviving," he said of the sports provision. Further, he saw the chances of the forthcoming McClellan amendment being passed by the Judiciary Committee as "excellent . . . I fully suspect the disposition will be to leave it to the FCC."

While the prognosis for success was not as positive, it was also evident that the National Association of Broadcasters' effort to have a provision that would establish a new broadcast royalty payment to performers for recorded music (Section 114) removed from the bill was also good. As of last week, none of the 16 senators on the Judiciary Committee was known to have made a commitment to introduce an amendment to kill Section 114. But, the same source said, "I haven't the slightest doubt that they'll find somebody."

NAB could run into opposition in this endeavor from a group of committee members who have lined up in favor of the royalty provision and led by Senator Hugh Scott (R-Pa.), the committee's ranking Republican. But, the source said, "I would imagine that the proponents would be willing to make some modifications or concessions." While stopping short of forecasting total removal of Section 114, he noted the retention of the provision is "going to be a tough one for them [the proponents] to hold"—considering the vigorous opposition they have met from the broadcast camp.

The Judiciary Committee's scheduling of June 6 for the mark-up session came as a surprise to several observers who have been following the copyright bill's progress closely. It had previously been believed that, due to hesitance on the part of some Judiciary Committee members to rush into consideration of an area they did not fully comprehend, no action would be taken on the bill any earlier than mid-June (BROADCASTING, May 13). The decision to move on the earlier date, it was reported, came at the suggestion of Senator McClellan.

While prospects for the removal of the sports blackout provision from the bill—the principal concern of the cable industry—appear positive, such a development was being energetically opposed on Capitol Hill last week by Baseball Commissioner Bowie Kuhn. Mr. Kuhn was reported to have made three trips to the Hill last week to confer with Judiciary Committee members, with the goal of leaving Section 111 intact. His position was detailed in a May 9 letter and an accompanying resolution to Senator Scott, which became available last week. In the letter, Mr. Kuhn stated that professional baseball "and other professional sports leagues strongly support" the sports blackout provision, which he claimed would "in effect" permit pro sports organizations "to determine when and where their sporting events will be distributed by cable TV, just as professional sports have control over the distribution of sports programming by over-the-air TV."

Mr. Kuhn's position, as specified in

the resolution accompanying his letter to Senator Scott, is that while pro baseball is not opposed—and indeed, encourages—the cable carriage of national sports programming, it favors legislation which would deny cable automatic access to regional telecasts picked up from a distant television station. The intent, the resolution indicated, is to give baseball the prerogative of negotiating with individual cable operators who wish to present such telecasts.

Noting, however, that this position does not apply to regional telecasts, Mr. Kuhn stated in his accompanying resolution that “indiscriminate dispersion of multiple cable re-transmissions of baseball games across the country would seriously undermine” the present structure under which games are televised by broadcasters. At the same time, Mr. Kuhn stipulated, cable “can be quite useful in bringing baseball to underserved areas . . .” The problem, he said, “is in striking the proper balance.”

It appeared, however, that the extensive cable-industry lobbying effort coupled with Senator McClellan’s influential assistance would ultimately doom Mr. Kuhn’s chances of success. One NCTA official termed Mr. Kuhn’s position “very, very weak.”

Meanwhile, NCTA’s lobbying effort continued last week, although no other members of the Judiciary Committee other than the four previously mentioned had been lined up for audiences with cablemen from their home states. The four senators previously contacted are Quentin Burdick (D-N.D.), Phillip Hart (D-Mich.), Strom Thurmond (R-S.C.) and John Tunney (D-Calif.). NCTA vice President for Government Relations Charles Lipson, however, stated that arrangements are expected to be completed with the remaining 10 members by the end of this week.

On the Section 114 front, the NAB’s lobbying activities have not been as “all encompassing” as those of NCTA, an association spokesman said. Asked whether some NAB constituents have made trips to the Hill to discuss the bill with committee members, the spokesman responded: “I think there’s been some of that.” He added that, with the exception of the license renewal bill now pending in the Senate (see page 27), copyright is probably NAB’s principal endeavor east of the FCC at this time.

In addition to staff and constituent pleadings in the company of Judiciary Committee members, the spokesman said, NAB emissaries have been making a “strong pitch” to broadcast and other audiences around the country in recent weeks to oppose Section 114.

The latest such effort was an address delivered last week to the Washington State Association of Broadcasters by NAB President Vincent Wasilewski.

Mr. Wasilewski’s opinion of the royalty provision—which would mandate payments by broadcasters of either 2% of their net advertising revenues or a prorated fee based on commercial time in which copyright material was employed—was explicit. He called it “no more or

no less than a rip-off.” Such a term is appropriate when describing the provision, the NAB president said, “because the broadcast industry should not be required to pay \$20-\$30 million a year to performers and record companies for the privilege of promoting their product.” This is especially so, Mr. Wasilewski contended, when record revenues have risen by 164%—to nearly \$2 billion annually—in the last decade, “largely because radio stations have promoted records.”

Mr. Wasilewski asserted that artists and record firms have “no valid claim” to any copyright payments under the Constitution. Noting that the Constitution authorizes Congress to authorize payments to “authors and inventors” for the use of their material, Mr. Wasilewski asserted that “there is no way a performer or record company is an author or inventor.” These interests, he added, are “well compensated” under existing contracts. “They should not be exploiting a constructive effort to revise the copyright law just to gain special monetary advantage for themselves.”

Reiterating NAB’s position that Section 114 is “completely unacceptable,” Mr. Wasilewski claimed that the provision “must be scuttled.” And “as dedicated and capable as our staff is,” he said, “we cannot do this without the support of all broadcasters.” Urging his audience to contact their Washington representatives to oppose the provision, the NAB president maintained that “you have as much or more sway with your representative than the best lobbyists in town.”

Texas-style decision by the FCC

Commission, in same-day actions, renews licenses of seven stations in Beaumont and Dallas-Fort Worth and OK’s sales of three Carter stations

Three years after it received the applications, the FCC last week renewed the licenses of seven radio and television stations in Texas, six of them in the Dallas-Fort Worth area. At the same time, it approved the sale of three of those properties, belonging to Carter Publications Inc., to two different buyers in what involved a \$109,500,000 breakup of Carter’s media holdings, including the *Fort Worth Star Telegram* (BROADCASTING, May 13).

The stations renewed are A. H. Belo Corp.’s WFAA(AM) and KZEW(FM) Dallas and KFDM-TV (ch. 6) Beaumont, the Times Herald Printing Co.’s KDFW-TV (ch. 4) Dallas and Carter’s WBAP(AM), KCSC(FM) and WBAP-TV (ch. 5) Fort Worth. (The WFAA-TV renewal is still involved in a comparative renewal hearing with Wadeco, Inc.)

Carter’s television station was sold to LIN Broadcasting Corp. for \$35 million; the AM and FM to Capital Cities Com-


munications Inc. for \$10 million. Capacities also obtained the *Star Telegram* and two suburban newspapers for a total of \$64.5 million. The AM is a 50 kw clear channel (820 khz) station; the FM operates on 93.3 mhz with 99 kw.

The principal opposition to the renewals and to the sale was presented by the principals of Civic Telecasting Corp., former owner of a now-dark UHF in Dallas, who had also filed antitrust suits against the three multimedia companies. In the petitions to deny and in the antitrust suit, Civic, acting through UHF Inc., accused the multiple owners of violating the Sherman Antitrust Act by attempting to monopolize the television business in Dallas-Fort Worth, and by trying to keep UHF Inc. from competing in the market. Civic also accused them of attempting to delay or prevent the entry of cable television into the area while at the same time maintaining the exclusive right to provide such service, and of discriminating against UHF Inc.’s station by not providing in their respective newspapers program listings that were equivalent to those given VHF stations.

The U.S. district court hearing the antitrust suit concluded last February that there was not enough evidence to establish that the multiple owners were guilty of the charges leveled against them. And the commission, in its order, reached the same conclusion—the multimedia companies had been hesitant to commit substantial sums of money to cable development because of the “nascent nature” of the medium at that time and because of the uncertainties regarding the government’s initial regulatory policies, and while the listing of UHF stations separately from the VHF stations was not the most prudent approach there was no evidence the companies were “conspiring” to eliminate UHF competition. The commission noted the newspapers involved now accord the same treatment to UHF and VHF program listings.

The commission also rejected the same and other charges raised by Civic to the sales of Carter’s radio and television outlets. Besides restating its complaints about Carter, Civic had questioned Capital Cities’ status as a multiple owner and alleged that LIN lacked the financial resources to buy and operate WBAP-TV.

The commission said Capital Cities’ media interests presented no problem. They include WROW-AM-FM Albany and WKBW-AM-TV Buffalo, all New York; WTVD(TV) Durham, N.C.; WPRO-AM-FM Providence, R.I.; WPAT-AM-FM Paterson, N.J.; KTRK-TV Houston; WJR-AM-FM Detroit; KPOL-AM-FM Los Angeles; WPVI-TV Philadelphia; WTNH-TV New Haven, and KFSN-TV Fresno, Calif., as well as two daily newspapers. But, the commission noted, the stations are scattered throughout the country—the only one in Texas is in Houston, 250 miles from Fort Worth—and its newspapers are in Illinois and Michigan. Furthermore, the commission said, the *Star Telegram* competes with another daily in Fort Worth plus two Dallas newspapers and the



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Leukemia kills more children than any other disease. And it claims more adults than children. So in 1972 KFI originated the idea of a coast-to-coast network show to raise money for leukemia research. After recruiting 35 other stations and a host of name personalities, the Radio/Thon raised over \$200,000.

This year more than 80 radio stations participated with KFI, and total donations went over \$400,000.

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Toy Loan is promoted heavily during the pre-Christmas season, with both old and new toys requested. The old toys are then repaired and repainted by handicapped and retarded adults who might otherwise be unemployed.

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Wall Street Journal, all of which have "significant" circulation in Fort Worth.

The sale had also been opposed by Radiofone Corp. of New Jersey Inc., which is the licensee of several domestic public land-mobile radio stations, as a result of a dispute with LIN growing out of its ownership of a paging station in the same mobile radio service. The commission, however, said Radiofone's allegations had no relevance to the assignment application.

The commission vote on both actions was 4 to 0, with Commissioner James H. Quello, a former Capcities vice president, not participating in either and Chairman Richard E. Wiley and Commissioner Benjamin L. Hooks concurring. Chairman Wiley, in a separate statement, stressed his concern over the former failure of the newspapers that were affiliated with the stations involved to run UHF program listings in as prominent a manner as those of other stations. He said it was not a practice he approved of and noted that commission policy is to create a single television service which includes both UHF and VHF television.

A candid Wickwire writes himself off as FCC nominee

New Yorker volunteers information that he wrote Rodino urging impeachment of President Nixon; Washburn, Santarelli chances good

C. Lynn Wickwire up until a week ago or so had been considered a virtual certainty to be named to the Republican vacancy on the FCC. Last week, he was virtually out of contention—"dead," as one administration source put it. But if his hopes for a seat on the FCC were dashed, he was being given high marks in and around the White House for candor.

His fall was directly attributable to the fact that he had written a letter to Representative Peter W. Rodino (D-N.J.), chairman of the House Judiciary Committee, urging, it was learned last week, the President's impeachment.

The White House learned of the letter from Mr. Wickwire himself. One of the questions on an extensive questionnaire submitted to individuals about to be named to government posts such as the one for which Mr. Wickwire was being considered asks if he knows of anything in his background that would cause the President embarrassment as a result of the appointment.

Mr. Wickwire, who is executive director of the New York State Cable Television Commission, informed J. Fred Buzhardt, White House counsel, and Dean Burch, the former FCC chairman who is now counselor to the President and whose place at the commission Mr. Wickwire was to have filled, that there was. In January, in his role as a private citizen, he had written his letter to Representative Rodino on the President's im-

peachment, and sent copies to New York Senators Jacob Javits (R) and James Buckley (Ind.).

Some White House aides at midweek were holding off on pronouncing Mr. Wickwire completely out of contention pending receipt of a copy of the letter, which they had requested from Mr. Wickwire. However, others were satisfied on the basis of their understanding of what was in the letter that Mr. Wickwire's chance for appointment had vanished. They said it would be impossible in the present climate for the White House to nominate Mr. Wickwire.

Word that the Wickwire nomination was in trouble began circulating in Washington late Monday. It was greeted with skepticism. When word of the letter received general confirmation, those in the Washington communications community who had been following the selection process were stunned.

But when it was learned that it was Mr. Wickwire himself who had disclosed the fact of the letter and that it had been written before his name surfaced as a candidate for the FCC seat, administration figures who had been questioning his sanity as well as his judgment and motives, said Mr. Wickwire had acted honorably.

Mr. Wickwire himself was not taking calls from reporters, either at his office in Albany or at home.

Mr. Wickwire's fall from White House grace is expected to enhance the chances for appointment to the bench vacancy of Abbott Washburn, who is a former deputy director of the U.S. Information Agency and who now serves as a consultant to the Office of Telecommunications Policy on communications satellites and other matters involving international relations. He is well known to the White House, and has been on friendly terms with President Nixon since the early 1950's.

The only other candidate who has been given serious consideration in recent weeks is Donald E. Santarelli, administrator of the Justice Department's Law Enforcement Assistance Administration. He is highly respected in the White House for his ability. But his aggressiveness has won him a reputation for being controversial.

Meanwhile, the nomination of Professor Glen O. Robinson of the University of Minnesota Law School to the Democratic vacancy created by the resignation of H. Rex Lee was said to be in the all-but-done category. The same was said to be the case with the nomination of Republican Commissioner Robert E. Lee to a fourth term.

(Professor Robinson, who last year had been one of the leading candidates for the Democratic vacancy that eventually went to James H. Quello, is back in contention as an FCC possibility because of the failure of the Luther Holcomb nomination. Mr. Holcomb, vice chairman of the U.S. Equal Employment Opportunity Commission, asked that his nomination be withdrawn after copies of his correspondence casting doubt on his loyalty as a Democrat were disclosed.)

White House aides last week were ex-



Wickwire

pecting a decision soon on a package deal that would include nominations to the Burch and H. Rex Lee seats and Commissioner Lee's renomination.

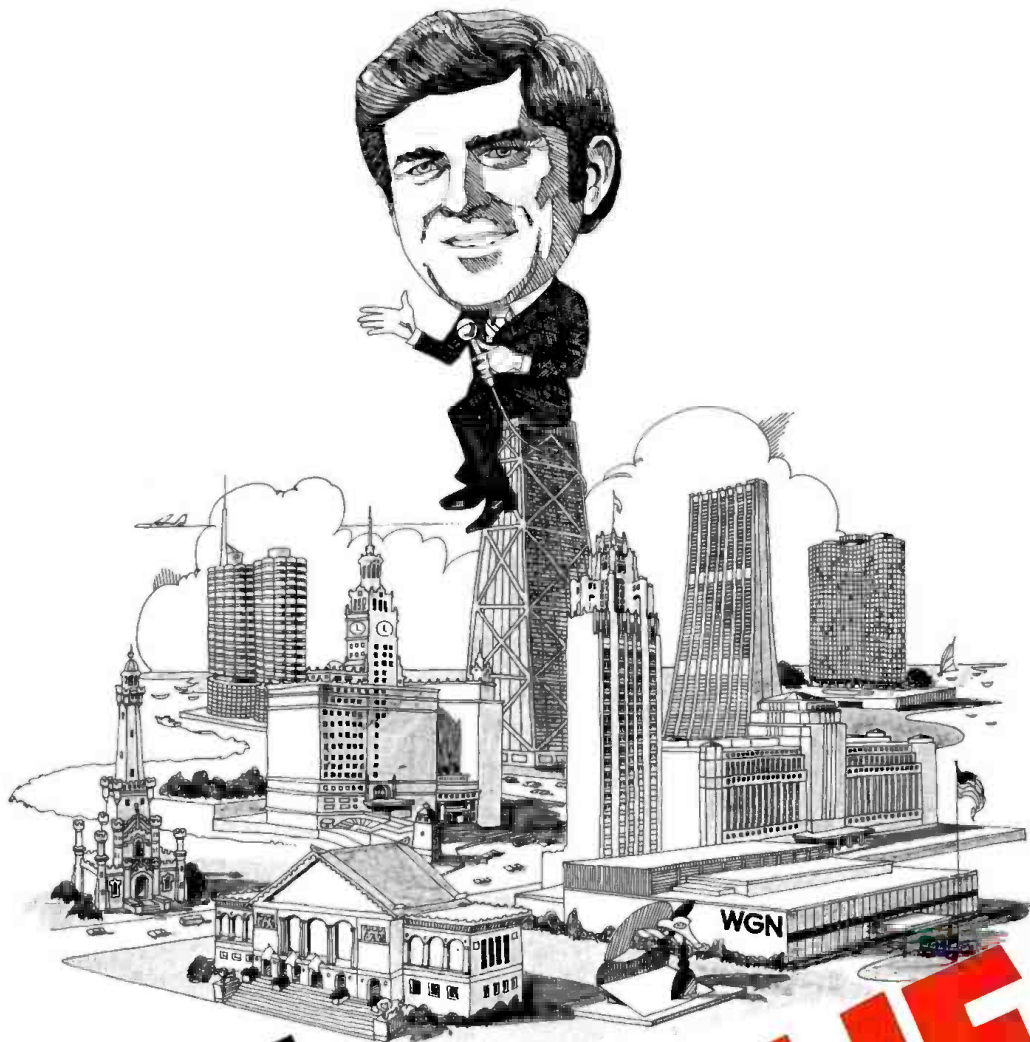
Swan song of a lame duck?

Outgoing OTP chief Whitehead tells FCBA that agency will not give up on VHF drop-in proposal; that its cable bill will stall in this Congress and that CPB funding is on President's desk but in-fighting over five-year provision holds it up

Clay T. Whitehead, who three years ago made one of his first public appearances as director of the Office of Telecommunications Policy at a luncheon of the Federal Communications Bar Association (BROADCASTING, Feb. 1, 1971), last week had the same forum for what may be one of his last. He felt rather awkward, said Mr. Whitehead, who is expected to leave government by the end of the summer. "I'm not quite there and not quite gone."

As in his appearance three years ago, he spoke briefly, then answered questions. And while, as a confessed lame duck, he failed to stir the interest he did three years ago as a new man in a new government office dealing with communications matters—the audience was not as large, the questioning not as extended—he managed to make some newsworthy points, some in connection with issues he has raised over the years.

He announced that OTP was writing to the FCC to recommend that it review its table of VHF allocations "with a view to adding as many VHF outlets as possible." He has long felt the television business would benefit from additional competition; and last fall OTP submitted a study indicating that as many as 66 VHF channels could be added to the table of assignments (BROADCASTING, Oct. 29, 1973)—results since challenged by com-



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mission and broadcaster-supported studies. The commission staff found that about 30 VHF channels could be dropped in, the Association of Maximum Service Telecasters said perhaps eight (BROADCASTING, Nov. 28, 1973).

He does not expect Congress to act in the present session, which is heading into its final months, on the OTP bill designed to implement the cabinet committee report on cable television (also see page 57). Indeed, he sees the bill as representing a long-term project. There have been some revisions—none of which OTP considers major—to the draft bill as a result of comments offered by non-government parties among whom it was circulated, and it was submitted two weeks ago to the Office of Management and Budget for clearance to Congress. But Mr. Whitehead said it was not submitted in the expectation of swift action; he hopes the bill will stir the kind of debate and generate the kind of views that will enable Congress "over the next two or three years" to act on the basis of intelligence gathered from "the country as a whole," not simply on the views "of this administration." He said OMB and the White House consider the bill a "major" one.

The bill providing long-range funding for the Corporation for Public Broadcasting, which OTP drafted, "is on the President's desk, awaiting approval. It has been sitting there for some time." It is understood the delay is the result of opposition by Roy Ash, director of OMB, and other administration figures to the provision for a five-year appropriation; they favor yearly appropriations. Moving the CPB and the cable TV measures out of the White House and into Congress are among the things keeping him on the job, he said.

Mr. Whitehead called the license-renewal bill which swept through the House and is now awaiting action in the Senate "half a loaf," insofar as broadcasters are concerned. It provides for five-year licenses and corrects the kind of problem he feels the WHDH decision created for newspaper-owned renewal applicants involved in comparative hearings, he said. But, he added, it does not contain provisions included in the OTP-drafted bill—those for a two-phase hearing (the challenger would have to demonstrate the renewal applicant had not met the criteria of the act, and the commission would not order a hearing unless it was not persuaded the renewal applicant's performance warranted renewal), "simplification of the fairness doctrine," and a ban on the FCC employing programing percentages as criteria for judging renewal applicants. He expressed the hope that Congress would eventually accept those provisions, and said that persuading Congress to accept them was up to broadcasters.

Mr. Whitehead also made it clear he has not changed his mind about what he regards as the source of many of the problems that have engaged his attention as OTP director. He said broadcasting is beset with such problems—access to the media, prime-time access to television,

the drop-in controversy—and said, "all these things reflect flailing about on the central issues—network power and economic concentration."

One difference, in emphasis, at least, in Mr. Whitehead's remarks of last week and those he made earlier in his job as OTP director involved that agency's relationship with the White House. He used to stress OTP's White House identity and his responsibility as spokesman for and adviser to the President on telecommunications matters. Last week, after three years of White House warring with the media, particularly the television networks, he said OTP's job has been "to keep things away from the White House."

The comment was made in response to a question dealing with the respective roles of OTP and the White House in view of Mr. Whitehead's expected departure from the government and the presence on the White House staff of the former FCC chairman, Dean Burch. And Mr. Whitehead used the opportunity to say something nice about the former chairman, who is in a position to help or hinder OTP in its efforts to get White House approval of various projects. "Things that do get to the White House benefit if there is someone there who understands the background," Mr. Whitehead said. "I would like to have two or three Dean Burches there; we'd be more likely to get more sensible action on those items."

Joyous, buoyant CBS romps with affiliates in Los Angeles

Television network, riding crest of rating and revenue prosperity, finds few clouds to diminish glory of past year, prospects for the coming one

Emerging from a 1973-74 season with a clean sweep of prime-time ratings and revenues to match, CBS-TV entertained its affiliates at a two-day celebration in Los Angeles last week. There were business sessions that started early and lasted late, and there was hard talk about station compensation, clearances and the credibility of network news. But Robert D. Wood, CBS-TV president, called it a "festival of joy," and no one disputed him.

"It's kind of hard to fuss when your network is number one," said one prominent affiliate.

"CBS is in an upbeat mode," said the president of a major station group. "It's a professional outfit all the way."

The ratings story was related with relish and detail at the opening session last Tuesday (May 14) by Jay Eliasberg, director of research. In prime-time averages from Sept. 10, 1973, to last April 21, "your network had a greater lead than we or any other network had had since 1963-64 when your network had a comparable lead," said Mr. Eliasberg.



Record tenure. At the opening session of last week's CBS-TV affiliates convention, Robert D. Wood (r), network president, was honored for holding that office for more than five years, longer than any predecessor. The "record for longevity" was noted by John A. Schneider, president, CBS/Broadcast Group (c), who is a former CBS-TV president himself, and marked by a plaque presented by Edwin W. Pfeiffer (l), of WPRI-TV Providence, R.I., chairman of the CBS Television Network Affiliates Association. Mr. Wood said that in the five years since he appeared before his first affiliates convention—"when I promised I wouldn't be a broker to turn over your stations to Tommy Smothers"—the network had made 158 pilots and introduced 52 new series of which 18 still survive. Stating that the network had never been stronger, Mr. Wood characterized last week's convention as "a festival of joy."

In the average minute 1.7 million more homes were tuned to CBS than to NBC and 2.25 million more than to ABC.

The prospects for next season, said Fred Silverman, vice president, programs, are equally bright. Assuming the validity of the theory that the network with fewest new programs stands the best chance of winning the season, CBS-TV is in good shape. In 1974-75 CBS will be introducing only five and a half hours of new prime-time programing while ABC introduces nine and NBC 11, he noted (BROADCASTING, April 29).

Consumerism, pay cable threats draw fire from CBG's Schneider

In a luncheon address to the affiliates last Tuesday, John A. Schneider, president of the CBS/Broadcast Group, took aim at "consumerists" who he said "would take away our programs."

The "consumerists," he said, were starting with proposals to reduce commercialism in children's shows. "No one has presented any evidence that would justify or demand removal of commercials from those programs," said Mr. Schneider, "except for a vague, visceral feeling that we just shouldn't be advertising when children are watching." As for himself, said Mr. Schneider, "I see nothing wrong with advertising on programs that attract a young audience, on Saturdays or any other time of the week."

To the affiliates he said: "I think that we have to take a stand. I think that we



It took Storer, Capital Cities, Metromedia, a panel of educators, 350 auditions, seven supertalents, seven production numbers, animation over live action, American folklore, fantasy, flying saucers, elaborate costumes, original rock opera, ballads, madrigals, a 33-piece orchestra, and a descendant of Yankee Doodle, to make a kid smile.

The Dipsy Doodle Show is a one hour special, conceived jointly by the three station groups and produced by Storer's Bob Huber, and it's truly special. Because it entertains kids with the same care that goes into entertaining adults. The 18 stations of Capital Cities Communications, Inc., Metromedia, Inc., Storer Broadcasting, Inc., will broadcast it in May. General Foods is the prime sponsor and the show is distributed nationally by SFM Media Service Corporation.

Capital Cities Communications / Metromedia, Inc. / Storer Broadcasting, Inc.

all have to agree that we are not a non-profit business and that television will get worse, not better, without commercial support."

Mr. Schneider saw a danger of erosion of advertising in other programming if restraints in children's shows are applied as proposed. "We won't go out of business by giving up a minute here and two minutes there," he said. "But we will go out of business as we know it if the salami-slicing tactics being applied to commercial content are not halted."

Mr. Schneider saw another danger of erosion—of programming if pay cable expands as some predict it will. He referred to the recent report by Stanford Research Institute which by 1985 foresees a pay cable audience of 25 million homes (BROADCASTING, April 22).

With that "supposed audience of 25 million homes," said Mr. Schneider, "the report sees free television losing only 2% of its audience. As a broadcaster, I find that patently absurd. With such a level of pay cable penetration, our market would be cut back and cut back sharply."

CBS has pledged, he said, not "to stand idly by and let pay television siphon away our reason for being—our programming." He said CBS had brought "vigorous leadership . . . to this fight" and would continue it.

(A few days earlier leadership in the same fight was also claimed by Everett H. Erlick, senior vice president and general counsel of ABC, in remarks to the annual ABC-TV affiliates convention [BROADCASTING, May 13]).

Mr. Erlick said the FCC, just before Dean Burch left the chairmanship to become counselor to the President, "was on the verge of modifying pay TV rules applicable to movies by loosening the two-year and 10-year limitations" and was "considering adopting a so-called 'wild card' exception for 12 to 18 pictures a year which would have exempted entirely the most popular features from the application of any rule."

Said Mr. Erlick: "We took the leadership in opposing these proposals with the result that key members of Congress made it known in no uncertain terms that they did not expect the commission to act on such a far-reaching policy matter without a full complement and without first getting congressional guidance."

Like Mr. Schneider, Mr. Erlick saw perils in the pay cable universe forecast by Stanford Research Institute, although he also thought it "far out." But even at half the size projected for 1985 by SRI, pay cable would drain movies and sports. The billions in revenue it would need "cannot be generated from ballet, symphony, Shakespeare and Shaw," Mr. Erlick said.

Taylor sees challenge to broadcasting to combat erosion in American life

Broadcasters have a "special, special" responsibility for the future of America because they are the eyes and ears of the people. So said Arthur R. Taylor, president of CBS Inc., to TV affiliates who met in Los Angeles last week.

America, Mr. Taylor noted, is entering

a new era, one of a "shortage economy" and the government does not seem to be able to cope. This has engendered, he said, a spirit of cynicism and of "meanness" in the land. But broadcasting, to fulfill its responsibility, must continue to report even what the people don't want to hear, he emphasized. And he added broadcasting must fight to maintain its freedom to report and to clarify so that the American people have the facts and the understanding to make their choices.

Drama, he noted, may be an important means of reporting "the way the world is."

CBS, he concluded, will lead, not follow, in combatting the erosion he sees going on in American life today.

Now it's NBC's turn

Network's Los Angeles get-together completes this year's round of TV affiliates conventions

A record attendance of more than 550 representatives of the 218 stations affiliated with NBC-TV is expected for the network's affiliates convention, which gets down to business this morning (May 28) at the Century Plaza Hotel in Los Angeles.

A round of business meetings and presentations with heavy emphasis on programming will occupy the delegates through the two-day meeting, which ends with a dinner given by Universal Studios tomorrow night (May 21).

Julian Goodman, NBC chairman, will address the Tuesday luncheon. John Chancellor, anchorman of the *NBC Nightly News*, will be the featured speaker at today's.

Programs, news and sports will be in the limelight at this morning's initial business session after openings by Mr. Goodman, NBC President Herbert S. Schlosser and Station Relations Vice President Donald J. Mercer. Presentations will be made by Joseph M. Taritero, vice president, children's programs; Lin Bolen, vice president, daytime programs; Richard C. Wald, president of NBC News, and Carl Lindemann Jr., vice president, NBC Sports. Business meetings will continue in the afternoon.

NBC-TV's new prime time schedule will be the center of attention Tuesday morning, with Robert T. Howard, the network's new president, conducting the presentation. He will be assisted by Lawrence P. White, vice president, programs; Marvin Antonowsky and John J. McMahon, program vice presidents, East and West coasts respectively, and William F. Storke, vice president, special programs.

The business sessions are scheduled to wind up with a meeting between NBC management and affiliate executives this afternoon.

The convention was to be formally opened Sunday evening with a reception with Messrs. Goodman and Schlosser as hosts. On Monday evening affiliates will make up the specially invited audience for a taping of the *Tonight Show With Johnny Carson*.

AWRT convention balances radio-TV element with the women's element

Highlighted by Barbara Walters talk, annual meeting tends to be heavy on broadcast business, light on militancy

It was the American Women in Radio and Television's convention, but it also was Barbara Walters's moment. Coming off a week in which she was on the cover of *Newsweek* and recently elevated to the status of co-host of NBC-TV's *Today* show, Ms. Walters keynoted the AWRT convention to an enthusiastic audience. She spoke to a convention that attracted some 2,000 delegates May 8-12 to hear her and other broadcast-oriented people who included Representative Martha Griffiths (D-Mich.), CBS News's *60 Minutes* host Mike Wallace and NBC News correspondent Pauline Frederick.

"Seeing all of you here pleases me more than all the good things that have happened to me this year professionally," Ms. Walters said. "Most men don't realize the support women have for each other. Sally Quinn [ex-anchorwoman for the *CBS Morning News*] and I used to talk about that. I wanted Sally to make it as a broadcaster, because if one of us succeeds, all of us do. If two succeed, then 20 do."

The *Today* show personality, named co-host after the death of host Frank McGee, told AWRT conventioners that network attitudes toward recognizing news talent in women were progressing



Heroperson. Barbara Walters, co-host of NBC-TV's *Today*, was both symbol and star attraction to the 2,000 delegates attending AWRT's 23d annual convention.

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"slowly." Ms. Walters said she signed a new contract with *Today* last August, not knowing of Mr. McGee's terminal illness, which included the provision she be made a co-host in the event a new host were needed. "When Frank died, a release went out that NBC was looking for a new host; I saw it and had to say 'wait a minute!'" to remind the network of the August agreement, she said. Being a co-host instead of a *Today* show "panelist" has "made a great deal of difference about how I feel on the program," she said. "I never used to ask a major question of someone until Frank had asked his questions, and I always thought people would feel I was being too pushy."

Asked about last summer's confrontation with Ms. Quinn, brought to CBS's *Morning News* to compete with Ms. Walters for the role of queen of the morning, Ms. Walters observed that "when all the publicity came up about Sally being so sexy and so appetizing, I began sounding duller and drabber. I became the nice, plain girl next door. These cliches are basically press things," she countered, "and Sally Quinn was not responsible for that."

Ms. Walter's remarks keyed the convention, which offered 18 morning workshops on diverse broadcast industry subjects. The largest organization of women in broadcasting, representing about 2,500 women in 57 chapters, AWRT had heralded this convention as symbolizing the group's "shedding of 20 years of parochialism." Under the guidance of outgoing president Elaine Pitts, and incoming president Patricia Nealin, AWRT's convention this year focused on controversial broadcast issues with a particular emphasis on "issues oppressing women in communications."

One of the most controversy-producing events at the convention was the May 10 "Roast or Toast" panel discussion, which immediately followed Ms. Walters' talk and question-and-answer session. Panel interviewers, who also took questions from the audience, were Pauline Frederick, Mike Wallace, and Muriel Fox, vice president for TV/radio at Carl Byoir Associates of New York. Interviewed were Congresswoman Martha W. Griffiths (D-Mich.), Joel Chaseman, president of Post-Newsweek Stations, Washington; David Foster, president of the National Cable Television Association, and Paula Green, president of the Green Dolmatch, New York ad agency. Ms. Griffiths elicited repeated rounds of applause for her charges that TV and radio stations had neglected reporting court decisions relevant to the women's movement. Furthermore, she stated, "Television stations' reporting has been so uncomplimentary to the Equal Rights Amendment to the point of outright lies." She said she "questions the sincerity" of broadcasters' attitude toward feminist-related news. Mr. Chaseman, who described himself as a "feminist," provided the immensely popular remark that "one reason it is important to get women in broadcast positions of authority is so stories about women will not be ignored."

Mr. Foster was more parochial; he re-

Retrospective. Elaine Pitts joined Sperry & Hutchinson some 20 years ago as an industrial engineer. "But I knew if they always thought of me as a technician I would never move up," she said. "So I went to the top management and said I want to grow with this company." She switched to communications, and is now vice president for corporate affairs.

Mrs. Pitts' determination and success-orientation took her far this past year as president of the largest organization of women in broadcasting, American Women in Radio and Television (AWRT). Her proudest achievement: The cementing of AWRT's membership, divided into 57 chapters, into a unified body capable of taking official stands on issues.

Internal communications acceleration a la Elaine Pitts involves little things—e.g. adopting a new logo for AWRT stationery—as well as the big things—such as establishing a membership directory, supporting a thorough occupational registry of women in broadcasting, providing a detailed newsletter of every published item relative to the organization's goals, and the improving of reporting methods during the convention.

"The professional registry will be a working tool for the industry," she explains. "Not only will it provide broadcasters with a skills bank, it will also show everyone where the gaps are in female employment in the industry, and it will be a document for the industry's legal obligations. With the registry, they can't say they don't have any woman available to fill a particular job."

Complete membership involvement in AWRT's activities is another of Mrs. Pitts' achievements. During her term, the affirmative action program was solidified. Its 10-point program focused on how to strengthen AWRT and on membership education about its industry. AWRT's increased involvement in public affairs also owes much to the reign of Mrs. Pitts, whose "number-two goal" was to make AWRT more responsive and more respected within a changing industry. A public affairs committee was organized, and Mrs. Pitts points with pride to Feb. 8, 1974, when 33 of AWRT's 57 chapters were officially associated with their state broadcasters associations. An Equal Rights Amendment Committee was also activated, and reports regularly to each AWRT chapter.

AWRT membership was up 101 over last year, with 60% of the new members directly in broadcasting. This past year, AWRT expanded the "College Women in Broadcasting Centers," designed to encourage young women to pursue broadcasting careers.

sponded to several complaints against the alleged interference of the FCC and of broadcasters in cable TV's development. In "asserting indirect jurisdiction over cable," Mr. Foster said, "the FCC has created a monster of regulation" in which cable "is really struggling to survive in an industry where its total revenues are less than the profits of broadcasting." Cable TV's development will proceed "when the broadcasters get off our back," he said.

After the "Roast or Toast" panel, convention members attended a business meeting, during which resolutions were proposed for the May 12 final vote. A resolution to admit males to AWRT membership was proposed but will be evaluated throughout the coming year by a study committee. One three-part resolution was finalized by this year's convention delegates: a vote of confidence in the "affirmative action" committee program formed at last year's convention; the program will continue for at least another year. Second, the affirmative action program's professional registry for women in broadcasting will be extended from the local to the national level. Third, a formal request was made that AWRT be allowed to hold workshops at every network affiliate convention.

Among the convention's other well-attended events were 18 eye-opener work-



Pitts

shops that drew particular attention. The May 10 workshop on controversial TV programming inspired panelist Tom Swafford, CBS vice president of program practices, to remark that in order to achieve more "adult" TV fare, "you must go to work every day of your life prepared to quit or be fired."

Lucy Jarvis, NBC-TV News documentary producer, gave a pitch for controversial documentaries, and stated that "networks take a very benevolent attitude toward news and public affairs programming." Documentaries lose money for the networks "only when the networks don't try to do anything to promote the shows . . . or build them up as they do other specials," she said.

Another convention highlight was the May 11 license renewal debate during the AWRT general business meeting. Four panelists, including former FCC general counsel Henry Geller, tackled the proposition that the license renewal process should be "limited to the maintenance of technical standards and a review of character qualifications without reference to program content." Mr. Geller, now attorney for the Rand Corp., asserted that the federal government "should not intrude, but rather review" program content. The FCC should only review programs "to determine if the licensee has acted consistently with the public trustee concept by reasonably meeting basic sta-

tutory policies such as local and informational programming," he said. Mr. Geller's comments gained the most support from AWRT members in a straw vote. No official stand was adopted by the organization, however.

The entire convention was characterized by serious investigation into greater opportunities for women in broadcasting. According to newly inaugurated AWRT president Patricia Nealin, director of films and television for WGN Continental, Chicago, the most popular workshops were a "how to get ahead" discussion aimed at women executives, and panel primer on broadcast law.

"The free flow of communication, by definition, must include more information by and about women to accurately reflect the true proportions of our world," Miss Nealin said. "Women want the professional expertise to be ready for better jobs when they come."

AWRT's activities for the coming year will tend toward a higher profile for the 23-year-old organization. Miss Nealin and outgoing President Pitts predicted AWRT will engage in more public stands on controversial subjects. This year's priorities will "focus on affirmative action programs, public affairs and the age-old problems of sexism, image and professional development," said Miss Nealin.

Community service gets a formal voice

New broadcast association organizes; Madison chosen first president

Representatives of 47 radio and television stations met in Washington last week to establish a new organization catering to the specific objectives of station personnel involved in community affairs (BROADCASTING, May 13).

The new group, the National Broadcasting Association for Community Affairs, is being given the full support of the National Association of Broadcasters, at whose headquarters the conference took place.

Eddie Madison, manager of community services for the Evening Star Stations, Washington, was elected the association's first president. Other officers include Pat Cramer, WTVN-TV Columbus, Ohio—executive vice president; Sandra M. Johnson, WJW-TV Cleveland—secretary; and Doug Stone, WTRF-TV Wheeling, W.Va.—treasurer.

In order to lessen the geographical problem between station personnel exchanging ideas through the new organization, the initial NBACA members elected to establish seven regions throughout the U.S. Future members from each area will elect regional directors who will coordinate local activities and serve as liaison between the various territories. The newly elected NBACA executive committee will meet June 22 in Columbus, Ohio, to deliberate further on this future activity.

"We want to get participation from all markets, from all stations large and small," Mr. Madison said. At present the

NBACA president said, the association has a constituency in 18 states and the District of Columbia. "We hope to accomplish [a broadening representation] through our regional structure," Mr. Madison said.

NBACA, in the meantime, is providing financial incentive for stations to join its fold. An investment of only \$75 is required to join the association, of which \$50 is an initiation fee and \$25 the first year's dues. Annual membership fees, Mr. Madison acknowledged, will probably increase as NBACA broadens its activity.

The group's primary motivation, as reflected during the initial meeting, Mr. Madison said, is to develop public service programming as "part of the profit center" of program operations. By making these programs "pay for themselves," he said, "it is possible to establish more clout with management"—which, in turn, will insure the continuance and station support of such programming.

"Too often," Mr. Madison lamented, "public affairs programs are throw-aways. We're talking about more prime-time, first-class programming which just happens to be public affairs."

NBACA will shy away from industry politics, Mr. Madison pointed out. Indeed, the group's initial meeting provided a forum for a lengthy dissertation on two topics relevant to community service personnel—license renewal and community-needs ascertainment. A panel of attorneys including Richard Shiben, chief of the FCC's renewal branch; National Association of Broadcasters General Counsel John Summers; Howard Roycroft, Hogan & Hartson, and Victor Farrell, Koteen & Burt, concluded that programming continues to be the central issue in contested renewal proceedings, but that women's groups are displacing minorities as the most vocal participant in those activities.

Dr. George Litwin, chairman of the

Promoted. Patricia J. Grace has been named director of community affairs for the National Association of Broadcasters. She succeeds public affairs coordinator Elbert Sampson—the association's first black management executive—who resigned in March to join Kaiser Broadcasting as program manager of its WKBS-TV Philadelphia, and will report to James Hulbert, executive vice president for public relations.

Ms. Grace joined NAB in November as director of placement of the association's employment clearing house. She was previously organization development coordinator at Curber Associates, Washington, a management and human relations consultant firm, senior associate counselor at Alabama's Tuskegee Institute and an instructor in the school's English department.



Broadcast Industry Workshop, Boston, keyed the meeting by suggesting that station personnel involved in community affairs must, by necessity, assume a dual function. The applicable term, he said, is "integrator." They must be "equally skilled," Dr. Litwin noted, in maintaining an amicable relationship with the community and in "selling" station management ideas which may indeed require some salesmanship at times.

Appropriately, the initial commodity that must be sold to management by the NBACA delegates, as identified by Mr. Madison, is the organization itself.

Gross stations may face another charge

ACLU wants labor incident included in renewal proceedings

The American Civil Liberties Union last week asked the FCC Review Board to enlarge license renewal issues against WJIM-AM-FM-TV Lansing, Mich., to include allegations of unfair labor practices that contributed to poor station management and insufficient news programming. The group also charged that Gross may have used illegally taped telephone conversations and material blandishments to try to secure a CATV franchise.

Noting that Gross, in response to a complaint by the National Labor Relations Board, consented on April 16 to reinstate, with back pay, two news employees fired for union activities, ACLU said the company had demonstrated a lack of character that should preclude renewal. Further, it said, "the labor union that was sought to be organized by WJIM employees and was sought to be scuttled by Gross' practices, was intended to build a professional WJIM news department which could offer comprehensive and unbiased news coverage." Among the issues the commission is considering against Gross are charges that the station slanted news to serve its own interests or those of its principals, rather than that of the public, and that it misrepresented to the FCC the amount of public service programming in its composite week.

ACLU also asked the commission to include in the hearings charges that Gross had secretly taped telephone conversations with the mayor and city council members and tried to use the recordings to embarrass the mayor and to forge council support for Gross' CATV franchise candidacy. To that same end, ACLU said, Gross hosted councilmembers at a dinner in the station's offices.

When the FCC set issues this spring for the Gross hearing (BROADCASTING, April 15), it declined to include these and other charges, but it did direct ACLU to the review board.

In seeking review, ACLU also requested the commission to consider a new issue that Gross had regularly engaged in "network-clipping," by chopping time from network movies and football games to accommodate overcommitments to news and commercials.

PBS says Nixon budget cuts would sap life from public TV

Rogers, Gunn plead for reinstatement of original authorization at Flood subcommittee hearing

The chairman and president of the Public Broadcasting Service told a House appropriations subcommittee last week that the administration's proposal to whittle down previously authorized federal funds would have a deleterious effect on the entire noncommercial system.

PBS Chairman Ralph Rogers and President Hartford Gunn asked Representative Daniel Flood's (D-Pa.) Labor-HEW Subcommittee to "correct" an "oversight" in President Nixon's fiscal 1975 budget that would leave public broadcasting \$28 million shy of the sum the Congress and the President authorized last year for operations and facilities.

The Nixon budget calls for an appropriation of \$60 million to the Corporation for Public Broadcasting—much of which would be handed back to individual noncommercial stations—and provides that \$7 million be doled out in station facilities grants by the Department of Health, Education and Welfare. The \$60 million is \$5 million below the figure

authorized last August for fiscal 1975. The facilities provision has an even sharper cut; it would allocate only \$7 million, as compared to the \$30 million in matching-funds money originally authorized.

The full authorized amount would give CPB \$12.5 million more than it received in fiscal 1974. Facilities funds would go up by \$14.3 million. Under Mr. Nixon's proposed allocation, however, facilities funds would decrease by more than 50%.

At the session last week, which lasted only 20 minutes, Mr. Rogers called the White House facilities proposal "almost unbelievable." Mr. Gunn, though noting that public broadcasting is "gratified" by the fact that the authorized and Nixon-proposed CPB allocations are "so close," stressed that the "gap" between the two recommendations on the facilities side is "a very serious one." The PBS president further indicated that he was optimistic that Congress will rectify the alleged mistake. "We're certain, of course, that this anomaly can be explained, and confident that the Appropriations Committee can correct this oversight," Mr. Gunn said.

Messrs. Gunn and Rogers emphasized that—considering the substantial backlog HEW is experiencing with the facilities program—Mr. Nixon's proposed allocation raises a serious problem. At present, Mr. Gunn said, there are facilities grant requests pending from 117 public stations, seeking a total of \$42 million in federal funds. Of the \$15.675 million which was appropriated to the program this year,

only \$4 million has been awarded. What remains, Mr. Gunn said, is enough to satisfy only one quarter of the pending requests.

Mr. Rogers emphasized the need for more funds is steadily increasing. According to a PBS survey, he noted, it would require a total of \$107 million to bring public TV signals "up to commercial standards." Some 19% of all PTV stations are in need of new transmitters and antennas "just to get the signals out." About 49% need TV cameras for local programming; only 31% have sufficient video tape resources to tape nationally produced programming on PBS feeds for delayed broadcast. Mr. Rogers said it is particularly ironic that the Nixon proposal would apparently deprive many of the stations of this last option since the administration has repeatedly stated its concern over public television running the same program at the same time nationwide.

Although only \$5 million separates the authorized and Nixon-proposed funding levels for CPB (\$65 million and \$60 million, respectively), the PBS officials noted that other considerations make it necessary to have the higher amount. The principal concern, they indicated, is the fact that a large percentage of the total funds available for national programming will come from the federal government—via community service grants which are passed on to the stations from CPB. At present, Mr. Gunn said, these funds are "dwindling rapidly." This, he said, is due to a decrease in the amount of grants CPB has made directly to program producers and a serious inflationary impact. "In essence," Mr. Gunn said, public television has only 60% of the money for national programming which was available in 1971—when federal funding was at an even lower level.

Public broadcasting's funding woes could be substantially alleviated if a proposed Office of Telecommunications Policy bill, providing insured federal funding for CPB at specific levels over five years, were enacted. But last week there was no indication when the OTP proposal will be moving out of the White House, where it has been under wraps for two months (see page 57).

Changing Hands

Approved

The following transfers of station ownership were approved last week by the FCC (for other FCC activities see page 69):

■ WBRJ(AM) Marietta and WMWM(AM) Wilmington, both Ohio: Sold, with *Marietta Daily Times*, by the Times Co., to Gannett Co. for 100,723 shares of Gannett stock valued at \$3.44 million. Value of broadcast exchange was put at \$574,750. Publicly owned Gannett, owner of 52 newspaper dailies, is licensee of WHEC-TV Rochester, N.Y., and is seeking approval to buy KHMO(AM) Hannibal and 50% of KYTV-TV Springfield, both Missouri, and KBIX(AM) Muskogee, Okla. It has agreed to sell KGBX(AM) Springfield, Mo., to Stauffer Publications Inc.,

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74-26

subject to FCC approval. Principals in the Times Co. are William E. McKinney, president, Jane Burton, and Ruth Haup. WBRJ is daytimer on 910 khz with 5 kw directional. WMWM is also daytimer on 1090 khz with 1 kw directional.

Announced

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

▪ **WHOM-AM-FM New York:** Sold by Progress Broadcasting Corp. to SJR Communications Inc., subsidiary of San Juan Racing Association Inc., for \$4 million (see story, this page).

▪ **WTNT(AM)-WOMA(FM) Tallahassee, Fla.:** Sold by Frank W. Hazelton and H. W. Rudd to Walter-Weeks Broadcasting Inc. for \$775,000. Principals in buyer are James W. Walter (45%) and Robert M. Weeks (45%). They also own WMFJ-AM-FM Daytona Beach, WJNO(AM) West Palm Beach and WSPB-AM-FM Sarasota, all Florida. WTNT is full time on 1270 khz with 5 kw directional at night. WOMA(FM) is on 94.9 mhz with 51 kw and antenna 210 feet above average terrain.

▪ **KFML-FM Denver:** Sold by KFML Broadcasting Inc. to Jefferson-Pilot Broadcasting Co. for \$453,850. Buyer owns through subsidiaries WBT-AM-FM-WBTV(TV) Charlotte, N.C.; WQXI(AM) Atlanta; WQXI-FM Smyrna, Ga.; WWBT-TV Richmond, Va.; WBIG(AM) Greensboro, N.C., and KIMN(AM) Denver. Joseph R. McGoey is president of seller, which also owns KAPI(AM) Pueblo, Colo. and KFML(AM) Denver. KFML-FM operates on 98.5 mhz with 10 kw and antenna 720 feet above average terrain.

▪ **WHVW-AM-FM Hyde Park, N.Y.:** Sold by Ubiquitous Corp. to Oroco Communications Inc. for \$430,000. Seller is Thomas Durfey, president. Principals in buyer are James F. O'Grady Jr. (57.7%) and others. The also own WALL-AM-FM Middletown, N.Y., and Mr. O'Grady has small interest in KRAK(AM) Sacramento, Calif. WHVW(AM) is daytimer on 950 khz with 500 w. WHVW-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

▪ **KWBA(AM) Baytown, Tex.:** Sold by executors of John M. Camp estate to Bay Radio Inc. for \$330,000. Seller, Ruth S. Camp, has interest in WPOW(AM) New York, WHAZ(AM) Troy, N.Y., and WGNA(FM) Albany, N.Y. Principals in buyer are Wayne E. Marcy (60%), David E. Perkins Jr., (20%) and J. Edward Martin (20%). Mr. Perkins and Mr. Martin are employes of KLJT(AM)-KBRZ(FM), formerly owned (50%) by Mr. Marcy. KWBA is on 1360 khz with 1 kw directional at night.

▪ **WJCM(AM) Sebring, Fla.:** Sold by Community Enterprises Inc. to Asti Broadcasting Co. for \$175,000. Principal in seller is C. Wesley Ward, president. Principals in buyer are Robert Asti (60%), attorney; Helen Asti (22.5%), realtor; and Louis M. Neale (17.5%), general manager of WFGN(AM) Gaffney, S.C. WJCM is daytimer on 960 khz with 1 kw.

Popes leave broadcasting with WHOM-AM-FM sale

SJR Communications purchases New York stations for \$4 million

SJR Communications Inc. announced last week it has agreed to purchase WHOM-AM-FM New York, from Progress Broadcasting Corp. for \$4 million, subject to FCC approval.

SJR Communications is a subsidiary of San Juan Racing Association Inc., whose principals are H. N. Glickstein and Laurence R. Kruteck. Mr. Glickstein is also a principal in the subsidiary, along with Edward Cossman and Sylvan Taplinger. SJR Communications also owns WUST(AM) Washington, WJMD-FM Bethesda, Md., WQAL-FM Cleveland, WKLS-FM Atlanta, WYSP-FM Philadelphia and WTMI-FM Miami.

The principals in Progress, Fortune and Anthony Pope, have owned and operated the AM stations since 1946 and the FM since it signed on in 1951.

WHOM(AM) has a Spanish-speaking format, which the new owners say they will maintain, and WHOM-FM broadcasts continental music with English language commentary. The AM operates full time on 1480 khz with 5 kw directional at night. WHOM-FM operates full stereo on 92.3 mhz with 5.4 kw horizontal and 3.8 kw vertical with antenna 1220 feet above average terrain.

Media Briefs

Challenge to Cox. Looking to June crossownership hearings, AFL-CIO last week asked FCC to look into Dayton, Ohio, media holdings of Cox Broadcasting Corp. Noting that Cox owns both daily newspapers as well as WHIO-AM-FM-TV, union said: "It is the opinion of many Dayton area citizens that the Cox syndicate is a monopoly and has a continuing stranglehold on the mass media in the community."

Asks second look. Committee for Open Media, public interest group, has asked FCC to reconsider its March 28 approval of license renewal for KSTP-TV Minneapolis-St. Paul. Commission did not take into account, COM claimed, its "informal objection," filed before renewal, complaining of station's refusal to run its 60-second "citizens editorials." Attitude runs counter to public interest, committee said, and it should be taken into consideration.

Grassroots incentive. Corporation for Public Broadcasting, in effort to increase local volunteer participation in development of public radio, has announced availability of two forms of matching-funds grants. Stations with no present volunteer organizations, CPB said, will be eligible for \$500 grant to help initiate one. Stations with working volunteer group can apply for \$1,000-\$3,000 to help finance local volunteer project to serve as possible model for other stations.

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TOTAL WOMEN

WOMEN, 18-49

WOMEN, 18-34

WOMEN, 25-49

TOTAL MEN

MEN, 18-49

MEN, 18-34

MEN, 25-49

METRO RATING

ARBITRON Estimates

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Feb.-Mar., 1974



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CBS scores Emmy sweep

Network takes 26 of 48 awards; 'Autobiography,' 'Streisand,' 'Knight,' 'Burnett' are top winners

Forty-eight Emmy winners, by categories and areas of achievement, were announced by the National Academy of Television Arts and Sciences last week—the second step in a three-tier award spiral that culminates May 28 with the “best of the year” awards that will go to 19 winners. First step in this year’s Emmy choices was the list of 295 nominees released April 25 (BROADCASTING, April 29).

As anticipated, CBS’s *The Autobiography of Miss Jane Pittman* won the most awards, four. Three awards each went to CBS’s *Barbra Streisand . . . and Other Musical Instruments*; NBC’s *The Blue Knight*, and CBS’s *The Carol Burnett Show*.

By network, CBS far overshadowed its two rivals, winning one daytime and 25 prime-time Emmys. NBC followed with 14 wins, seven prime time and seven daytime, and ABC finished third, with three prime-time and four daytime awards.

At the May 28 ceremonies, the 19 best-of-the-year awards will be announced. These will be for: actor, series and special; actress, series and special; supporting actor; supporting actress; director, series and special; writer, series and special; musician; art director-scenic designer; cinematographer; film editor; daytime actor; daytime actress; daytime host or hostess; daytime director, and daytime writer. At the same time, of course the best TV shows of the 1973-74 season will be announced. The prime time award ceremonies will be broadcast from Los Angeles’s Pantages Theater on NBC (9-11 p.m., NYT); the daytime awards will be broadcast from New York’s Rockefeller Plaza over the same network (noon-1:30 p.m., NYT).

To be announced May 22 will be the Emmy awards for crafts in TV and the Emmy winner for best writing for a talk, service or variety program.

Following are the awards announced May 15 last week:

Best lead actor in a comedy series: Alan Alda, *M*A*S*H*, CBS; best lead actor in a drama series: Telly Savalas, *Kojak*, CBS; best lead actor in a limited series: William Holden, *The Blue Knight*, NBC; best lead actor in a drama: Hal Holbrook, *Pueblo*, ABC.

Best lead actress in a comedy series: Mary Tyler Moore, *The Mary Tyler Moore Show*, CBS; best lead actress in a drama series: Michael Learned, *The Waltons*, CBS; best lead actress in a limited series: Mildred Natwick, *The Snoop Sisters*, NBC; best lead actress in a drama: Cicely Tyson, *The Autobiography of Miss Jane Pittman*, CBS.

Best supporting actor in comedy: Rob Reiner, *All in the Family*, CBS; best supporting actor in drama: Michael Moriarty, *The Glass Menagerie*, ABC; best supporting actor in comedy-variety, variety or music: Harvey Korman, *The Carol Burnett Show*, CBS; best supporting actress in comedy: Cloris Leachman, *The Lars Affair*, CBS; best supporting actress in drama: Joanna Miles, *The Glass Menagerie*, ABC; best supporting actress in comedy-variety, variety or music: Brenda Vaccaro, *The Shape of Things*, CBS.

Best actor in daytime drama: For a series, Macdonald Carey, *Days of Our Lives*, NBC; for a special

program, Pat O'Brien, *The Other Woman*, ABC; best actress in daytime drama: for a series, Elizabeth Hubbard, *The Doctors*, NBC; for a special program, Cathleen Nesbitt, *The Mask of Love*, ABC; best host or hostess in a game show: Peter Marshall, *The Hollywood Squares*, NBC; best host or hostess in a talk, service or variety series: Dinah Shore, *Dinah's Place*, NBC.

Best directing in drama: Robert Butler, *The Blue Knight*, Part III, NBC; best individual director for a talk, service or variety program: Dick Carson, *The Merv Griffin Show*.

Best writing in drama: Joanna Lee, *The Thanksgivng Story*, CBS; best writing in drama, original teleplay: Fay Kanin, *Tell Me Where It Hurts*, CBS; best writing in drama, adaptation: Tracy Keenan Wynn, *The Autobiography of Miss Pittman*, CBS; best writing in comedy: Treva Silverman, *The Lou and Edie Story*, CBS; best writing in variety or music: Ed Simmons, Gary Belkin, Roger Beatty, Arnie Kogen, Bill Richmond, Gene Perrett, Rudy De Luca, Barry Levinson, Dick Clair, Jenna McMahon, and Barry Harman, *The Carol Burnett Show*, CBS; best directing in drama: John Korty, *The Autobiography of Miss Jane Pittman*, CBS; best directing in comedy: Jackie Cooper, *Carry On, Hawkeye*, CBS; best directing in variety or music: Dave Powers,

The Australia Show, CBS; best directing in comedy-variety, variety or music: Dwight Hemion, *Barbra Streisand . . . and Other Musical Instruments*, CBS; best individual director for a drama series: H. Wesley Kenney, *Days of Our Lives*, NBC; best individual director for a special program: H. Wesley Kenney, *Miss Kline, We Love You*, ABC; best individual director for a game show: Mike Gargulo, *Jackpot*, NBC; best writing in comedy-variety, variety or music: Herb Sargent, Rosalyn Drexler, Lorne Michaels, Richard Pryor, Jim Rusk, James R. Stein, Robert Hles, Lily Tomlin, George Yanok, Jane Wagner, Rod Warren, and Elder and Karyl Geld, *Lily*, CBS; best writing for a drama series: Henry Slesar, *The Edge of Night*, CBS; best writing for a special program: Lila Garrett and Sandy Krinski, *Mother of the Bride*, ABC; best writing for a game show: Jay Redack, Harry Friedman, Harold Schnelder, Gary Johnson, Steve Levitch, Rick Kellard, and Rowby Goren, *The Hollywood Squares*, NBC.

Best music composition: For a series or a single program of a series, Morton Stevens, *Hookman*, CBS; for a special program, Fred Karlin, *The Autobiography of Miss Jane Pittman*, CBS; best song or theme: Marty Paich and David Paich, “Light the Way,” NBC.

Best music direction of a variety, musical or dra-

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late evening news weeknights

Action news

Month	Market Share (%)
FEB '73	30%
MAY '73	40%
NOV '73	50%
FEB '74	63%

63% TSA adults watching Action News are 18 - 49!

The switch is on

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#Jacksonville ARBITRON, February/March '74, Metro share and TSA adults 18 - 49.

11-11:30 p.m. Mon. - Fri. program estimates. Data subject to qualifications given in report.

matic program: Jack Parnell, Ken Welch and Mitzie Welch, Barbra Streisand . . . and Other Musical Instruments, CBS; best art direction or scenic design: Jan Scott, Art Director, and Charles Kreiner, Set Decorator, The Lie, CBS; Brian C. Bartholomew, Barbra Streisand . . . and Other Musical Instruments, CBS; best cinematography for entertainment programming: Harry Wolf, A.S.C., Any Old Port in a Storm, NBC; Ted Voigtlander, A.S.C., It's Good to Be Alive, CBS; best film editing for entertainment programming: Gene Fowler Jr., Majorie Fowler, and Samuel E. Beetley, The Blue Knight, NBC; Frank Morriss, The Execution of Private Sivok, NBC.

Rozelle wants blackouts back

Pete Rozelle, National Football League commissioner, said last week he hoped to get Congress to rescind the blackout law, which permits local telecasts of games sold out 72 hours before game time, next year or at least by the year after.

Speaking to the Hollywood Radio and Television Society, Mr. Rozelle said that no-shows had increased by 63% last season over the season before (last year was the first that the blackout legislation was in effect) and, he said, "no-shows are likely to become no-buys." Mr. Rozelle also said that NFL expansion will continue (Tampa, Fla., is already franchised for the 1976 season, and one other city will be); he said he hopes to have 30 teams in the league, providing good geographic coverage that will also help in TV coverage.

The TV networks, Mr. Rozelle said, have told him they will have no problem handling the extra 15-minute post-tie session incorporated in the new rules this year. He said that the new rules, although spurred somewhat by the advent of the new World Football League, came principally from the realization by owners that football is entertainment.

Quello cites fine line between censorship, program controls

Initial address as FCC commissioner delivered to Oregon broadcasters

In his first speech as an FCC commissioner, James H. Quello last week said that, though he would impose some strictures on programming, he is sensitive to censorship problems inherent in government regulation.

Commissioner Quello said that while he sees a need to curb TV violence and to reduce commercials directed at children, "I realize the no-censorship provisions of the Communications Act raise problems for anyone urging government action in the area of programming." "We can't have censorship," he told the Oregon Association of Broadcasters state convention in Lincoln City, "but broadcasters, particularly network executives and producers, should exercise the good judgment that will obviate any . . . government intervention in programming."

Mr. Quello, sworn in as commissioner April 30 after winning a protracted battle for Senate confirmation, had given himself a 60-day adjustment period be-

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"My Partner The Ghost"

But last March, NBC's flagship station jumped the gun market in its time period according to the overnight report. For the fifth week it was still first. Now the first full monthly ARB is issued and "My Partner The Ghost" is #1 in its time period. Its audience, 64% was Women (18-49) and 56% was

*1 IN ITS TIME PERIOD

PROGRAM	ADI RTG SH%
WNBC-TV	
MY PARTNER THE GHOST	5 24
News/Name Of The Game	4 22
Movie	3 14
David Susskind	3 14
Basketball-Variou	4 19
Perry Mason/Encounter	1 5

SOURCE: March-April ARB - New York

LARGEST AUDIENCE SINCE LAST

REPORT	ADI RTG SH%
WNBC-TV	
MY PARTNER THE GHOST	5 24
Feb-Mar 74	
Movie-T. Bennett	4 21
Jan 74	
Movie-Sunday Tonight Show	4 24
Dec 73	
Movie-Sunday Tonight Show	4 21
Nov 73	
Movie-Variou	3 19
Oct 73	
Movie-Sunshine Show	3 20
WNBC-TV AVERAGE	
OCT 73-FEB-MAR 74	4 21

SOURCE: New York ARB Reports
October, November, December 1973, January
The audience figures shown are estimates, subject to
audit

PARTNER the GHOST

OF
IES.
49.
ONEY.



ready scheduled to air in almost 40 markets this fall. And the World Premiere performance ranked first in the ratings. The following week the series was again first. By the following report since the series went on the air has been a record for the entire March-April ARB survey period. Of 18-49... more than its closest competitor.

Period: Sunday 11:30 P.M.

RANK	TOTAL WOMEN (000)	18-49 WOMEN (000)	TOTAL HOMES (000)
1	233	148	291
2	214	134	253
3	106	72	174
4	113	33	163
5	137	87	219
6	59	28	73

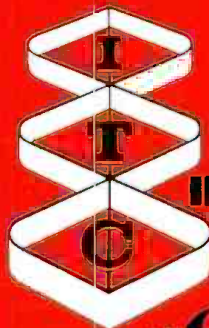
TIME PERIOD
AR

Period: Sunday 11:30 P.M.

RANK	TOTAL WOMEN (000)	18-49 WOMEN (000)	TOTAL HOMES (000)
1	233	148	291
2	211	136	259
3	182	128	257
4	219	157	235
5	154	98	203
6	165	106	215
7	186	125	234

January-March, March-April 1974
Techniques and procedures used by the service

And that's not all. By programming "My Partner the Ghost" **WNBC-TV earned its largest audience in the time period since last year and improved its standing over its own track record in the important demographic categories: More total women and more women (18-49) and more homes. With "My Partner the Ghost" on your schedule, your competition won't stand a ghost of a chance.**



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fore accepting speaking invitations, but Chairman Richard E. Wiley prevailed upon him to address the Oregon group after the chairman had to cancel. The bulk of the new commissioner's speech was given to a post-mortem on his confirmation problems. He had expected that "it was all very easy—the Republicans nominate you and the Democrats confirm you. I never did understand what all the shouting 'in-between' was about." However, he said, "the full hearing was beneficial in that I became aware of the concern and aspirations of those opposing me—some with good reasoning and some with distortion of facts . . ." He credited his "two godfathers, Michigan Senators Phillip Hart and Robert Griffin, for carrying him through the ordeal.

And in an indication of how the new commissioner might be thinking in the future, Mr. Quello, former general manager of WJR-AM-FM Detroit, said he felt broadcast executives should inject themselves more into the news policy and give less attention to commercial interests. "There should be more top-level emphasis on news," he said.

Tandem gets injunction against Redd Foxx

Redd Foxx, star of NBC's *Sanford and Son* was told last week that he cannot engage in any entertainment service in the 1974-75 season except for Tandem Productions, Los Angeles, producers of the popular half-hour series. Los Angeles Superior Court Judge Campbell M. Lucas issued the preliminary injunction last week at the request of Tandem, which also has a \$10 million lawsuit pending against Mr. Foxx.

Tandem said it had begun production of the series for the new season on May 10. NBC, it said, had renewed the series with or without Mr. Foxx. Starring in the first segment of the black family comedy are Demond Wilson and Whitman Mayo.

Mr. Foxx was missing for some of the last few segments of the series this season, and failed to show for the April 22 commencement of the new series. He has demanded, among other things, 25% ownership of the series. Documents in the lawsuit indicate that he is now being paid at the rate of \$25,000 per episode and that he gets a 25% participation in the profits of the show. Mr. Foxx, it is reported, has maintained that Bud Yorkin and Norman Lear, principal owners of Tandem Productions, promised him quarter ownership of the series after it became successful.

Not this time

The FCC has denied requests for waivers of its modified prime-time-access rule that were sought for presentation next season of the off-network *National Geographic* and *Animal Kingdom* series. Both series had been aired under waivers of the original access rule. McGraw-Hill Broadcasting Inc.'s WRTV(TV) Indianapolis had sought a waiver for part of the hour-long *National Geographic* series;

Bill Burrud Productions Inc., had sought one for presentation by network stations of 22 episodes of the 52-program Animal World series during access half-hours. The commission said waivers would not be appropriate in light of the reduced access time provided by the new version of the rule, which becomes effective in September. Affiliates in the top-50 markets will be barred from taking network programming during six hours each week, 7:30-8 p.m. Monday through Saturday, except that one of those half hours may be used by the networks for children's special documentary or public-affairs programming.

On this day, 200 years ago

CBS-TV to run one-minute shorts nightly to commemorate bicentennial; affiliates may forego compensation

CBS-TV will mark the nation's bicentennial with 730 one-minute "programs" to be broadcast nightly from next July 4 to July 4, 1976. Each program will commemorate an event occurring 200 years before the date of broadcast.

Prototypes were shown to the network's affiliates last week at their Los Angeles convention. Name talent will appear as "reporters" to give the brief accounts of the historical events.

As described by Robert D. Wood, CBS-TV president, the minute program will play in the last position of the first

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show in prime time each night. All the carrier shows will be edited to accommodate the extra minute. This means, said Mr. Wood, that the edited shows afterward must be re-edited to original form for network rerun or syndication.

Because of heavy costs of producing the 730 minutes and the editing of regular programs, affiliates will be asked to carry the minutes without compensation.

Mr. Wood estimated that production expense alone would run to at least \$1.5 million. Editing of the carrier programs will be an additional expense.

Program Briefs

Cornered Cowboys. Television rights to Dallas Cowboys preseason schedule have been bought by Eddie Barker Associates, Dallas. Package includes five games between Aug. 3 and Aug. 31 and excludes game at Pittsburgh which will be telecast nationally. EBA President Eddie Barker said that Nevin Lyerly, vice president of visual communications for firm, will produce telecasts of National Football League's Eastern Conference champions. Prior to joining EBA, Mr. Lyerly was program manager for KDFW-TV Dallas and produced Cowboys' preseason games for 12 years. Frank Glieber, regular-season voice of Dallas club, will handle play-by-play. Eddie LeBaron, former NFL quarterback and presently Las Vegas attorney, will be analyst. Selection of station for games will be made shortly, according to Mr. Lyerly.

Stay sought. Scripps-Howard Broadcasting Co. has asked FCC to stay part of May 2 decision setting 35-mile exclusivity limit for syndicated TV programming. In special note to decision, FCC exempted UHF WAKR-TV Akron, Ohio, from exclusivity accorded to Cleveland stations, including Scripps-Howard's WEWS—like WAKR-TV, an ABC affiliate. In seeking stay pending circuit court review, Scripps-Howard said FCC succumbed to "poor boy plea" of WAKR-TV, which, it said, "has persuaded the commission to assist in the competitive situation by arbitrarily gerrymandering the area of exclusivity to exempt it from the rule."

SAG pushes TVQ attack. Screen Actors Guild, which has been leading opposition to networks' use of TVQ tabulations (performer familiarity and popularity among viewers), reports that 92% of directors and 77% of producers surveyed believe TVQ rating system compromises their artistic and creative prerogatives. Most directors and producers who responded to questionnaire (BROADCASTING, April 15) said TVQ ratings infringe contractual rights and adversely affect quality of TV productions. Sixty percent of directors said their casting decisions were frequently rejected by networks because of TVQ, while more than third of producers said TVQ ranking prompted network veto 75% to 100% of time. And, SAG report said that directors and producers both pointed at ABC as network most likely to turn down casting choices on basis of TVQ ratings.

Mad Duck on TVS. Alex Karras, entertainer and former Detroit Lions tackle, is slated to join Merle Harmon as color man on new World Football League prime-time telecasts on TVS Television Network. And third announcer will be rotated each week among current WFL players (plus NFL players who will join WFL for 1975 season) and among "three or four women sports announcers."

Repair bill. Senator Walter Huddleston (D-Ky.) thought amendment he introduced to campaign-reform bill Senate passed last month would repeal section 315 as it applied to presidential and vice-presidential campaigns. Actually language repealed equal time for all candidates except President and Vice President. Snafu was missed on Senate floor and it passed bill out to House without realizing mistake. Senator Huddleston and Senator John O. Pastore (D-R.I.) introduced bill two weeks ago to correct error. Pastore-Huddleston bill will exempt high office candidates from equal-time consideration. Original campaign-reform provision, exempting broadcasters who give all other candidates not less than five minutes of free time from 315 liability still stands.

Children's half hour. Westinghouse Broadcasting Stations (Group W) announced last week that it will begin production this month on new series of 12 half-hour children's TV specials, *Call it Macaroni*. Series will air monthly in prime time during 1974-75 season over Group W's five TV stations and over other stations throughout country via syndication by Group W Productions. Programs, aimed at 10- to 12-year-olds, "will involve youngsters in the adventure and rediscovery of America" by on-location filming of unusual lifestyles perceived through eyes of visiting children.

Tailored for local radio. Contemporary Programming Services, new radio syndicator, is producing *Pippin Place*, featuring radio-TV personality Jerry Pippin. It is designed to sound like live disk jockey show featuring comedy and voices of recording artists introducing their hits. New reel is furnished each day, designed specifically for that date and including local references in manner of area disk jockey. Release date is June 1 with three basic formats: country, middle-of-road and contemporary easy listening. CPS also announced standard music service, *Love Country*, with pop artists doing country sounds and country artists doing pop songs, and emphasizing romantic musical selections. *Harvey Burd, CPS, Box 1713, Tulsa, Okla. 74101.*

No can do. U.S. Court of Appeals for Second Circuit in New York has affirmed lower court decision which had held that ABC and George Schlatter Enterprises, Los Angeles, may not use word "lampoon" in the title of projected TV series. Twenty First Century Communications Inc., New York, publisher of the *National Lampoon Magazine* and producer-distributor of the *National Lampoon Radio Hour*, had brought suit. Last March the U.S. Southern District Court

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Her mind is still the world's best copywriter. A little help from her imagination can make your commercial message a lot easier to remember. W. R. Simmons has shown that accurate recall of advertising brands among listeners to Personality/MOR radio rates 38% higher than average television. While recall among listeners to radio in general is only 15% below that for average TV. "A picture is worth a thousand words." True or false? Ask a Golden West Broadcasters station or Major Market Radio, Inc. for further information from the Simmons Commercial Impact Study. It doesn't have any pictures. Just words—that will help you make up your own mind.

The "Commercial Impact Study" was made in Los Angeles in March and May, 1973. The percentages quoted here are estimates based on systematic random sampling and are subject to statistical variations inherent in the methodology. A complete copy of the Simmons Study, including technical data and an explanation of the methodology, is available on request.

COMMERCIAL IMPACT STUDY

CONDUCTED FOR
GOLDEN WEST
BROADCASTERS
AND MAJOR
MARKET RADIO INC.

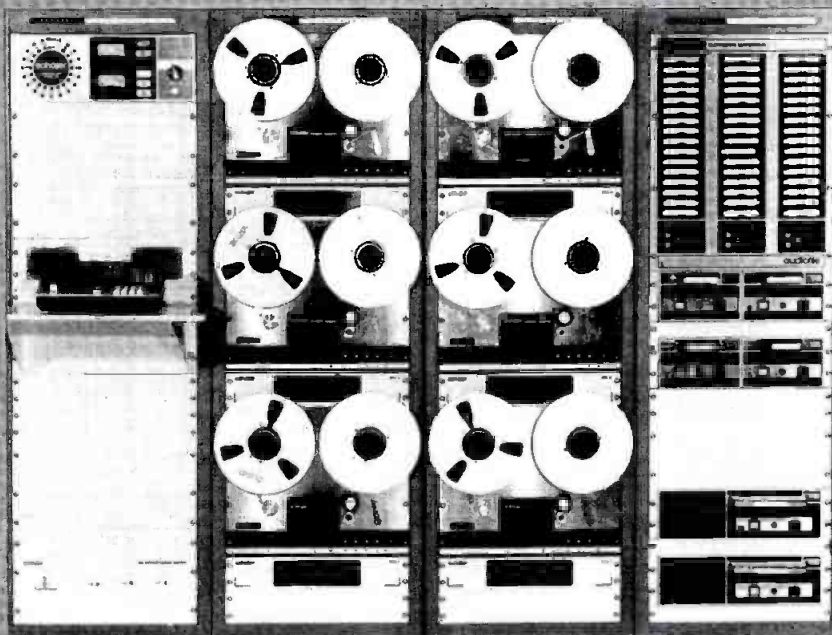
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of New York ruled against ABC and Schlatter, asserting they were trying to exploit "the well-known name and reputation" of the *National Lampoon*.

Baum defused. FCC staff has rejected fairness-doctrine complaint against CBS as result of its airing on Feb. 11 of *The Autobiography of Miss Jane Pittman*. Gordon Lee Baum, of Fairness in Broadcasting Committee, had asserted that fictional account of life of a black woman, from her childhood as slave on Southern plantation to her emergence, at 110 years of age, as figure in civil rights movement, "distorted" history and constituted "one hour of undiluted anti-white racism." Commission staff, however, said Mr. Baum had failed to demonstrate that program "discussed any controversial issue of public importance." Staff did not rule out fictional programs as candidates for fairness-doctrine complaints; commission does not distinguish among different kinds of programming in considering whether particular program raises controversial issue of public importance and, if it does, whether broadcaster involved has treated it fairly. CBS's judgment that *Jane Pittman* did not present controversial issue of public importance cannot be said to have been unreasonable, staff said.

It's a treasure. Sandy Frank Film Syndication, New York, reports sales of *The New Treasure Hunt* in 35 markets in prime-access slots for next fall, with latest contracts signed by KTRK-TV Houston and WDSU-TV New Orleans. Other stations scheduled to carry half-hour series are WCBS-TV New York, KDKA-TV Pittsburgh, WXYZ-TV Detroit and KNXT(TV) Los Angeles.

All together now. Construction of \$4.5-million radio-TV, film and print communications center for the Seventh-Day Adventist Church in Newbury Park, Calif., has begun. Complex, six buildings on campus-type 19 acres, will become headquarters for production of TV, radio, films and other audio-visual programs, as well as printed material for church. These activities are now carried on in New York, Washington, and Glendale, Calif. Completion of new center is scheduled for 1977.

Made in Japan. Action series scheduled to be produced in Japan and distributed in the U.S. and throughout the world by Viacom Enterprises is *Will Adams—Samurai*, based on true story of an Englishman who became first white Samurai (knight) in Japan. The series will be produced by Brian Degas, who has worked both for CBS-TV and for British production firms, in partnership with Toho Co., Tokyo. It has not been decided whether *Will Adams* will be offered for network or to stations via syndication, or will be half hour or hour presentation. Production is scheduled to begin in late fall.

Endowed. National Endowment for the Arts, Washington, reported that through three quarters of fiscal 1974 it has made total of 109 grants for broadcast and film productions totaling \$1,385,581.

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TEXAS ASSOCIATED PRESS BROADCASTERS ASSOCIATION'S
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for our MH/MR Veterans' Services Program.
... and we are equally proud of our public affairs director, ART
YOUNG, who conceived and produced this fine program.

NORMAN FISCHER
President, Advance, Inc.

Three TV networks in unison on one score: All see strong fall sales

"This is the big week," ABC-TV's Jim Shaw reported, less than half-way through it.

Mr. Shaw, the network's sales vice president, saw no reason to change his prediction of only a few days earlier that fourth-quarter sales would add \$40 million to ABC's initial new-season sales by the first of last week and reach \$150 million (BROADCASTING, May 13). As of last Wednesday, he said, ABC had at least 10 major sales projects in negotiation.

ABC's first new-season negotiation, he had told affiliates on May 10, was completed almost before the network's new fall schedule was ready—an order from American Home Products totaling \$18 million, "more than double their order for the current season."

At NBC-TV Mike Weinblatt, sales vice president, was equally harried by the growing sales momentum—happily harried, that is, and no less confident. "We've written a lot of business," he reported. "We have a lot of plans out. We're very busy, and we expect a good fourth quarter—better than a year ago."

Advertisers already signed, he said, include Chevrolet, All State insurance, Kellogg, McDonald's, Ralston-Purina, Polaroid, Nestle and Lehn & Fink, among others. "And any number are in negotiation," he added.

Mr. Weinblatt expects the selling season to run longer this year than last, when network schedules were later than usual in hitting the streets and pent-up demand "just seemed to erupt." The schedules were late again this year but advertisers seemed better geared for it,

Bonuses. CBS-TV affiliates were told last week that the network would make available 40 one-minute positions in prime time for station sale for political advertising in the 1974 election campaign. In the 1968 and 1972 presidential election years the network offered 25 one minute positions for station use. The announcement was made by Robert D. Wood, CBS-TV president, at the opening of last week's convention of the network's affiliates in Los Angeles. Mr. Wood also told the affiliates that starting in the fall stations would be given an additional minute to sell each night in the CBS late-night movies. The minute will be placed in the 12:30 a.m. pod where, Mr. Wood said, it would answer advertiser requests for spot positions earlier than 1 a.m. To emphasize CBS's plan to stick by its late-night movie formula into the future, Mr. Wood said the network had acquired "enough feature film to last into the 1978 season."

on top of which all the schedules contain widespread changes that take longer for buyers to evaluate. But though it may be longer this year, Mr. Weinblatt sees it as "a healthy, improved selling season."

While attention seemed to center on prime-time selling, network authorities agreed that demand for other day parts—all other day parts, some said—was also high, approaching and in some cases exceeding all-time record levels of the past.

At the CBS-TV affiliates convention in Los Angeles last week, Frank M. Smith Jr., that network's vice president, sales, forecast a strong fourth quarter. He said more than \$100 million had "already been written for our schedule next season." That, he said privately afterward, was more business than the network had sold for the fourth quarter at this time last year.

In Mr. Smith's projections, the general economy will harden toward the end of this year and be healthy throughout 1975. In the 1973-74 season CBS-TV had its biggest revenues, and Mr. Smith is forecasting even bigger volume in 1974-75.

To the affiliates he said: "I'm sure of one thing, that as you go to market for the 74-75 season, you, too, will find the same reception from your spot buyers as we are finding from the network advertisers and agencies. . . . It should be a hell of a year."

FTC probe prompts CBS-TV to create regional sales office

Move is intended to demonstrate fairness to smaller advertisers

A long-standing Federal Trade Commission antitrust investigation of alleged television network discrimination against small advertisers in favor of big had led CBS-TV to establish a separate office for regional sales. CBS-TV affiliates received the news last week from Frank M. Smith Jr., CBS-TV vice president, sales.

The FTC inquiry into network sales practices has been going on for some five years but about two years ago began "to zero in on regional advertising," Mr. Smith said.

"Although we have made it abundantly clear that we believe that a television network's primary task is to provide a nationwide program service and that of necessity a nationwide program service normally requires support from national advertisers," said Mr. Smith. "we have also made it clear that the CBS Television Network does take regional advertising when we are able to match regional advertisers with complimentary requirements."

He said it was in an effort to "bring this investigation to a conclusion" that the network was establishing "an in-house clearinghouse service to solicit regional advertisers and keep detailed records for a minimum period of one year."

High noon at the FTC on industry guidelines for kids ads

Business side hopes to satisfy agency with plan for self-regulation similar to one for all advertising; consumers and FTC send signals that what they probably will want stricter procedures

In response to a threatened crackdown on children's TV advertising by Federal Trade Commission Chairman Lewis Engman and under a warning by FTC Consumer Protection Bureau Director Thomas Rosch that the May 20 meeting would be the "crossing of the Rubicon," advertising industry representatives on the FTC children's TV ad project will unveil today a set of commercial standards as well as a detailed enforcement plan.

The emphasis in the industry plan is on the enforcement side of the coin. The plan details the structure and function of a special children's advertising unit to be created within the Council of Better Business Bureaus' National Advertising Division (the investigative arm of the National Advertising Review Board). Advertising industry members are calling the development a concentrated effort in the areas of commercial monitoring and complaint handling. The unit will function in much the same way that the NAD/NARB now does with respect to other advertising, with NAD handling initial complaint investigation, evaluation and "trial court" functions while NARB panels rule on appeals of NAD decisions.

The differences lie in the fact that the special NAD unit will, most likely, be composed of experts in children's perception and headed by an expert in advertising evaluation (although NARB panels will remain unchanged—a mix of advertiser, agency and public members). And, while the NARB is charged with enforcing standards of "truth and accuracy," the children's unit will, in addition, look into questions of "unfair" advertising. The body will use as its basis a set of principles, reportedly based on guidelines established by the Association of National Advertisers and developed independently of a code submitted by consumer representatives to the FTC ad project in January (BROADCASTING, Jan. 28).

Whether consumer members of the project or the FTC staff will feel that the industry plan constitutes a crossing of the Rubicon remains to be seen. In all probability consumer members will maintain the NAD development leaves the ad project a good way from shore. Although the unit will address questions of unfairness—a major stumbling block in past negotiations—consumers are united in calling for resolution of other issues that have not been solved by creation of the NAD unit. Those include time standards (questions of frequency and

Cast of the principal characters for showdown at the FTC between



Howard Bell, President of the American Advertising Federation, says that "while Mr. Engman seems to be getting somewhat impatient there has been much more accomplished by the industry side of the children's ad project than Mr. Engman now may realize." He cites as prime among those accomplishments the formation of the NAD children's unit, which he calls "a very significant step forward that should be of value to all concerned." Industry, in response to Mr. Rosch's challenge, has "crossed the Rubicon" in his view. "I would like to think that the developments we announce at the meeting will make more action on the part of the FTC unnecessary," he says, although he feels a "continuing dialogue" between consumers and industry members is of mutual value.

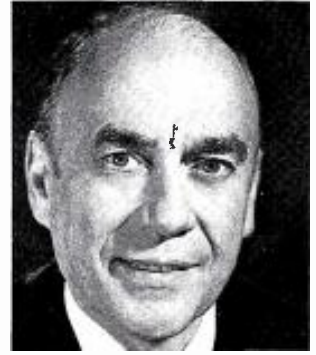


Chester R. LaRoche, vice president, American Association of Advertising Agencies, New York, says that between the ANA guidelines and the NAB code, "we've got enough codes," and taken together those two essentially cover the points that the consumers addressed in their proposals. The proposed NAD unit, would, in addition, cope with additional problems not specifically addressed by either of those codes, he submits. He says he's "hot and cold" on the subject of consumer representation on the NAD unit, but tends to prefer an "objective, non-political panel of experts" that includes neither industry nor consumer representatives.



Seymour Banks, vice president of Leo Burnett Co., Chicago (and the only agency representative on the FTC subcommittee), quotes Mr. Burnett in saying "in the end somebody's got to get out the ad," stressing that the subcommittee must be mindful of the operational significance of its actions. Some of the consumers' proposals "deal not with the control of content but go to the prohibition of existing marketing practices or existing products," he says. He will argue for "substantial evidence" of the necessity of implementing extreme code provisions before addressing those points.

Industry's recommendations at today's meeting are a satisfactory response to consumer and FTC prodding for action, he feels, and provide "a very significant and very forward-looking" response.



William Tankersley, vice president, Council of Better Business Bureaus, Washington, is one of the architects of the NAD children's unit plan. As a former CBS-TV vice president, and representative on the NAB code board, he's the only subcommittee member who's been on both the industry and watchdog sides of the fence. He views the NAD development as a positive step that tackles one of the major issues involved in advertising to children—i.e. determining what is deceptive to the child viewer. And while he admits the NAD plan leaves a number of issues unsolved, he has suggested that certain of them—in the area of taste, for example—could conceivably be the subject of "white papers" issued by the unit's members to provide guidelines to the advertising industry.

placement of commercials aimed at children); the consumer voice both in the development and functioning of an enforcement mechanism, and establishment of a prescreening mechanism (the NAD unit provides for none).

The consumers are also opting for a strong code that spells out both commercial practices and product advertising limitations (they call for bans on premium advertising, on use of program hosts to endorse products, on ads for heavily sugared products, on over-the-counter drug advertising and on ads for unsafe toys, among other provisions). Industry, admittedly fearful of provisions that threaten to wipe out whole categories of product ads or types of commercial appeals, have opted instead for a mechanism that emphasizes enforcement, arguing that a code will develop through opinions rendered on a case-by-case approach.

Each of the consumer members told BROADCASTING that if industry members fail to address specific code provisions veloped by consumers, they will have

to ask the FTC to act. Whether the principles embodied within industry's plan will satisfy the criteria of the consumers was not clear last week. However, industry members have argued that existing codes (the ANA code and National Association of Broadcasters code) deal effectively with specific children's ad questions.

The FTC's Mr. Rosch said it is "too early" to tell whether the NAD development would prove satisfactory to the FTC. Both Mr. Engman and Mr. Rosch have favored a voluntary approach to children's TV advertising. Mr. Engman testified in March that the voluntary development of a code has the potential for being more flexible and dealing with a greater variety of issues (such as "taste" in advertising) than can government. Mr. Rosch points out that NARB to date has been an effective nongovernmental regulatory scheme, acting faster and handling a larger number of complaints than could the FTC, and offering opinions that are "reasonably succinct." Mr. Rosch says that a strong NARB/NAD development

could obviate the need for FTC intervention in the children's ad area. "At the very least, industry will have to cross over the deception bridge and get into unfairness questions," he says. He also holds the view that the body should include equal representation of consumers, industry and experts.

And two omissions in the industry proposal that trouble the consumers do not bother the FTC. Mr. Engman has said the agency has no jurisdiction over commercial time standards; that they are the province of the FCC. The FTC also prefers to defer outside action on nutritional questions pending issuance of its trade regulation rule on that matter.

One area in which the FTC may be less than satisfied is in industry's method in drawing up any code. Mr. Engman called for a voluntary code developed jointly by advertiser and consumer representatives. Industry members, however, say they approached their set of principles "independently" of consumer provisions, and aside from comment offered at other FTC subcommittee meetings, consumers have

Private and public interests on children's television advertising



Robert Choate, chairman and founder of the Council on Children, Media and Merchandising, Washington, says, "I know that we never win victories, only compromises." While he admits it's like "betting on a dark horse," he says the NAD developments can be the beginnings of a workable compromise if he can be satisfied it will move beyond questions of "truth and accuracy" into "unfairness" as criteria in judging commercials. Mr. Choate also strongly advocates that that body adopt a commercial pre-clearance role and that consumers be represented in its ranks. Time-related questions of commercial frequency and clustering are outside of the NARB/NAD province, but are other major matters to be resolved before the FTC's project comes to an end, he also says.



Warren Braren, associate director, Consumers Union, Mt. Vernon, N.Y., says he will be satisfied with nothing less than a mechanism that insures significant public representation—from the point of conception into functional stages—and operates on the basis of "publicly known" advertising guidelines that deal both with approach and product type. In addition, he says, questions of commercial amount and placement must be dealt with. "We will continue to press the regulatory agencies and others on the Hill" to develop an appropriate mechanism that addresses all of those issues, he says.



Peggy Charren, president of Action for Children's Television, Boston, says "children are not the proper target for commercial messages" and in the best of worlds would eliminate advertising entirely from children's viewing. Failing that, the adoption of a code similar to that the consumers proposed in January—addressing such problems as advertising of premiums, use of program hosts, volume of commercials in children's viewing—would be a "healthy" situation. The NAD development, lacking such a code by which to evaluate advertising "is, in a sense, little more than we have now," she says, pointing out that complaints about children's advertising could have been handled by the NAD under its original structure. If the NAD unit remains little more than a complaint-handling mechanism, it "will take too long for specific complaints and actions by the body to establish precedent and develop into a code," she argues.



Joan Gussow, nutritionist and educator, Columbia University Teachers College, says that the FTC subcommittee meetings can no longer pass over questions of nutritional advertising (particularly that of high-sugar products). She will ask the FTC for specifics on its proposed trade regulation rule on nutritional advertising and ask to see data the agency has accumulated on sugar concentrations in major products advertised to children. In the area of commercial frequency and concentration, she says, "We're not going to sit still and watch the FCC and the FTC juggle the ball" and will "press the FTC" to assume jurisdictional responsibility for that question arguing that the "quantitative and qualitative effects" of commercials can raise unfairness considerations.

had no direct role in the formation of the NAD unit. It is being presented as a plan for action, not a proposal, according to one industry source, and while the plan is "not hardened into granite," consumers will have little opportunity to make changes. Industry members emphasize, however, that they recognize consumer input as "very important" in the functioning of the NAD unit and "at the very least" provision has been made for consumer access to the body.

At any rate, Mr. Engman "doesn't play poker without any cards," according to Tom Rosch. In addition to repeating that the FTC "will not abdicate its law enforcement responsibilities," he told a Senate oversight committee May 9 that he has asked his staff to consider possible "specific commission action" in the area of children's advertising. The staff is currently exploring many of the issues raised by consumers, according to Mr. Rosch, and a report is expected in 60 days.

He'll have a better idea then, he says, of what commission action, if any is called for.

Funds for ACT. Action for Children's Television got a boost to its coffers last week with the announcement of a two-year, \$300,000 joint grant from the Ford and Markle Foundations. The award, which President Peggy Charren said comes "at a strategic moment in children's broadcasting," also comes at a strategic moment for ACT, which started in 1968 in Mrs. Charren's living room and has now grown to a national organization with membership in the "thousands." ACT will use the funding in preparing materials based on panel discussions at its International Festival of Children's Television (*Broadcasting*, April 8), initiating research into commercials and public service announcements aired during children's programming, expanding the facilities of its resource library and producing a nutrition education film. Ford Foundation grants to two public-interest law firms operating in the broadcasting field were announced earlier (*Broadcasting*, May 6, 13).

Lasker group takes over Avco rep arm

Group broadcaster on client list; no organizational changes planned

Sale of Avco Radio Television Sales Inc. by Avco Broadcasting Corp. to a group of the rep firm's employees headed by H. Peter Lasker, its president, has been agreed upon in principle.

John T. Murphy, president of Avco Broadcasting, who announced the agreement, said the firm would continue to represent Avco's television and radio stations under the new ownership. In addition to the Avco stations it represents seven TV and 54 radio stations.

Details of the projected transaction were not disclosed, but authorities close to it indicated it had been under discussion for some time.

Mr. Lasker said a half-dozen or more Avco Radio Television Sales people, including group heads and all other key employees, would be associated with him

in ownership of the company but that it was too early to identify them because discussions had not been completed. Mr. Lasker also said no organizational changes are planned for the company, which has offices in Chicago, Detroit, Los Angeles, San Francisco, Dallas and Atlanta in addition to its New York headquarters.

Avco stations are WLW(AM) and WLWT(TV) Cincinnati, WLWC(TV) Columbus and WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WOAI-AM-TV San Antonio, Tex.; WWDC-AM-FM Washington; KYA-AM-FM San Francisco and WRTH(AM) Wood River, Ill. (St. Louis).

Television stations represented by the firm, in addition to those owned by Avco, are WBRZ(TV) Baton Rouge, La.; WPHL-TV Philadelphia; KTXL(TV) Sacramento, Calif.; WILX-TV Onondaga (Lansing), Mich.; WLVA-TV Lynchburg, Va.; KPLR-TV St. Louis and KEZI-TV Eugene, Ore.

New device may upgrade Nielsen accuracy

Station clearance monitors are on the way for affiliates

The television networks have made "substantial progress" on a system of automatic monitoring of station clearances. The system entails the placement at each affiliated station of a "black box" that can

read and respond to coded messages in network programs.

Jay Eliasberg, director of television research, CBS/Broadcast Group, advised CBS-TV affiliates last week that "we may well come to you some time next year for permission to install the black boxes."

A principal purpose of the system is to produce accurate clearance data that can be fed into A. C. Nielsen computers for network audience measurements. Nielsen meters report only the channel tuned and cannot identify the program. Stations must supply program schedules that can be consolidated with the tuning information. Mistakes are occasionally made.

A prototype of the new system's hardware will be tested later this year, Mr. Eliasberg reported. "This is a top priority project," he said.

Business Briefs

Quicker service. A. C. Nielsen Co. reports its Nielsen Television Index will provide weekday daytime network audience ratings three days sooner than previous scheduled delivery. Effective with report for week ending May 5, household audience estimates will be available following Friday morning. Ratings will be available to clients through access to computer data bank for print-out in their offices.

Help. CBS Radio Spot Sales has entered into an agreement with Environmental

Media Consultants Corp., New York, to assist advertisers in their radio communications problems. Tony Schwartz, head of firm, says association will enable them to approach advertisers and discuss how the electronic media affect their advertising and public service projects.

Authority on beauty. Helena Rubinstein Inc., New York, is launching advertising campaign on all three TV networks and in about 120 spot radio markets to position company as "the authority in cosmetics and beauty-treatment products." Agency for Helena Rubinstein is Kenyon & Eckhardt, New York.

Rock 'n' talk. J. Walter Thompson Co. is producing and distributing one-hour rock-talk show, *SpeakEasy*, on barter basis. JWT already has cleared series for late-night time periods (usually after midnight) in 40 markets, starting in early May and including WNBC-TV New York, WMAQ(TV) Chicago, WNAC-TV Boston, WWJ-TV Detroit and WRC-TV Washington. Barter advertisers, all JWT clients, are Lever Bros., Eastman Kodak, Warner-Lambert Pharmaceutical Co. and Sony Corp.

Ford buys Kuralt. Ford Motor Co. is sponsor for CBS Radio Network's *Exploring America '74* series, radio tour of America, conducted by CBS News correspondent Charles Kuralt (On the Road), which premiered May 4 and 5. Thirty weekend broadcasts will describe points

Hallelujah.

CBS News is receiving a Peabody Award for its rewarding religious programming.

The Lutheran Layman's League congratulates CBS News and Executive Producer Pam Hlott for having been chosen to receive the prestigious Peabody Award for outstanding work on "Lamp Unto My Feet" and "Look Up and Live". Both of these programs have helped contribute to greater religious understanding among different faiths.

Pam Hlott has been particularly instrumental in keeping these programs up-to-date on the world-at-

large. CBS News has shown a willingness to use new, experimental approaches—from original Biblical ballets to modern dance; from the art of the old masters to the new schools. Because of this, the Bible has become a living, breathing teacher of the old beliefs and traditions for TV viewers.

For this, and so much more, the Lutheran Layman's League rejoices at the high quality of religious programming on CBS News.



THE LUTHERAN LAYMAN'S LEAGUE

April showers. Advertiser expenditures in network television in April rose 13% to \$191.9 million, the biggest monthly gain thus far this year and the largest April gain ever, according to figures compiled by Broadcast Advertisers Reports and being released today (May 20) by the Television Bureau of Advertising. The April increase gave the totals for the first four months of 1974 a 7.7% edge over the same period of 1973.

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

	April			January-April		
	1973	1974	% Chg.	1973	1974	% Chg.
Daytime	\$ 56,321.0	\$ 60,637.3	+ 7.7	\$223,258.5	\$239,334.3	+ 7.2
Mon.-Fri.	37,321.0	41,533.3	+10.7	151,943.7	160,876.5	+ 5.9
Sat-Sun.	19,000.0	19,305.0	+ 1.6	71,314.8	78,457.8	+10.0
Nighttime	113,405.2	131,226.6	+15.7	464,471.4	501,432.5	+ 8.0
Total	\$169,726.2	\$191,863.9	+13.0	\$687,729.9	\$740,766.8	+ 7.7

	ABC	CBS	NBC	Total
January	\$ 58,380.6	\$ 63,664.7	\$ 63,512.4	\$183,757.7
February	54,457.0	61,603.6	55,467.2	171,527.8
* March	61,142.2	69,623.0	62,652.2	198,617.4
April	55,285.2	72,288.7	64,290.0	191,863.9
Year to date	\$227,265.0	\$267,580.0	\$245,921.8	\$740,766.8

* Revised.

of interest and vacation spots. Agency is Kenyon & Eckhardt, Detroit.

First jam lovers. First of four "California Jam" programs, being broadcast by ABC May 10, May 24, June 7 and June 21 as *In Concert* offerings, was sold out. Sponsors: Gillette, Pepsi-Cola, Warner-Lambert, Mennen, Whamo (Frisbees), and Love Cosmetics. Twelve-hour rock festival at Ontario, Calif., April 6

with 200,000 attending was produced by ABC Entertainment.

International briefing. Foote, Cone & Belding has set up Sony videocassette system with facilities in 20 company offices in U.S., Europe, Australia, Canada, Mexico and Caribbean. First cassette, mailed out from New York last week, is 46-minute sampler of agency's latest commercials.

It's now Reeves Cinetel

Acquisition of Teletape Corp. results in new \$10-million firm

Teletape Corp. and Reeves Cinetel Inc., described as the oldest independent U.S. companies in the audio and video programs and commercials fields, have been united through acquisition of Cinetel by Teletape, the two New York companies announced last week.

Hazard Reeves Sr., chief owner of Reeves Cinetel, becomes chairman of the new organization, which officials said is being tentatively called Reeves Teletape, and Richard B. Riedel, chairman and chief executive of Teletape, becomes president and chief executive while John J. Natale, president of Teletape, becomes executive vice president and chief operating officer. Alexander Korwek, financial vice president of Reeves Cinetel, is vice president for finance and treasurer, and Rose E. Singer of Teletape is secretary of the new company.

Financial details of the transaction were not immediately disclosed but presumably will be made public later since Teletape is a publicly owned company. Its shares are traded over the counter at prices that were recently in the 37½-cent range.

Mr. Riedel said that "consolidation in all departments will bring about a more efficient operation" and result in a \$10-million-plus firm handling commercials



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and programs in broadcasting, audio-visual systems with a full line of hardware, and software communications services for business and industry.

Telethon cut rates chill CBS affiliates

Specifics of Dem's 21-hour broadcast spelled out at Los Angeles sessions

CBS-TV affiliated stations reacted with grudging acceptance last week to news that the Democratic National Committee had bought 21 hours on their network for a national telethon (BROADCASTING, May 13). They hated the notion of clearing that much time for a network broadcast, at radically reduced compensation, but, as one said: "I'm not about to reject the Democrats at this point."

The party had been reported to be paying \$1.1 million for the 21 hours of national network time. Compensation re-

portedly will be calculated at similarly depressed rates.

Frank M. Smith Jr., CBS-TV vice president, sales, reported to the affiliate convention in Los Angeles last week that the telethon would be aired from 10 p.m. Saturday, June 29, to 7 p.m. the next day. It will be off the network at 11-11:30 p.m. Saturday to permit stations to broadcast local news. A local spot may be placed at each station break.

Mr. Smith told the stations they were free to negotiate with local and state Democratic committees for charges on local cut-ins that will be woven into the national telethon. The national committee has guaranteed that no candidates will appear on local cut-ins, so that the equal-time law will not apply. He said, however, that Senator George McGovern (D-S.D.) and Governor George Wallace of Alabama, both running for re-election, may appear on the network show. Provisions will be made for stations in the affected areas to cut away.

BAR reports television-network sales as of April 28

ABC \$232,296,300 (30.7%), CBS \$263,132,100 (36.1%), NBC \$241,673,600 (33.2%).

Day parts	Total minutes week ended April 28	Total dollars week ended April 28	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	76	\$ 497,100	1,081	\$ 7,261,400	\$ 7,860,300
Monday-Friday 10 a.m.-6 p.m.	1,012	8,881,200	16,840	149,876,300	142,413,600
Saturday-Sunday Sign-on-6 p.m.	330	4,813,300	4,908	78,457,800	71,314,800
Monday-Saturday 6 p.m.-7:30 p.m.	97	2,135,600	1,665	38,440,800	35,150,000
Sunday 6 p.m.-7:30 p.m.	22	443,100	268	6,708,400	7,063,200
Monday-Sunday 7:30 p.m.-11 p.m.	390	23,394,000	6,615	402,969,200	380,590,000
Monday-Sunday 11 p.m.-Sign-off	169	2,533,900	2,736	44,388,100	38,235,900
Total	2,096	\$42,698,200	34,113	\$ 728,102,000	\$ 682,627,800

BAR reports television-network sales as of May 5

ABC \$235,299,800 (30.5%), CBS \$279,589,100 (36.3%), NBC \$255,612,600 (33.2%)

Day parts	Total minutes week ended May 5	Total dollars week ended May 5	1974 total minutes	1974 total dollars	1973 total dollars
Monday-Friday Sign-on-10 a.m.	77	\$ 496,700	1,158	\$ 7,758,100	\$ 8,363,300
Monday-Friday 10 a.m.-6 p.m.	1,018	9,052,800	17,859	158,929,100	150,469,100
Saturday-Sunday Sign-on-6 p.m.	332	5,151,800	5,241	83,609,600	75,942,900
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,041,000	1,764	40,481,800	36,823,200
Sunday 6 p.m.-7:30 p.m.	16	329,700	284	7,038,100	7,254,700
Monday-Sunday 7:30 p.m.-11 p.m.	381	21,647,400	6,997	424,616,600	399,973,700
Monday-Sunday 11 p.m.-Sign-off	176	3,680,100	2,912	48,068,200	41,476,500
Total	2,099	\$42,399,500	36,215	\$ 770,501,500	\$ 720,303,400

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

AMA honors. 1973 Journalism Awards of American Medical Association, Chicago, included first places for William E. Shermer, writer for WEEI(AM) Boston for editorials on alcoholism, drug abuse, ambulance service, crib deaths and other health subjects; Mariellen Gallagher, reporter for WCAU(AM) Philadelphia, for documentary series *Abortion: An Investigative Report*, in which Miss Gallagher posed as prospective patient to investigate area abortion clinics; CBS-TV, for its *CBS Reports: A Boy Named Terry Egan*, documentary about family with autistic child and which featured Daniel Schorr as correspondent with Isaac Kleinerman and Burton Benjamin as producer and executive producer, respectively.

Writers accord. Negotiators for National Association of Broadcast Employees and Technicians and NBC reached agreement on terms of reopening clause in contract expiring on March 31, 1976, averting threat of strike by writers, field producers and editors of news programs in New York. Subject to ratification by members, NABET has agreed to package providing increases from \$300 weekly to \$320, effective April 1, 1973; \$340 on April 1, 1974, and \$360 on April 1, 1975, for experienced news personnel. Provisions retroactive to April 1, 1973.

Right hand bans left. Washington Post Co. barred camera crew from its own TV station, WTOP-TV Washington, and *Washington Star-News* photographer from covering firm's annual stockholders meeting May 8. WTOP-TV broadcast confrontation in which reporter was told he could cover meeting with tape recorder, but that cameras would be disruptive. During meeting Post Chairman Katharine Graham expressed dismay at action and said later it is inconsistent for news company to obstruct news coverage of its own meeting. "It will never happen again." Post spokesman said the next day.

UPI gains in '73. UPI served 3,627 radio and television stations in U.S. at end of 1973, net gain of 156 over 1972, according to annual progress report. Report shows that UPI Audio Network is growing and now supplies 745 radio stations with its 24-hour, seven-day voice reports, and UPI Cable Newswire serves 86 systems in U.S.

That's the way it is. NBC-TV is not claiming that John Chancellor has usurped Walter Cronkite's position as the trusted uncle Americans seek out when they want to be consoled about bad news, but the *NBC Nightly News* has beat the *CBS Evening News* in the national Nielsens three out of the last four weeks. In the most recent week, May 6 through May 10, NBC notched an over-all 12.6 rating and 28 share, compared to CBS's 11.6 rating and 26 share (and ABC's 10.1 rating and 22 share). NBC's research people claim that these are the network's best news-show numbers since April 1970.

Salant meets critics head-on in Los Angeles

CBS News president rejects charges against objectivity of division, but there are indications that some affiliate dissatisfaction persists

In a major policy speech to CBS-TV affiliates, Richard S. Salant, CBS News president, last week defended the objectivity of his division's programming, which some affiliates have openly criticized as containing a liberal slant.

He also asserted the right of CBS News to maintain its journalistic independence. "It is a harsh but inevitable fact," said Mr. Salant, "that news judgments must be unilateral, can't be shared, can't be delegated outside the news organization, and can't be put to a committee vote."

He told the affiliates that he made that statement recognizing that "we are completely dependent on you—that it is only through your courtesy, kindness and permission that what we have to show and tell gets to your public at all." The condition, he said, makes for a "fragile, delicate and, I'm afraid, sometimes uneasy relationship."

There were indications that the relationship had been only partly eased by his concededly eloquent speech. After his appearance several influential officials of stations and station groups expressed regret that he had not been conciliatory. At a closed meeting that preceded Mr. Salant's appearance the affiliates had voted a resolution that stopped short of the endorsements that were accorded by similar resolutions to other executives of CBS and the network. Though others were variously commended, applauded and thanked, Mr. Salant was extended "our warm felicitations" for his "remarkable resiliency during the stress of chaotic times in our history."

If some affiliates remained cool to CBS News, it was not for lack of romancing. The division's whole command—Bill Small, Bill Leonard, Gordon Manning—went to Los Angeles with Mr. Salant to mingle with affiliates. Walter Cronkite was there for the reception and banquet Wednesday night. Dan Rather, object of more criticism than any other correspondent, spent all of Wednesday meeting station officials and was at the banquet. Hughes Rudd, whose morning news program could use more clearances, also flew in for the final day.

At the outset of his speech Mr. Salant dealt with the criticism aroused by an exchange between President Nixon and CBS White House correspondent Rather during a news conference held at the National Association of Broadcasters convention last March (BROADCASTING, March 25). "My position has been pretty fully set out in print," said Mr. Salant, referring to correspondence between him and Ray Johnson, KMED-TV Medford,

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Ore., published in **BROADCASTING**, April 8. "Summing it all up, I, and all of us, including Dan Rather, wish it hadn't happened . . . and, having happened and been thoroughly debated, that we could now put it behind us." Mr. Salant said he remained convinced that "Dan Rather is a superb journalist."

As to Watergate coverage, which "a number of people out there" think has been overemphasized, it is a story of "immense importance—certainly the major peacetime story of this generation and quite possibly in the entire history of the United States," Mr. Salant said.

"As for the fairness, balance and accuracy of our Watergate coverage," said the CBS News president, "naturally, I think we've done all right. . . . We'll just have to leave the verdict to history."

He said he had received mail criticizing CBS News for favoring Mr. Nixon in its Watergate stories. "Which simply serves as a reminder," said Mr. Salant, "that in this glorious, nonhomogenized nation of ours there are hugely contrasting views."

CBS News will stay with the Watergate story, Mr. Salant said, "as long as it remains a major one." He expressed delight at the opening of impeachment hearings by the House Judiciary Committee to live broadcast coverage, which will be rotated among the television networks, and the hope that future impeachment proceedings, if held, would similarly be opened.

"It would be a tragedy," he said, "if only a couple of hundred elite and lucky persons who know somebody who knows somebody could attend these public hearings, with all the rest of us barred."

Mr. Salant took issue with critics who have said that networks are losing credibility through biased presentations. The fact is, he said, that "study after study shows that television news and network television have a pretty high degree of credibility."

He cited a number of surveys: One by Opinion Research Corp. for *TV Guide* in the 1972 election-period—finding that a "substantial majority of the public thought that network news reporting was unbiased" and that the minority was "split pretty evenly" between those thinking the bias was liberal and those thinking it conservative—he called "the most comprehensive study."

Others included an ORC study made last fall after the President, in a press conference, called network news outrageous and distorted. In that, 57% disagreed with the President and 30% agreed. At about the same time a California poll by Field Research Corp. found 67% disagreeing with the President and 31% agreeing. An ABC-commissioned survey by Lieberman Research found 59% disagreeing with the President, about a third agreeing.

"And so," said Mr. Salant, "those of you who are alarmed about what's happening to our credibility might take some comfort from what seems to be the unanimous findings of the more scientific public-opinion surveys, indicating that what may appear to some of you to be

serious credibility problems are not that bad after all."

(A prominent affiliate, in a private aside after the speech, observed: "I don't know why those figures should set Dick's mind at rest. About a third of the people are consistently saying networks are biased.")

Whatever the credibility score, said Mr. Salant, "there are limits beyond which no honest, professional journalistic organization can go in pursuing credibility." And "however desirable credibility is, we cannot pursue it at all costs."

The function of an editor, said Mr. Salant, "has to be something more than wetting his finger to find out what way the popular winds are blowing—and then sailing in that direction."

CBS News abandons tote boards for covering national elections, will use graphics displays instead

CBS-TV affiliates last week were given a preview of how CBS News intends to cover the 1974 election returns. Bill Leonard, vice president and specialist in election coverage, said a new computer-driven display unit would be used this year to report tabulations and projections. It will replace the huge boards on which returns and estimates have previously been posted.

Coverage will begin at 7 p.m. New York time and will "hopefully" conclude by 2 a.m. The network will program the first 23 minutes of each half hour, leaving the last seven for cutaways for local reporting. Affiliates will receive comprehensive samples of CBS graphics and set design so they may fit their own visuals into the network's.

Mr. Leonard said the network would estimate winners in races for Senate and governorships. "Since we began doing our own in-house estimating in 1968," he said, "we have called about 350 winners. Only nine have been wrong."

Cronkite stays at 30

However, Wood tells affiliates that longer format will be considered again if others expand their early news periods

CBS-TV has indefinitely postponed the expansion to 45 minutes of its half-hour *CBS Evening News with Walter Cronkite*, in the face of strong requests for it from some affiliates.

Last week Robert D. Wood, CBS-TV president, said the network would not move unless affiliates overwhelmingly demanded it. "Many of you want it," Mr. Wood said of the 45-minute form, "but as many of you don't." At a closed meeting of affiliates the next morning a show of hands signalled that a majority was willing to defer action, it was said.

Mr. Wood told the affiliates that CBS-TV would "reserve the right to reopen the subject" if another network indicated an intention to expand its early news. "We must remain competitive," he said. Even if the decision had been made now

to proceed with the expansion, Mr. Wood said, it could not have been effected until the beginning of the 1975-76 season.

Among the affiliates that have plumped for a 45-minute Cronkite program are some who regard that as a desirable alternative to hour-long network news that they believe is in prospect. In that view, the longer CBS delays the institution of the 45-minute format, the more certain it is that it and other networks will go to an hour of early evening news if they break out of the half-hour period.

News council rejects Mobil Oil's charge

Arbitration body says ABC News acted within right, but should not have called special 'primer on oil'; in separate action, Fuld criticizes White House failure to cooperate

The National News Council dismissed Mobil Oil Corp.'s complaint of bias and distortion against an ABC News documentary on the oil shortage, saying "the interests of free expression are best served by allowing full scope to a variety of views, very definitely including those that are one-sided."

The council's grievance committee, which on May 10 screened ABC's March 20 *Close-Up on Oil*, issued a statement concerning the dismissal of Mobil's complaint during the council's third regular meeting in New York (BROADCASTING, May 13). Mobil had submitted to the National News Council its 22-page list of alleged inaccuracies in the ABC documentary, which it called "vicious, inaccurate, irresponsible, biased and shoddily researched" (BROADCASTING, April 15).

Although exonerating ABC by proclaiming "no significantly misleading factual misstatements" in the hour-long documentary, the council did chastise the network for promoting the program as "basically a primer on oil" rather than a hard-nosed look at the manipulative aspects of the oil industry. "ABC was not under any obligation to give a scrupulously balanced presentation in any single program," the committee concluded. "It could, and did, select certain facts that pointed in one direction and omit others that pointed elsewhere. Its organization of facts presented, moreover, created one specific editorial impression: namely that government policy on oil has been manipulated over the years by the oil industry itself, to the detriment of the public interest and for its own private profit."

In a telegram to executives of leading American oil companies shortly before the March 20 documentary, ABC News invited oil industry reaction to the program, which was termed an introduction to the subject "designed to help Americans understand a highly charged and difficult problem . . . researched and executed from every conceivable point of view."

The council sympathized with Mobil's surprise in discovering that the documentary was not such a "primer." "In



Push came to shove. Senator Edward Gurney (R-Fla.) uses a cushion therapeutically—in this case for relief from the probing questions of WKCT(TV) Miami reporter Brian Ross (l) who covered the senator's appearance at a tourism conference in Orlando. Charged with violating Florida state election laws, Senator Gurney had "no comment" on his indictment.

cultivating that impression," the grievance committee concluded, "ABC was professing adherence to a standard higher than was required of it and higher than it in fact achieved."

In other actions, the council dismissed four of six specific complaints against broadcast news (BROADCASTING, May 13). Upheld was a viewer's complaint against NBC-TV's *Nightly News* story about a presidential visit to Huntsville, Ala. on Honor America Day, which also was Washington's Birthday. The council made note of the fact that NBC had not broadcast a correction of its story. Council Executive Director Bill Arthur has been corresponding with NBC News President Richard Wald on the complaint.

Also upheld was a complaint from a former newscaster of Mutual Broadcasting against MBS's journalistic involvement in a promotional football luncheon event (BROADCASTING, May 13). The council will hold a public hearing on that complaint.

In another action, the news council through its chairman, Judge Stanley H. Fuld, voiced a complaint of its own against the continued lack of cooperation from the White House in the council's attenuated efforts to formally study President Nixon's Oct. 26, 1973, press conferences charges that the news media, particularly television, were "outrageous, viscous and distorted" in their coverage of the president (BROADCASTING, Nov. 5, Dec. 10, 1973).

"We are at a loss to understand why, after the President and his subordinates have made these broad and general charges, they refuse to furnish the spe-

cifics, so that the council can analyze and study them with a view to making a finding concerning their accuracy and fairness." Judge Fuld told the council membership.

Wiley says FCC is fair with fairness doctrine

Chairman cites 109 rulings by commission in that area last year, says that amount indicates agency is not being overburdensome

To FCC Chairman Richard Wiley, probably the leading defender in government of the commission's fairness doctrine, "the ultimate answer" to the doctrine's continuing validity lies in the manner in which the commission interprets it. And he feels the commission has been reasonable in that regard.

The chairman, in an appearance last week before the School of Radio-Television of Ohio University, in Athens, was discussing the commission's role in broadcast journalism, and noted that the Communications Act has created a hybrid—a public resource licensed for use by private parties. Broadcast journalists, he said, "chafe" under government regulation; yet, he said, those who are licensed to use part of the "scarce and valuable" spectrum are required to operate in the interest of those in their service areas.

If the commission's interpretation of the doctrine "consistently rests on the premise that broadcasters basically can't be trusted to fairly administer such an

important responsibility and resource—that, instead, only the government somehow has the required omniscience in this area—then perhaps” the result will be the kind of second-guessing which will stifle the media’s desire to do creative programing, he said.

But the record, he added, demonstrates that the commission has not been guilty of that kind of regulation. He noted that the commission in the last fiscal year received 2,500 fairness doctrine complaints, but found it necessary to issue only 109 formal rulings—and that “no more than five” of them could be considered adverse to the licensee. “To me, these statistics reflect the continuing exercise of sound public policy,” the chairman said.

Mr. Wiley said he would like to see government stay out of the journalistic process “to the extent feasible.” And “sensible and intelligent regulation can play a very significant role in making this possible,” he said. But broadcasters, too, “must perform their part in the process,” he said—by putting truth first and avoiding bias and unfair reporting.

The talk to the Ohio University audience was Chairman Wiley’s second appearance before a college group in a busy day of traveling last Monday. At the Columbus, Ohio, airport, between planes on his way to Athens, he talked to Ohio State University communications students, who had driven out there just for the occasion.

Herschensohn defends executive privilege

Media-government panelists debate issue at U. of Florida session

When government and media come together, odds are the subject will turn to one dear to both—their treatment of each other. Such was the case when the University of Florida’s Center for Government Responsibility assembled five spokesmen from the White House, Congress and the press in Washington to talk about secrecy in government. The panelists: Senators William R. Brock III (R-Tenn.) and Lawton Chiles (D-Fla.); Representative William S. Moorhead (D-Pa.); Bruce Herschensohn, special assistant to the President; syndicated columnist Robert Novack, and ABC News commentator Frank Reynolds, the moderator.

The White House tape transcripts having been released the previous week, the session promised to be a free-for-all on executive privilege, with Mr. Herschensohn in the middle. But when Mr. Reynolds invited him to defend that doctrine, Mr. Herschensohn did not flinch. “I’m all for it,” he said, asserting that its use encourages presidential aides to give candid advice without fear of disclosure and that it seals information that, were it available to Congress, might be leaked. This drew a protest from Senator Brock, who argued that the legislature needs such sensitive information for its deliberations and that most congressmen are too responsible to leak it. Columnist Novack sharply criticized Mr. Herschensohn and his superiors for the use of executive privilege revealed in the transcripts. “It was used as a tool to keep the people from knowing information which served, if not illegal, certainly dastardly conduct,” Mr. Novack said.

Mr. Herschensohn defended the President’s release of the transcripts as “courageous” and suggested that public reaction might not have been so adverse “if in fact the media was not slanted in one general direction of political persuasion—to the left. Mr. Novack did not argue with this assessment. Indeed, he said, “I think the great internal problem of the media is its liberal bias. It has gotten out of kilter with what the ordinary people in the country think.” This disjointedness “makes it easier for people who want to repress the media to slip in,” he said, referring specifically to former Vice President Agnew. “I think the press would do well to reform itself.”

Mr. Reynolds indignantly interjected that the press often appears biased because it is in the position of having to report bad news, but “we should be able to ignore popular opinion in reporting the news.” And later, when Senator Chiles chided the media for being overly concerned for the First Amendment guarantee of freedom of the press (“it seems to me that the press thinks there is only one amendment”), Mr. Reynolds refused to budge. “In order for the press to be right the press has to have the freedom to be wrong,” he said. “The press

has to have the freedom to be biased. The press has to have the freedom to be slanted.”

But other panelists questioned whether, under FCC policy and White House pressure, the press has that much freedom. “There is no question that in the administration . . . there is a pressure campaign,” Mr. Novack said, noting challenges to Post-Newsweek license renewals and Justice Department initiatives against print-broadcast combines.

Senator Chiles is the sponsor of the “sunshine bill,” legislation that, with exemptions for national security and other matters, would open meetings of congressional committees and federal agencies to the public and the media. The bill is based on a Florida law that has permitted newsmen and others to drag recalcitrant public officials into court to prevent them from closing meetings. The Senate Government Operations Subcommittee on Executive Reorganization is scheduled to consider the bill May 21 and 22, with appearances by Florida Governor Reuben Askew, pollster Lou Harris and Common Cause Chairman John Gardner in support of the measure.

But several of the panelists, particularly the newsmen, were not enthusiastic about the value of sunshine legislation. “We cannot be sanguine about how much good open meetings will do for us,” Mr. Reynolds said. “We had an open meeting every day in Saigon—the five o’clock follies,” the regular military briefings that reporters said more often obscured rather than disclosed the truth. And when Senator Chiles suggested that the press is apathetic toward his bill because it may cheapen the value of leaks, Mr. Novack agreed, saying he would rather cover a closed meeting than an open one: “It’s less time-consuming, it takes more individual initiative, and it’s more fun,” he said. He added that he didn’t think sunshine bills get to the real problem of government secrecy, noting that few, if any, of the scandals uncovered in the past by the press came out of open meetings or, for that matter, from official closed meetings.

Scripps-Howard honors

Three television stations and one radio outlet have received awards from the Scripps-Howard Foundation for outstanding accomplishment in the communications field in 1973.

First prize in the broadcast division of the awards was captured by KGW-TV Portland, Ore., for its 82-minute documentary, *Death of a Sideshow*, which depicted life in a “skid row” area of the city. The station received \$2,500.


The second prize of \$1,000 was given to KOOL-TV Phoenix for a public affairs program, *Peoria: Two Schools of Thought*, which dealt with a conflict in the Peoria school district between elderly taxpayers and young parents. There were two third prizes of \$500 each: KAKE-TV Wichita, Kan., for its reports on unsanitary conditions in local restaurants and KDKA(AM) Pittsburgh for a civic campaign: *Pittsburgh: Something Special*.

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Somewhat redone OTP cable bill now in OMB mill

New draft differs from original in being closer to cabinet report in two areas: separating program control from system ownership at 50% penetration and provision for lifting antisiphoning

The Office of Telecommunications Policy draft bill aimed at implementing the report of the Cabinet Committee on Cable Television has entered the administration's clearance process, but in a form somewhat altered from that in which it first was exposed to public scrutiny.

OTP officials said last week the draft was submitted May 10 to the Office of Management and Budget, which is in charge of the process by which administration measures flow to Congress. They also noted that some changes were made in response to criticisms expressed by industry and public-interest groups among whom it was circulated.

The bill's principal function is to divide jurisdiction over cable between the FCC and one level of nonfederal government—state, local or some other; the bill does not specify. And it continues to look to the eventual separation of ownership from control of program content.

But the new draft adheres more closely than the original to the cabinet committee report in that it speaks of the establishment of an "evolutionary" plan, one that would provide for such separation when "a substantial number of the nation's homes are connected to cable systems." The report, however, used a specific penetration standard—50%.

At the same time, the new version makes it clear, as the original did not, that cable system owners would be permitted to operate "a minimum" of two program origination channels. However, operators opting for program origination would be required to establish a separate corporation to perform that function, and it would be subject to the same conditions applying to other channel programmers.

The new draft is also more in tune with the cabinet committee report than the original in the recommendation that the commission eventually be barred from imposing restrictions on the pay cable operations. The draft now under consideration says that such restrictions may be retained for the time being, but adds that the commission is to review such regulations periodically "in accord with the intent of this title that the public be afforded the full benefit of such program originations as can be provided or offered over cable systems." In that connection, the draft explicitly refers to sports programs among the "entertainment program originations" covered. The original draft was silent on the eventual disappearance of antisiphoning regulations.

The cabinet committee report recom-

mended that antisiphoning restrictions on professional sports programming remain in effect until Congress determines that they should be lifted. The commission's other antisiphoning restrictions would remain in force until cable becomes a "more industry"—with 50% penetration.

The new version, in addition, reflects acceptance of the criticism some observers made of the earlier one regarding its requirement that the nonfederal local authority that regulates cable has the power to assure the cable systems' reasonable access to common-carrier and public-utility company poles and ducts. The comment was that, in most states, only the public utilities commission has that power and that, as a result, Congress would in effect be picking them to regulate cable. To avoid that problem, without giving up the goal of assuring cable systems reasonable access to poles and ducts, the new draft would authorize the FCC to adopt rules to insure cable's non-discriminatory access to those facilities.

One other new element in the draft involves media crossownership. The new version, like the old, would permit the commission to bar the crossownership of cable systems and television stations or networks. But a new section would prohibit the commission from barring cable crossownership involving newspapers or magazine publishers.

Some of the language in the new draft, as well as in an accompanying draft analysis and draft letter to House Speaker Carl Albert (D-Okla.) appears designed to meet some of the criticism of cable industry figures who seemed to feel the original draft did not reflect a strong enough national commitment to the development of cable.

The letter to Representative Albert, for instance, says that the purpose of the new measure "is to further the original mandate of the 1934 [Communications] Act by facilitating the provision of new communications services to the public through the creation of a regulatory framework for cable that will enable the orderly integration of this new technology into the nation's communication systems in a manner consistent with the fundamental principle of fostering a free flow of information to an informed citizenry."

Cities 'appalled' by FCC intrusion in cable regulation

Primary concern: federal limitations on percentage of fees they may share

City officials attending an Orlando, Fla., conference on cable television expressed serious concern over what was identified as a "pervasive federal scheme" to preempt most areas of cable regulation.

The conference, attended by representatives of 22 cities—including New York, Dallas, Atlanta and Birmingham, Ala.—was sponsored by the National League of Cities. And to a man, according to Frank Young, NLC's cable coordinator, the participants were "appalled at the attitude of the commission. There was a strong feeling that the cities have no voice at all at the commission."

The catalyst of that concern was the FCC's issuance last month of a "clarification" of its present cable rules, in which the agency declared a strong intention to limit nonfederal governments' participation in regulating that medium (BROADCASTING, April 22). Foremost among the participants' concerns, Mr. Young said, were the commission's deliberations in the areas of CATV franchise fees (which the agency proposes to limit) and auxiliary cable services (whose regulation of the commission has essentially designated for itself).

Regarding the franchise-fee controversy, Mr. Young reported that the delegates expressed "very serious concern of the side effects of this." If a federal precedent is established whereby cities would be prohibited from regulating fees they derive from cable operators, the delegates reasoned, what is to keep other city franchisees—such as taxi drivers—from demanding the same type of protection?

That area has been a sore point with Morris Tarshis, New York's director of franchising, and he emphasized his concern at the Orlando conference. Asserting that cities should be free of federal hindrance in determining what fees

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should be levied on cable operators, Mr. Tarshis noted that New York's franchise agreement with its two cable systems provides for the city to claim as much as 25% of the revenues derived from pay cable operations. And, Mr. Tarshis indicated, other cities might consider similar provisions.

Another city official not present at the meeting, Boston Mayor Kevin White, joined the anti-FCC bandwagon via telegram. "I am appalled at the new FCC proposed rule-making and clarifications, particularly those concerning length of franchises, municipal fees and rate regulation," said Mr. White, who achieved notoriety in the cable industry last year when he indefinitely rejected cable service in his city. That action was taken, Mayor White told delegates, "because of many economic, technological and regulatory factors already frustrating the development of systems that truly serve urban needs." The commission's proposals, Mr. White added, "further reduce the ability of cities to effectively meet those needs. I expect that the enactment of the FCC proposals will prolong the postponement of cable in Boston, and lead other cities to join us in saying 'no' to cable."

David Kinley, acting chief of the commission's Cable Television Bureau, defended the cable clarification as reflective of pre-existing policies. Repeating a progress report on the bureau's evolution which he gave during the National Cable Television Association convention last month, Mr. Kinley noted that the processing time for certificate of compliance applications is now down to four months, and that he hopes to cut another 30 days off that process.

NCTA Vice President Wally Briscoe, a panelist at the Orlando conference, solicited city support in the association's effort to purge the sports blackout provision from pending copyright legislation (see page 27). Apparently, he met with some success. Many of the delegates, Mr. Young observed, declared publicly and privately that the potential threat to the cable industry as specified in the blackout provision is "appalling."

But the primary target of the cities' ire, Mr. Young emphasized, was the FCC rather than Congress. "They were amazed at how narrow-minded the commission could be," he said. "They just don't want to hear the other side."

NATO wants stiffer FCC reporting rules for pay cable operations

Seeking more ammunition for its arsenal in the war against pay cable TV, The National Association of Theater Owners has asked the FCC to require that cable owners notify the commission within 30 days of their initiation of pay programming and report how much they are charging.

The FCC presently does not receive data on the size and number of pay systems in the country, NATO said in a

petition for rulemaking, and it needs such information to effectively regulate the industry. "Without such hard data," NATO argued, "commission judgments in this area must . . . remain 'intuitive,' and the promulgation and implementation of effective regulations will not be possible. The commission will be forced to rely on speculation and conjecture in attempting to evaluate cable pay TV."

The association further observed that the proposed rule would benefit NATO and similar interests, which it said must now rely on BROADCASTING and like publications for the information they need to "to validly assess the competitive threat that pay TV poses." Such benefit would accrue to the FCC in the long run, NATO said, because without the information "the various interested parties themselves will be unable to provide informed comments to the commission and the commission itself will be unable to evaluate the relative merits of the comments it receives."

NATO also suggested, in a footnote, that the FCC might want to take the further step of requiring, through a "slight modification" of its annual reporting regulations, that cable systems provide specifics on the "number of channels, number of subscribers, hours per specified week and rates charged on each pay cable system."

AMST sees loopholes in nonduplication exemption, seeks reconsideration

Association asks FCC to take another look at rule as it affects cable systems with under 500 subscribers; it feels there are too many chances for abuse

The Association of Maximum Service Telecasters has asked the FCC to reconsider and rescind the rule it adopted last month exempting cable television systems with fewer than 500 subscribers from the regulation requiring them to afford local stations nonduplication protection for network programs. At the very least, AMST says, the commission should modify the rule to make sure it is not used by systems with more than 500 subscribers to "avoid their obligation to provide nonduplication."

AMST, in a petition filed last week, disputed the rationale cited by the commission in adopting the rule—that systems with fewer than 500 subscribers could have only negligible impact on broadcasters and that the costs of complying with nonduplication requirements will adversely affect smaller systems. AMST said data filed in the rulemaking contradicts both assumptions.

In any case, the rule as written contains loopholes that would enable systems to violate its intent, according to AMST. It refers to "integrated" or "conglomerate" CATV operations "which have many more than 500 subscribers spread over several distinct 'communities,'" to "a new system" with fewer than 500 subscribers but located in a

community large enough to indicate the subscriber level will top 500, and to communities served by separately owned systems, some of which do not have 500 subscribers.

To deal with these situations, AMST suggests that the commission deny the exemption to systems that operate in (a) a community with population of more than 2,000 or (b) in a community which has one or more other systems when the combined subscriber count equals or exceeds 500.

AMST also cited what it saw as a procedural problem. It noted that only the cable system operators themselves know how many subscribers they have, and that their reports on subscribers are only filed annually. To deal with that, AMST says that systems seeking to invoke the exemption should be required to certify in affidavit form the number of subscribers they have within 15 days of receiving a request for nonduplication from a station, and every 30 days—"certainly no less than every 60 days"—thereafter for as long as they want the exemption.

In a separate matter dealing with the nonduplication rules generally, AMST suggested that procedural problems involved in implementing them could be dealt with by a committee composed of representatives of the broadcast and cable television industries. AMST's executive director, Lester W. Lindow, made the suggestion in a letter to FCC Chairman Richard Wiley, in connection with the commission's inquiry and rulemaking on revising the network nonduplication procedures (BROADCASTING, April 8).

Mr. Lindow's letter dealt with the question in the commission's notice which asked what improvements can be made in dealing with the "procedural aspects of the rules concerning timing and sufficiency of program notices and schedules required to be supplied" to cable systems by stations requesting exclusivity.

After asserting that "some CATV interests, of course, are more interested in scuttling the commission's network program exclusivity requirements than in working in good faith" to see that they are implemented in the public interest, Mr. Lindow said that "substantial numbers of CATV system operators are not attacking" their nonduplication obligations and that many broadcasters and cable systems have in fact worked out mutually satisfactory means for carrying out the rules in a way that best serves the public interest.

"A small advisory committee could systematically solicit and draw upon these experiences and techniques so that they could be widely known," Mr. Lindow added. He also said such a committee could provide the basis for specific rulemaking proposals instead of the general "and open-ended question" the commission posed.

Mr. Lindow, who said AMST would be willing to participate in such a committee, said it should be limited to "six to 10 persons."

The sad story of the meeting that never was

NCTA board was surprised to find it would be meeting the President, and surprised again to find it wouldn't

Members of the National Cable Television Association's board of directors were canceling plane reservations to Washington last week after being told that a meeting between the board and President Nixon had been postponed—and then that the meeting had never been scheduled in the first place.

NCTA staffers had hastily contacted the board members two weeks ago to alert them of the apparent meeting which, according to one association source, took them "completely by surprise." The meeting, which had been "scheduled" for last Thursday (May 16) would have coincided with a planned gathering of NCTA's seven-man executive committee.

As the truth surfaced last week, NCTA and administration sources explained the confusion in bits and pieces.

It started two years ago, when Mr. Nixon held a roundtable discussion at the White House with a group of prominent broadcasters picked by Herbert Klein, then White House director of communications (BROADCASTING, June 26, 1972).

Hearing that the Chief Executive had provided an audience for broadcasters and their particular problems, some cable operators, according to one official of the industry, "got their noses out of joint." If the President could afford such treatment to the broadcast industry, the feeling went, he might also be persuaded to respond in kind on the cable side. Accordingly, NCTA staffers made appropriate soundings at the White House on the possibility of a meeting. Then they waited—and waited. Eventually, the issue was, for all practical purposes, forgotten.

But the prospect was resurrected—quite to the surprise of the industry—last month during NCTA's annual convention in Chicago (BROADCASTING, April 29). Richard Moore, former broadcaster and cable operator and now special counsel to the President, told the NCTA delegates that a meeting with the President could be imminent.

Mr. Moore's words appeared to be confirmed when, two weeks ago an unidentified White House official called the association with the news that Mr. Nixon had three open dates on his calendar in the coming week, one of which could be filled by an NCTA delegation. NCTA, reeling somewhat from the announcement, chose May 16.

After the staff spent a few hectic hours notifying the 27-member board of its impending visit to Washington, another call came from the White House last Monday (May 13). The meeting was off, said the caller. No other date was

currently available, the word went, but there was still a possibility of setting up a meeting in the future.

Later in the week, an administration source offered this bit of intelligence: Somebody at the executive mansion "jumped the gun" on extending the invitation.

NCTA's ultimate response to the developments was a mixture of relief and skepticism. Noting that the meeting has been "ostensibly" postponed, an association spokesman observed that NCTA would be quite willing to meet with Mr. Nixon at a future date—as long as the board's plans to be in Washington coincide with an open date on the President's calendar.

Cable Briefs

Deal denied. Pennsylvania Governor William Shapp has denied that he made "deal" with two Williamsport, Pa., city councilmen in 1971 to obtain 25-year franchise renewal for Williamsport cable system of which he was then chairman and largest owner. Governor, responding to *Philadelphia Bulletin* story which reported that Williamsport councilmen were given higher-paying state jobs after Citca Corp. (20,000 subscribers) received franchise renewal, denied complicity. "Nothing could be further from the truth," Mr. Shapp said. Citca, which Mr. Shapp controlled with Joseph L. Lecco (now head of state racing commission), was sold two months after franchise grant to Telesystems Corp., subsidiary of Communications Properties Inc., for nearly \$5.1 million—realizing substantial profit.

NATO still says no. Spokesman for National Association of Theater Owners says issuance of FCC ruling maintaining—among other things—that commission has pre-empted field of pay cablecasting "does not change NATO's position." Association has been encouraging local governments to go own way on pay, will continue to do so.

Building. Fundy Cablevision Ltd. said it will soon begin construction of potential 28,000-subscriber, 300-mile cable system serving St. John, N. B. System, ultimately providing 28 channels and two-way capability, is being designed by Network Analysis Corp., Glen Cove, N.Y. Cost is estimated at \$2.5 million.

Growing in Gary. Gary Communications Group, operator of nation's first black owned cable system (Gary, Ind.), has purchased assets of co-located cable system from Teleprompter Corp. for sum between \$500,000 and \$1 million. Transaction includes Teleprompter tower and grounds but not its cable plant, which is incompatible with GCG's. GCG will lease some portions of Teleprompter cable until its own plant extends into former Teleprompter service areas.

Cable victory. Arizona state legislation that authorizes cities and counties to franchise and regulate cable and prohibits state regulation of same has been signed into law. It becomes effective in 90 days. Law was pushed cooperatively by Ari-

zona Cable Television Association and Arizona League of Cities and Towns.

Cable TV programing. Satori Productions, New York, has acquired distribution rights to *Leslie The Shreve* children's TV series from Teleprompter Corp., New York, and will offer 80 half-hours to cable systems.

Connecticut measure to prevent pay cable is vetoed by governor

Meskill says bill is unconstitutional, self-serving to opponents of medium

Connecticut Governor Thomas Meskill has vetoed a bill—passed overwhelmingly by the state legislature—that effectively would have prohibited pay cable operations in that state. Calling the legislation unconstitutional, Governor Meskill noted that the FCC is the "supreme authority" in areas concerning pay cablecasting and that commission policies preclude actions such as the one taken by the legislature.

The bill (H-5496), which had been supported by broadcast and theater interests in the state and opposed by cable operators, passed both houses of the legislature by substantial margins despite warnings by the state attorney general's office that its provisions are pre-empted by FCC authority.

The legislation would have prohibited cable systems from using existing utility poles in the state if the operator plans to charge any per-program fee other than the conventional monthly subscriber fee—which must be approved by the state public utilities commission. It would have further stipulated that no subscriber fees could be "based on any form of per-program charge."

In explaining his veto, Governor Meskill maintained that the bill "attempts to do indirectly what cannot be constitutionally accomplished directly."

In addition, the governor said, "the indirect results of this act would deprive the citizens of this state of the free choice in TV programs which might otherwise develop through the cable television industry."

While Mr. Meskill asserted that the constitutional foundation for the bill is "weak," he stated it "would have been more forthright" to "directly prohibit" cable systems from charging per-program fees, rather than attaching that implied prohibition to conditions regarding pole attachments and standard subscriber rates.

In any event, Governor Meskill indicated, the bill is of a self-serving nature, the beneficiaries being opponents of pay cable rather than the public interest: "While on its face this legislation would appear to be simply a restriction of the manner in which the cable operators may carry out their business," he said, "the proponents of the bill will admit the fact that the intent of the act is to construct an economic barrier that will prevent the development of pay cable television in Connecticut."

The Broadcasting Playlist™ May 20

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	Loco-Motion (2:45) Grand Funk—Capitol	1	2	1	1
2	2	The Entertainer (2:57) Marvin Hamlisch—MCA	2	1	2	3
7	3	The Streak (3:15) Ray Stevens—Barnaby	3	3	5	5
3	4	Dancing Machine (2:29) Jackson Five—Motown	4	6	4	2
4	5	The Show Must Go On (3:29) Three Dog Night—ABC/Dunhill	5	4	3	4
8	6	Midnight at the Oasis (3:36) Maria Muldaur—Reprise	9	5	8	6
5	7	TSOP (3:18) MFSB—Phila. Int'l.	6	7	6	10
12	8	I've Been Searching So Long (4:19) Chicago—Columbia	8	8	7	8
6	9	Bennie and the Jets (5:00) Elton John—MCA	7	11	9	11
10	10	Band on the Run (5:09) Paul McCartney & Wings—Apple	10	10	11	7
17	11	You Make Me Feel Brand New (4:45) Stylistics—Avco	13	9	10	9
9	12	Come and Get Your Love (3:30) Redbone—Epic	12	13	14	12
14	13	The Best Thing That Ever Happened to Me (3:45) Gladys Knight & the Pips—Buddah	11	12	13	14
13	14	Tubular Bells (3:18) Mike Oldfield—Virgin	14	14	12	13
11	15	Hooked on a Feeling (2:54) Blue Swede—EMI	16	16	15	16
20	16	I Won't Last a Day Without You (3:47) Carpenters—A&M	15	15	17	17
25	17	Billy Don't Be a Hero (3:25) Bo Donaldson & the Heywoods—ABC/Dunhill	19	17	16	15
21	18	Just Don't Want to Be Lonely (3:31) Main Ingredient—RCA	17	18	19	18
22	19	Sundown (3:37) Gordon Lightfoot—Reprise	18	19	18	19
23	20	Oh Very Young (2:33) Cat Stevens—A&M	20	20	20	21
32	21	Help Me (3:22) Joni Mitchell—Asylum	22	21	21	22
26	22	For the Love of Money (3:45) O'Jays—Phila. Int'l.	23	22	22	20
24	23	My Girl Bill (3:12) Jim Stafford—MGM	21	23	23	23
19	24	Don't You Worry 'bout a Thing (3:40) Stevie Wonder—Tamla	26	24	24	24
31	25	Star Baby (2:37) Guess Who—RCA	25	25	25	25
18	26	Oh My My (3:39) Ringo Starr—Apple	24	26	27	27
16	27	Sunshine (3:18) John Denver—RCA	27	28	26	28
39	28	Daybreak (3:03) Nilsson—RCA	29	30	28	29
—	29	Rock the Boat (3:05) Hues Corp.—RCA	28	29	29	31
47	30	Be Thankful (for What You Got) (3:25) William DeVaughn—Roxbury	31	27	30	26
51	31	Save the Last Dance for Me (2:58) De Franco Family—20th Century	36	31	31	30
40	32	Have't Got Time for the Pain (3:25) Carly Simon—Elektra	34	32	34	33
28	33	Let It Ride (3:33) Bachman-Turner Overdrive—Mercury	37	39	32	32
27	34	The Lord's Prayer (2:59) Sister Janet Mead—A&M	35	35	33	35
15	35	I'll Have to Say I Love You in a Song (2:30) Jim Croce—ABC/Dunhill	33	33	35	38
30	36	Keep on Singing (3:03) Helen Reddy—Capitol	30	36	36	42
29	37	Seasons in the Sun (3:24) Terry Jacks—Bell	32	38	42	34
38	38	You Won't See Me (3:07) Anne Murray—Capitol	38	34	38	36
37	39	If You Love Me (Let Me Know) (3:12) Olivia Newton-John—MCA	40	41	37	45
53	40	The Air That I Breathe (3:33) Hollies—Epic	43	42	40	37
—	41	The Same Love That Made Me Laugh (3:23) Bill Withers—Sussex	50	40	43	40

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
34	42	Lookin' for a Love (2:37) Bobby Womack—United Artists	42	46	41	46
69	43	I'm in Love (2:48) Aretha Franklin—Atlantic	52	37	44	41
42	44	Jet (2:48) Paul McCartney & Wings—Apple	41	65	39	59
33	45	Mockingbird (3:45) Carly Simon & James Taylor—Elektra	39	66	59	39
—	46	Train of Thought (2:34) Cher—MCA	46	53	45	50
49	47	Another Park, Another Sunday (3:39) Doobie Brothers—Warner Brothers	47	51	47	48
35	48	I'm a Train (3:16) Albert Hammond—Mums	45	49	48	58
52	49	If You Wanna Get to Heaven (3:04) Ozark Mtn. Daredevils—A&M	48	54	51	54
48	50	One Hell of a Woman (2:52) Mac Davis—Columbia	51	45	56	56
41	51	Piano Man (4:30) Billy Joel—Columbia	49	60	46	55
44	52	Hollywood Swinging (4:35) Kool and the Gang—Delite	62	43	58	43
45	53	Standing at the End of the Line (2:45) Lobo—Big Tree	59	44	49	57
36	54	A Very Special Love Song (2:44) Charlie Rich—Epic	44	57	57	68
59	55	Rikki Don't Lose that Number (3:58) Steely Dan—ABC/Dunhill	58	52	55	51
60	56	LaGrange (3:15) Z. Z. Top—London	57	62	50	47
56	57	Payback (3:30) James Brown—Polydor	65	50	52	44
—	58	Rock & Roll Heaven (3:23) Righteous Brothers—Haven	53	58	53	61
—	59	Finally Got Myself Together (3:05) Impressions—Curtom	63	47	60	52
58	60	I'm a Yoyo Man (2:46) Rick Cunha—GRC	55	55	64	49
57	61	Keep It in the Family (2:47) Leon Haywood—20th Century	64	47	62	53
54	62	Dance with the Devil (3:32) Cozy Powell—Chrysalis	60	63	54	63
68	63	Already Gone (3:39) Eagles—Asylum	61	56	63	62
63	64	My Mistake Was to Love You (2:55) Diana Ross and Marvin Gaye—Motown	54	59	65	67
43	65	Tell Me a Lie (2:59) Sami Jo—MGM South	56	63	61	69
—	66	One Chain Don't Make No Prison (3:27) Four Tops—ABC/Dunhill	74	67	66	70
66	67	Thanks for Saving My Life (2:57) Billy Paul—Phila. Int'l.	67	71	72	74
64	68	Dark Lady (3:26) Cher—MCA	66	71	68	*
75	69	Billy Don't Be a Hero (3:25) Paper Lace—Mercury	68	*	70	71
72	70	Teen Angel (2:20) Wednesday—Sussex	73	74	67	73
—	71	Son of Sagitarus (3:12) Eddie Kendricks—Tamla	*	75	75	66
—	72	Nothin' to Lose (3:05) Kiss—Casablanca	71	*	69	*
—	73	Radar Love (2:53) Golden Earrings—MCA	*	*	71	64
65	74	A Dream Goes on Forever (3:21) Todd Rundgren—Bearsville	69	68	*	*
—	75	Rock On (3:13) David Essex—Columbia	*	61	*	60

Alphabetical list (with this week's over-all rank): The Air That I Breathe (40), Already Gone (63), Another Park, Another Sunday (47), Band on the Run (10), Be Thankful (for What You Got) (30), Bennie and the Jets (9), The Best Thing That Ever Happened to Me (12), Billy Don't Be a Hero (17), Billy Don't Be a Hero (69), Come and Get Your Love (13), Dance with the Devil (62), Dancing Machine (4), Dark Lady (68), Daybreak (29), Don't You Worry 'bout a Thing (24), A Dream Goes on Forever (74), The Entertainer (2), Finally Got Myself Together (59), For the Love of Money (22), Haven't Got Time for the Pain (32), Help Me (21), Hollywood Swinging (52), Hooked on a Feeling (15), I Won't Last a Day Without You (16), If You Love Me (Let Me Know) (39), If You Wanna Get to Heaven (49), I'll Have to Say I Love You in a Song (35), I'm a Train (48), I'm in Love (43), I've Been Searching So Long (8), Jet (44), Just Don't Want to Be Lonely (18), Keep on Singing (36), Keep It in the Family (61), LaGrange (56), Let It Ride (33), Loco-Motion (1), Lookin' for a Love (42), The Lord's Prayer (34), Midnight at the Oasis (6), Mockingbird (45), My Girl Bill (23), My Mistake Was to Love You (64), Nothin' to Lose (72), Oh My My (26), Oh Very Young (20), One Chain Don't Make No Prison (66), One Hell of a Woman (50), Payback (57), Piano Man (51), Radar Love (73), Rikki Don't Lose That Number (55), Rock On (75), Rock the Boat (29), Rock & Roll Heaven (58), The Same Love That Made Me Laugh (41), Save the Last Dance for Me (31), Seasons in the Sun (37), The Show Must Go On (5), Son of Sagitarus (71), Standing at the End of the Line (53), Star Baby (25), The Streak (3), Sundown (19), Sunshine (27), Teen Angel (70), Tell Me a Lie (65), Thanks for Saving My Life (67), Train of Thought (46), TSOP (7), Tubular Bells (14), A Very Special Love Song (54), You Make Me Feel Brand New (11), You Won't See Me (38), ('I'm a) YoYo Man (60).

OTP again drops drop-in package in FCC's lap

Latest refinement of earlier proposal to add VHF assignments in top 100 markets suggests six different ways to slice the pie; range is from minimum of 33 to maximum of 69

The Office of Telecommunications Policy has returned to the attack in its effort to persuade the FCC to consider adding VHF channels to its table of assignments for the top 100 markets. Its first effort, last October, was blunted when its study purporting to show that 62 channels could be dropped into the top 100 markets without adversely affecting existing service was found to be riddled with errors.

Last week, however, OTP submitted the results of a new study to the commission, along with a request that the commission undertake its own study, "with the goal of making available the largest possible number of additional VHF outlets in the major markets." The request was made in a covering letter OTP Director Clay Whitehead wrote FCC Chairman Richard E. Wiley.

The OTP, asserting as it did last October that there is evidence to suggest that

existing distance-separation requirements are too conservative, employed three different sets of more relaxed criteria to come up with allocations tables containing up to 69 new channels in 47 markets, 49 channels in 34 markets, and 33 channels in 25 markets.

The OTP study, like its predecessor, is certain to stir controversy and generate efforts on the part of critics of short-spacing to find errors in it. The Association of Maximum Service Telecasters, which opposes proposals it feels will degrade the technical standards of existing stations, issued its own study last November which concluded that where OTP found room for 62 VHF drop-ins, the criteria used would in reality permit the addition of only eight (BROADCASTING, Nov. 26, 1973). AMST was going back to its own computers last Wednesday, is expected to mount a similar debunking effort in connection with the new proposal.

OTP has, in effect, been back at the drawing board reevaluating its work. But this time it obtained the cooperation of the FCC. It used the commission's data base of VHF assignments and the computer program provided by the commission staff. Its original study employed a trade publication's data base.

The commission's minimum-separation requirements call for 170-mile co-channel and 60-mile adjacent-channel separation in the Northeast; 190-mile co-channel and 60-mile adjacent-channel separations in the West, and 220-mile co-channel and

60-mile adjacent-channel separations in the South.

OTP's engineers obtained the largest number of drop-ins by reducing criteria for adjacent-channel separation by 15% and co-channel separation by 17.65%. (The additional 2.65% reduction in the latter separation assumes the use of precise frequency offset.) The second set of criteria involved the reduction of both co-channel and adjacent-channel separations by 15% (5% of that assumes the use of directional antennas). The least number of drop-ins would result if the separations were reduced by only 10%.

The OTP report also indicates additional drop-ins that would be possible if 14 existing VHF assignments for which constructions permits or licenses have not been granted were not fed into the computations. Under the 10% reduction criteria, 12 more channels could be added to eight markets; under the 15% reduction criteria, 13 more to eight markets, and under the 15% and 17.65% reduction criteria, 14 more to eight markets.

Mr. Whitehead, in his letter, said that many of the additional assignments could be located close enough to principal communities of the markets involved to provide city-grade service to the communities as required by the commission's rules. Where this requirement could not be met, Mr. Whitehead said, the channel could be assigned to an outlying community "and still provide substantial service to the principal community of the market."

A preliminary analysis of the latest



**Bill
Gavin's:
"Personal Pick"
&
"Top 40 Pick"**

**The Single:
"Love To Lose Again"**

**From The Album:
"Madrugada"**

Neighborhood Records
Distributed by Famous Music Corporation
a Gulf + Western Company

Produced and Directed by
Peter Schekeryk

OTP roulette: Six ways to choose those VHF drop-ins

Market & (Rank)	Channel	Reduction of Separation Distance Criteria					
		10%		15%		17.65%	
		In A	Out B	In A	Out B	In A	Out B
Chicago (3)	4						
San Francisco (7)	12	•	•	•	•	•	•
Cleveland (9)	12					•	•
Pittsburgh (10)	8					•	•
Dallas (11)	2	•		•			•
	9			•	•	•	•
Seattle (15)	3			•	•	•	•
	10					•	•
Miami (18)	3			•	•	•	•
	13	•	•	•	•	•	•
Atlanta (19)	4	•	•	•	•	•	•
Indianapolis (21)	3					•	•
Houston (22)	5			•	•	•	•
Kansas City, Mo. (23)	8			•	•	•	•
	12	•	•	•	•	•	•
Milwaukee (25)	8	•	•	•	•	•	•
Dayton, Ohio (28)	11			•	•	•	•
Portland, Ore. (30)	4	•	•	•	•	•	•
Memphis (32)	12			•	•	•	•
Nashville (33)	10	•	•	•	•	•	•
Johnstown, Pa. (34)	5			•	•	•	•
	12	•	•	•	•	•	•
Birmingham, Ala. (35)	3	•	•	•	•	•	•
Greenville, S.C. (36)	2			•	•	•	•
Denver (39)	12	•		•		•	
Grand Rapids, Mich. (42)	11					•	•
Albany, N.Y. (43)	4	•	•	•	•	•	•
Louisville, Ky. (47)	6					•	•
	10					•	•
Charleston, S.C. (48)	6	•	•	•	•	•	•
	11	•	•	•	•	•	•
San Diego (52)	2					•	•
	4					•	•
Salt Lake City (53)	3					•	•
	6					•	•
	8					•	•
	10	•	•	•	•	•	•
	12					•	•
	13	•	•	•	•	•	•
Norfolk, Va. (55)	5			•	•	•	•
Phoenix (57)	7					•	•
Salina, Kan. (61)	10			•	•	•	•
Wichita, Kan. (62) (Hutchinson)	5	•	•	•	•	•	•
Shreveport, La. (66)	2			•	•	•	•
	11	•	•	•	•	•	•
Little Rock, Ark. (68)	6					•	•
(Texarkana)	8					•	•
	9	•		•		•	•
	13	•		•		•	•

Market & (Rank)	Channel	Reduction of Separation Distance Criteria											
		10%		15%		17.65%							
		In A	Out B	In A	Out B	In A	Out B						
Mobile, Ala. (69)	9	•	•	•	•	•	•						
Green Bay, Wis. (70)	8		•										
Davenport, Iowa (71)	10					•	•						
	11	•	•	•	•	•	•						
Springfield, Ill. (74)	6	•	•	•	•	•	•						
	13					•	•						
Portland, Me. (75)	3	•	•			•	•						
Jackson, Miss. (77)	5	•	•	•	•	•	•						
	8			•	•	•	•						
	10	•	•	•	•	•	•						
Columbia, S.C. (82)	8	•	•	•	•	•	•						
Fresno, Calif. (84)	2		•		•		•						
	4	•	•	•	•	•	•						
	5	•	•	•	•	•	•						
	7	•	•	•	•	•	•						
	9	•	•	•	•	•	•						
	10	•											
	13	•	•	•	•	•	•						
South Bend, Ind. (85)	4			•	•	•	•						
	12	•	•	•	•	•	•						
Chattanooga (88)	7					•	•						
Springfield, Mo. (89)	9					•	•						
	11					•	•						
Paducah, Ky. (90)	10			•	•	•	•						
Evansville, Ind. (91)	5	•	•	•	•	•	•						
	12			•	•	•	•						
Sioux Falls, S.D. (92)	6					•	•						
(Mitchell)	7			•	•	•	•						
	12		•		•		•						
Binghamton, N.Y. (94)	4			•	•								
	7					•	•						
Wilmington, N.C. (95)	8	•	•	•	•	•	•						
	10	•	•	•	•	•	•						
Albuquerque, N.M. (97)	2		•		•		•						
	9	•	•	•	•	•	•						
	11			•	•	•	•						
Monroe, La. (100)	4	•	•	•	•	•	•						
	11	•	•										
Totals		19	14	30	14	33	16	46	16	43	26	54	29
Summed Totals		33	44	49	62	69	83						

Key: A = The locations selected for the potential channel assignments listed in column A meet the specified reduced separation criterion.
 B = The locations selected for the potential channel assignments listed in column B fell short of the specified reduced separation criterion by five miles or less.
 In = All VHF-TV assignments included in the data base.
 Out = Unused VHF-TV assignments excluded from the data base.

OTP study indicates that it involves a number of cities not mentioned in the earlier one. These include Chicago; Cleveland; Pittsburgh; Indianapolis; Denver; Grand Rapids, Mich.; Norfolk, Va.; Phoenix; Chattanooga; Springfield, Mo.; Albuquerque, and San Diego.

And some of the markets that had been mentioned in the earlier report would, under the one issued last week, receive additional drop-ins. These include Salt Lake City, which would get four more; Little Rock, Ark.; Jackson, Miss., and Fresno, Calif., two more; and Seattle; Louisville, Ky.; Shreveport, La.; Davenport, Iowa; Jackson, Miss.; Sioux Falls, S.D., and Monroe, La., all with one more.

Drop-in line begins forming

Voicing "unqualified support" for the United Church of Christ proposal that 62 VHF drop-in's proposed by the Office of Telecommunications Policy go to minority and noncommercial stations, the National Black Media Coalition has urged the FCC to grant "all or most of the new licenses to minority applicants" to raise "minority ownership of television from its present zero level to something very substantial." But the group said the FCC should base allocations on ratio of minority stations to minority population and not on three UCC standards: num-

ber of stations in market, whether any are owned or managed by minorities, and minority percentage of population. Further, NBMC said, minority applicants should have first shot at the frequencies for a year, and commercial UHF's should be barred from consideration for "a reasonable period of time." Meanwhile, Gateway Communications Inc., owner of WBNG-TV Binghamton, N.Y., asked FCC not to include Binghamton in proposal because that market's inclusion in top 100 by OTP was based on prime time TV household rating, not net weekly circulation. Further, Gateway said, Binghamton drop-in would violate OTP short-spacing criteria.

THE TRUTH ABOUT ANNOUNCERS

"This couldn't apply to me"

What is the "Truth"?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NATIONWIDE TOLL-FREE/24 HOURS—7 DAYS PER WEEK
ask for operator 7A

800-621-7725

In Illinois Call 800-972-5014
etc advertising, 980 main st., waltham, ma. 02154

ETC ADVERTISING
National Headquarters
Dept. B2
980 Main Street
Waltham, MA. 02154



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

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

() Cash () Check () Money Order

Name _____

Address _____

City _____ State _____ Zip _____

Broadcasters take aim at New Jersey bid

New York, Philadelphia stations hit state's proposals for VHF service by reassignment, drop-in, hyphenation

New Jersey's lack of VHF television stations does not mean that the viewers in the state receive poorer television service than elsewhere, New York and Philadelphia broadcasters have told the FCC. In fact, said one broadcaster in reply to requests from New Jersey residents for in-state VHF service, "New Jersey viewers are treated to a level, scope and variety of television service which exceeds that which is available to most other communities."

The broadcasters were commenting on a petition by the New Jersey Coalition for Fair Broadcasting, which asks that the FCC assign VHF stations to the state by reassigning them from New York or Philadelphia, by dropping in a new station at short spacing, or by hyphenating New York or Philadelphia assignments to include part of New Jersey (BROADCASTING, March 11). In opposing the proposal, Metromedia Inc., licensee of WNEW-TV New York, observed that commission policy has been to make no distinction between UHF and VHF in determining whether an area is receiving equitable television service, and that eight UHF stations—four commercial—now operate in New Jersey. Metromedia cited past FCC decisions not to divert allocations from Chicago to Gary, Ind., and from Boston to Brockton, Mass.

Two of the broadcasters challenged figures in the coalition petition alleging that, in a given monitored week in July, 1973, New Jersey news accounted for only 11% and 13% of the news coverage on New York and Philadelphia stations, respectively. Metromedia said its own studies showed 19% New Jersey news for that period, and Westinghouse Broadcasting Co., licensee of KYW-TV Philadelphia, claimed 22% New Jersey coverage. And even if the coalition figures were accurate, the companies said,

they mean little because New Jersey viewers have a "vital interest" in the metropolitan news for their area, as well as strict New Jersey news.

While not opposing a commission inquiry into the issue, as do the broadcasters, the Association of Maximum Service Telecasters did file comments asking the FCC to dismiss any short-spacing proposals. The association submitted an engineering statement showing that any drop-in would require substantial short spacings. "If requests for improved service can be met by short-spacings of such magnitudes," AMST said, "the separation requirements basic to the American television system will be gutted beyond repair." AMST did not oppose the two other proposed remedies.

However, Metromedia objected strongly to both reassignment and hyphenation. Reassignment is not economically feasible, the company said, noting that the last commercial VHF station in New Jersey, WNTA-TV Newark, was reassigned in 1961 from a commercial licensee to an educational broadcaster with studios in New York after the station had fallen \$3 million into debt. And to hyphenate the assignment of WNEW-TV, Metromedia said, would be to cut into its advertising revenues. "Being an independent is difficult enough without having a 'fringe-market' stigma as well," the company said.

Reprive for RCA Institutes

RCA Institutes, New York, the electronics training center that had been scheduled to close this spring after 65 years of operation, appeared last week to be virtually certain to continue, but under new ownership. It is to be operated by its faculty, with RCA contributing \$450,000 and the faculty hoping to get from other sources the rest of approximately \$600,000 needed for two years rent, and with New York city and state officials individually seeking government and other contracts and grants for the school.

Sources at RCA, which had cited ris-

ing costs and dwindling enrollment as reasons for closing the center, said the \$450,000 donation was dependent on a number of contingencies but that these did not appear likely to pose any problems. One involved approval by some 200 students, inasmuch as RCA had offered to pay increases in tuition and certain other costs involved in their transferring to other schools. There are now 574 students, as compared with about 4,000 in earlier years, and 301 of these are scheduled to graduate in June. RCA sources thought it likely the faculty ownership could take over this Friday (May 24) and move into the summer term without a break.

Technical Briefs

For frequency measuring. Efratom California Inc. has introduced new laboratory frequency standard, model FRT, which company says incorporates world's smallest rubidium frequency standard, Efratom's model FRK, frequency dividers, buffer amplifiers, power supply for AC and DC voltages and a buffered stand-by battery to enable operation during transportation. FRT weighs 27 pounds, fits standard 19-inch rack and is priced at \$6,780. 3303 Harbor Boulevard, Costa Mesa, Calif. 92626.

Merger initiated. Laser Link Corp., Woodbury, N.Y., and Almac/Stroum Electronics, Seattle, Wash., announced last week signing of preliminary agreement under which Almac would be merged into Laser Link. Under terms of proposal stockholders of Almac, privately held electronics distribution and manufacturer's representative company, would receive combination of cash and common stock of Laser Link, publicly held company engaged in development work in communications devices.

Pensacola purchase. RCA announced sale to noncommercial UHF WSRE-TV Pensacola, Fla., of two TR-61 video tape recorders, three TK-45A live color cameras and dual film originating system. Cost of equipment runs to about \$477,000.

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. May 15	Closing Wed. May 8	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	24 3/4	24 3/4						
CAPITAL CITIES COMM.	CCB	N	38	37 1/8	+ 7/8	+ 2.35	39 1/4	22 3/4	15	7,198
CBS	CBS	N	38	36 3/4	+ 1 1/4	+ 3.40	38	25	12	28,092
CONCERT NETWORK*	O		1/4	1/4			7/8	1/4	5	2,200
COX	COX	N	15 1/4	14 5/8	+ 5/8	+ 4.27	19 3/8	14 1/2	8	5,831
FEDERATED MEDIA***	O		5 3/4	5 3/4			5 3/4	5	19	820
GROSS TELECASTING	GGG	A	9 3/8	10 1/4	- 7/8	- 8.53	13 5/8	9 3/8	6	800
LIN	LINB	O	5	4 3/8	+ 5/8	+ 14.28	6 3/4	4	5	2,296
MOONEY*	MOON	O	2 3/4	2 3/4			3 5/8	2 1/4	7	385
PACIFIC & SOUTHERN	PSOU	O	4 5/8	4 5/8			6 1/4	4 1/4	66	1,751
RAHALL	RAHL	O	4 3/4	4 3/4			6	3 3/4	9	1,297
SCRIPPS-HOWARD	SCRP	O	14 1/2	14 3/4	- 1/4	- 1.69	17 1/2	14 1/2	7	2,589
STARR	SBG	M	5 3/4	6	- 1/4	- 4.16	9	5 3/4	4	1,069
STORER	SBK	N	14 1/2	14 1/2			17 3/8	13	7	4,751
TAFT	TFB	N	18 1/4	18 1/8	+ 1/8	+ .68	23 3/8	16 1/2	7	4,219
WOODS COMM.***	O		3/4	3/4			3/4	1/4	6	292
TOTAL									80,174	2,069,747

Stock symbol	Exch.	Closing Wed. May 15	Closing Wed. May 8	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
Broadcasting with other major interests													
ADAMS-RUSSELL	AAR	A	1 3/4	2 3/8	-	5/8	-	26.31	2 1/2	1 3/4	5	1,259	2,203
AVCO	AV	N	5 1/8	6	-	7/8	-	14.58	8 7/8	5 1/8	5	11,481	58,840
BARTELL MEDIA	BMC	A	1	1 3/8	-	3/8	-	27.27	2 3/8	1	3	2,257	2,257
JOHN BLAIR	BJ	N	5 5/8	6	-	3/8	-	6.25	7 1/2	5 5/8	4	2,403	13,516
CAMPTOWN INDUSTRIES*	D	D	3/8	3/8	-		-	.00	7/8	3/8	5	1,138	426
CHRIS-CRAFT	CCN	N	2 5/8	2 3/4	-	1/8	-	4.54	4 1/4	2 1/8	33	4,162	10,925
COMBINED COMM.	CCA	A	10 1/8	10 1/8	-		-	.00	13	9 5/8	7	3,274	33,149
COWLES	CWL	N	5 7/8	6	-	1/8	-	2.08	7	5 5/8	12	3,969	23,317
DUN & BRADSTREET	DNB	N	27 3/8	24 1/2	+	2 7/8	+	11.73	36	24 1/2	19	26,198	717,170
FAIRCHILD IND.**	FEN	N	5 1/4	5 1/8	+	1/8	+	2.43	6 1/4	4 1/8	5	4,550	23,887
FUQUA	FOA	N	8 3/8	8 1/4	+	1/8	+	1.51	10 3/4	6 3/4	3	8,560	71,690
GENERAL TIRE	GY	N	14 1/8	15 3/8	-	1 1/4	-	8.13	18 1/4	13	4	21,515	303,899
GLDBETROTTER	GLBTA	D	3 3/4	3 5/8	+	1/8	+	3.44	4 3/4	3 3/8	5	2,759	10,346
GRAY COMMUN.	O	O	8	8 1/2	-	1/2	-	5.88	8 1/2	6 1/2	6	475	3,800
HARTE-HANKS	HHN	N	9 1/8	9 1/4	-	1/8	-	1.35	14 1/4	9	7	4,337	39,575
JEFFERSON-PILDT	JP	N	24 1/4	24	+	1/4	+	1.04	38 1/4	24	11	24,121	584,934
KAISER INDUSTRIES	KI	A	6 5/8	7	-	3/8	-	5.35	8 1/2	6 5/8	4	27,487	182,101
KANSAS STATE NET.*	KSN	D	3 3/4	3 7/8	-	1/8	-	3.22	3 7/8	3 1/4	7	1,741	6,528
KINGSTIP	KTP	A	4	4	-		-	.00	6 3/4	3 7/8	4	1,154	4,616
LAMB COMMUN.***	P	P	1 1/4	1 1/4	-		-	.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	12 1/8	12 1/4	-	1/8	-	1.02	13 1/4	10 3/4	8	3,352	40,643
LIBERTY	LC	N	11 3/4	13	-	1 1/4	-	9.61	15 5/8	11 3/4	5	6,632	77,926
MCGRAW-HILL	MHP	N	8 5/8	8 1/2	+	1/8	+	1.47	9	6	8	23,486	202,566
MEDIA GENERAL	MEG	A	22 3/8	22 1/2	-	1/8	-	.55	26 1/2	20 1/4	9	3,546	79,341
MEREDITH	MDP	N	9 7/8	9 7/8	-		-	.00	11 3/8	8 1/4	5	2,897	28,607
METROMEDIA	MET	N	7	7 1/8	-	1/8	-	1.75	10 5/8	7	5	6,447	45,129
MULTIMEDIA	MMED	D	10 3/4	11 3/4	-	1	-	8.51	14 1/4	10 1/2	8	4,388	47,171
DUTLET CO.	DTU	N	9 1/2	9 3/4	-	1/4	-	2.56	9 3/4	8	5	1,379	13,100
POST CORP.	PDST	D	7 1/2	7 1/2	-		-	.00	10 3/4	7 1/2	3	882	6,615
PSA	PSA	N	6 7/8	7 1/8	-	1/4	-	3.50	10	6 3/8	38	3,181	21,869
REEVES TELECOM	RBT	A	1 3/8	1 1/8	+	1/4	+	22.22	1 3/4	1 1/8	8	2,376	3,267
RIDDER PUBLICATIONS	RPI	N	12 3/8	12 5/8	-	1/4	-	1.98	15 5/8	11	8	8,312	102,861
ROLLINS	ROL	N	13 1/2	14	-	1/2	-	3.57	19 3/4	13 1/2	12	13,305	179,617
RUST CRAFT	RUS	A	7 3/8	7 7/8	-	1/2	-	6.34	10 1/4	7 3/8	4	2,366	17,449
SAN JUAN RACING	SJR	N	9 7/8	9 5/8	+	1/4	+	2.59	13 3/8	9 3/8	9	2,367	23,374
SCHERING-PLOUGH	SGP	N	69	70 1/2	-	1 1/2	-	2.12	74 3/8	61 3/4	35	52,574	3,627,606
SONDERLING	SDB	A	7 3/8	7	+	3/8	+	5.35	10	7	4	816	6,018
TECHNICAL OPERATIONS	TO	A	5 3/8	5 1/4	+	1/8	+	2.38	6 3/4	4 1/2	6	1,359	7,304
TIMES MIRROR CO.	TMC	N	14 3/4	14 3/4	-		-	.00	17 5/8	13 3/8	9	31,145	459,388
TURNER COMM.*	O	O	3	3	-		-	.00	3 1/4	1	7	1,486	4,458
WASHINGTON POST CO.	WPO	A	20 7/8	21 7/8	-	1	-	4.57	24 3/8	14 3/4	7	4,749	99,135
WOMETCO	WOM	N	8 3/8	9 1/4	-	7/8	-	9.45	10 1/4	8 1/4	6	6,094	51,037
									TOTAL	336,454	7,238,253		
Cablecasting													
AMECD**	ACO	D	1 3/4	7/8	+	7/8	+	100.00	1 7/8	1/4		1,200	2,100
AMER. ELECT. LABS**	AELBA	D	1 3/8	1 1/2	-	1/8	-	8.33	2 1/8	3/4		1,673	2,300
AMERICAN TV & COMM.	AMTV	O	10 1/2	10 1/4	+	1/4	+	2.43	19 1/4	9 3/4	30	3,174	33,327
ATHENA COMM.**	D	D	1/2	1/2	-		-	.00	3/4	3/8		2,126	1,063
BURNUP & SIMS	BSIM	D	14 7/8	16 1/2	-	1 5/8	-	9.84	24 1/8	14 7/8	17	7,907	117,616
CABLECOM-GENERAL	CCG	A	2 1/2	2 1/4	+	1/4	+	11.11	4 1/2	1 3/4	31	2,560	6,400
CABLE FUNDING CORP.	CFUN	O	6 1/4	6 1/4	-		-	.00	7 3/8	5 1/2	52	1,121	7,006
CABLE INFO.**	D	D	1/2	1/2	-		-	.00	3/4	1/2		663	331
CITIZENS FINANCIAL**	CPN	A	2 1/4	2 7/8	-	5/8	-	21.73	4 1/4	2 1/4		2,390	5,377
COMCAST*	D	D	2	2	-		-	.00	2	1 1/2	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	2 1/8	2 3/8	-	1/4	-	10.52	3 3/8	2	24	4,761	10,117
COX CABLE	CXC	A	7 7/8	8 1/8	-	1/4	-	3.07	15 1/4	7 1/2	15	3,560	28,035
ENTRON*	ENT	D	3/4	5/8	+	1/8	+	20.00	3/4	1/2	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	11 1/2	12 1/4	-	3/4	-	6.12	17 1/8	11 1/2	7	6,792	78,108
GENERAL TELEVISION*	D	D	1 1/4	1 1/4	-		-	.00	1 1/2	1 1/4	63	1,000	1,250
LVO CABLE	LVOC	O	3 3/8	3 3/8	-		-	.00	4 5/8	2 3/4	18	1,879	6,341
SCIENTIFIC-ATLANTA	SFA	A	7 5/8	7 3/4	-	1/8	-	1.61	9 1/2	6 3/4	9	917	6,992
TELE-COMMUNICATIONS	TCOM	D	2 3/4	3 1/4	-	1/2	-	15.38	5 3/4	2 3/4	11	4,619	12,702
TELEPROMPTER	TP	N	4 1/4	4 5/8	-	3/8	-	8.10	8 1/4	4	25	16,482	70,048
TIME INC.	TL	N	39	38 1/2	+	1/2	+	1.29	40 1/4	30 3/4	8	10,380	404,820
TOCOM*	TOCM	O	4	4 1/4	-	1/4	-	5.88	4 7/8	4	10	634	2,536
UA-COLUMBIA CABLE	UACC	O	5 7/8	6	-	1/8	-	2.08	6	3 3/4	13	1,790	10,516
VIACOM	VIA	N	4 5/8	4 7/8	-	1/4	-	5.12	7 1/2	4 5/8	7	3,850	17,806
VIKOA**	VIK	A	2 1/4	2 1/8	+	1/8	+	5.88	4	2		2,591	5,829
									TOTAL	85,132	835,048		
Programming													
COLUMBIA PICTURES**	CPS	N	2 3/8	2 5/8	-	1/4	-	9.52	4 3/4	2 3/8		6,748	16,026
DISNEY	DIS	N	44 1/8	44 1/8	-		-	.00	54 1/2	35 1/8	26	29,155	1,286,464
FILMWAYS	FWY	A	3 1/4	3 1/8	+	1/8	+	4.00	6	3 1/8	5	1,790	5,817
FOUR STAR			7/8	7/8	-		-	.00	1 3/8	3/4	1	665,950	582,706
GULF + WESTERN	GW	N	25	25 1/2	-	1/2	-	1.96	29 1/8	22 5/8	5	14,088	352,200
MCA	MCA	N	26 1/2	26 1/2	-		-	.00	26 1/2	19 1/4	9	8,379	222,043
MGM	MGM	N	12 3/4	14	-	1 1/4	-	8.92	15 5/8	9 1/4	9	5,918	75,454
TELE-TAPE****	O	O	3/8	3/8	-		-	.00	3/8	1/8		2,190	821
TELETRONICS INTL.*	D	D	3 1/2	3 1/2	-		-	.00	4 1/8	3 1/2	7	943	3,300
TRANSAMERICA	TA	N	7 3/8	8 1/8	-	3/4	-	9.23	10 3/8	7 3/8	6	65,420	482,472
20TH CENTURY-FOX	TF	N	6 1/4	6 5/8	-	3/8	-	5.66	9 1/8	5 1/4	7	8,557	53,481
WALTER READE**	WALT	O	3/8	3/8	-		-	.00	1/2	1/8		2,203	826
WARNER	WCI	N	12 1/4	12 3/4	-	1/2	-	3.92	18 1/2	9 5/8	5	15,064	184,534
WRATHER	WCO	A	7 1/2	7 1/2	-		-	.00	8 1/8	4 3/8	150	2,229	16,717
									TOTAL	828,634	3,282,861		

Stock symbol	Exch.	Closing Wed. May 15	Closing Wed. May 8	Net change In week	% change In week	1973-1974 High Low		P/E ratio	Approx. Shares out (000)	Total market capitalization (000)
Service										
88DD INC.	D	12 3/4	13 1/4	- 1/2	- 3.77	14 1/4	10	6	2,513	32,040
COMSAT	CQ	36	32 3/8	+ 3 5/8	+ 11.19	40 3/8	30 7/8	10	10,000	360,000
CREATIVE MANAGEMENT	CMA	4	4 3/8	- 3/8	- 8.57	6 5/8	3 3/8	4	1,016	4,064
DOYLE DANE BERNBACH	DOYL	9 3/4	9 1/2	+ 1/4	+ 2.63	11 1/2	8 3/4	5	1,799	17,540
ELKINS INSTITUTE****	ELKN	1/2	1/2		.00	5/8	1/4		1,897	948
FDOE CONE & BELDING	FCB	10 3/8	10 3/8		.00	11 1/4	8 5/8	7	2,122	22,015
GREY ADVERTISING	GREY	7 5/8	7 3/4	- 1/8	- 1.61	8 3/8	7 3/8	4	1,264	9,638
INTERPUBLIC GROUP	IPG	10 3/8	10 1/8	+ 1/4	+ 2.46	13	10	4	2,319	24,059
MARVIN JOSEPHSON	MRVN	7 3/4	7 3/4		.00	8 1/2	6 3/4	5	957	7,416
MCI COMMUNICATIONS+	MCIC	3 1/8	3 1/2	- 3/8	- 10.71	6 1/2	3 1/8		12,825	40,078
MOVIELAB**	MOV	1 1/8	1 1/8		.00	1 5/8	5/8		1,407	1,582
MPO VIDEOTRONICS**	MPO	2 1/8	2 1/4	- 1/8	- 5.55	2 5/8	2 1/8		539	1,145
NEEDHAM, HARPER	NDHMA	5 3/4	5 3/4		.00	7 1/2	4 3/4	3	917	5,272
A. C. NIELSEN	NIELB	15 1/4	14 1/2	+ 3/4	+ 5.17	28	14 1/8	14	10,598	161,619
OGILVY & MATHER	OGIL	14 1/2	15 3/4	- 1 1/4	- 7.93	17 1/4	12 3/4	5	1,777	25,766
PKL CO.***	PKL	1 3/4	1 3/4		.00	1 3/4	1/4	3	818	1,431
J. WALTER THOMPSON	JWT	8 3/8	8 3/8		.00	12	8	5	2,600	21,775
UNIVERSAL COMM.***	U	5/8	5/8		.00	3/4	1/2	1	715	446
WELLS, RICH, GREENE	WRG	7 3/4	7 7/8	- 1/8	- 1.58	9 5/8	7 1/2	4	1,632	12,648
TOTAL									57,715	749,482
Electronics										
ADMIRAL**	ADL	13	13		.00	13 3/4	9 3/4	8	5,863	76,219
AMPEX	APX	3 3/4	3 1/2	+ 1/4	+ 7.14	4 7/8	3 3/8	7	10,796	40,485
CCA ELECTRONICS***	CCAE	5/8	5/8		.00	7/8	5/8	1	861	550
COHU, INC.	COH	3	2 7/8	+ 1/8	+ 4.34	3 7/8	2 3/4	6	1,542	4,626
COMPUTER EQUIPMENT	CEC	1 1/2	1 5/8	- 1/8	- 7.69	2 1/8	1 1/2	9	2,372	3,558
CONRAC	CAX	18 3/4	19 1/4	- 1/2	- 2.59	21	13 1/4	9	1,261	23,643
GENERAL ELECTRIC	GE	50 1/8	51 3/4	- 1 5/8	- 3.14	65	50 1/8	16	182,348	9,140,193
HARRIS CORP.	HI	23 1/2	23	+ 1/2	+ 2.17	33 1/2	23	8	6,227	146,334
INTERNATIONAL VIDEO	IVCP	4 1/4	4 1/4		.00	7 1/2	3 1/4	14	2,741	11,649
MAGNAVOX	MAG	5 3/8	5 1/4	+ 1/8	+ 2.38	9 7/8	5 1/4	18	17,806	95,707
3M	MMM	72	71 1/2	+ 1/2	+ .69	80 1/2	68 1/2	27	113,100	8,143,200
MOTOROLA	MOT	57 3/4	58	- 1/4	- .43	61 7/8	40 1/2	20	27,740	1,601,985
OAK INDUSTRIES	OEN	10 7/8	11 3/8	- 1/2	- 4.39	12 7/8	9 1/2	4	1,639	17,824
RCA	RCA	16 1/8	17	- 7/8	- 5.14	21 1/2	16 1/8	7	74,407	1,199,812
ROCKWELL INTL.	ROK	26 1/4	26 1/8	+ 1/8	+ .47	28 3/8	25 1/8	6	27,245	715,181
RSC INDUSTRIES	RSC	1 3/8	1 3/8		.00	2 1/8	1 1/8	8	3,458	4,754
SONY CORP	SNE	26 1/2	27	- 1/2	- 1.85	29 7/8	20 7/8	19	66,250	1,755,625
TEKTRONIX	TEK	42 1/4	42 3/8	- 1/8	- .29	47 3/4	34 3/8	17	8,646	365,293
TELEMATIION**	TIMT	2	2		.00	2 3/4	1 3/4		1,050	2,100
TELEPRO IND.***	D	7	7		.00	8	2 1/2	44	475	3,325
VARIAN ASSOCIATES	VAR	9 3/4	10 1/8	- 3/8	- 3.70	13 1/4	9 3/4	10	6,617	64,515
WESTINGHOUSE	WX	16 1/2	16 5/8	- 1/8	- .75	26	16 1/2	9	87,876	1,449,954
ZENITH	ZE	25 1/4	25 1/8	+ 1/8	+ .49	31 5/8	24 3/8	9	18,797	474,624
TOTAL									669,137	25,341,156
GRAND TOTAL									2,057,246	39,516,547

Standard & Poor's Industrial Average 102.23 103.30 -1.07

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

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

P/E ratios are based on earnings-per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earning
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
Cable Information Systems	year 12/31	2,467,762	+ 5.3%	559,175	- 18.4%	.35	2,344,807	684,910	(.03)
Combined Communications Corp.	3 mo. 3/31	25,119,000	+ 9.8%	436,000	- 43.1%	.14	22,869,000	766,000	.22
Comcast Corp.	3 mo. 3/31	1,718,999	+ 19.6%	66,848	+ 45.7%	.04	1,436,288	45,878	.03
Fuqua Industries Inc.	3 mo. 3/31	132,272,000	+ 25.2%	3,699,000	+ 14 %	.42	105,616,000 ¹	3,243,000	.32
Globetrotter Communications	3 mo. 3/31	10,534,669	+ 36.1%	966,561	+ .57%	.32	7,733,581	961,018	.30
Gross Telecasting Inc.	3 mo. 3/31	1,319,158	- 4.7%	187,451	- 24.1%	.23	1,383,023	246,898	.30
Jefferson Pilot Corp.	3 mo. 3/31	110,173,655	+ 9.4%	12,683,954	+ 17.4%	.53	100,626,298	10,800,535	.45
Lee Enterprises Inc.	3 mo. 3/31	11,129,731	+ 6.4%	892,600	+ 14.3%	.27	10,461,301	781,012	.23
MovieLab Inc.	13 wks. 3/30	4,672,211	- 3.9%	62,939	- 9.0%	.02	4,864,963	69,141	.03
Ridder Publications Inc.	3 mo. 3/31	41,677,000	+ 18.7%	2,078,000	- 11.3%	.23	35,117,000	2,341,000	.26
Time Inc.	3 mo. 3/31	178,270,000	+ 16.5%	10,372,000	+ 21.6%	1.01	152,937,000	8,526,000	.82
UA-Columbia Cablevision	3 mo. 3/31	3,340,000	+ 20.1%	288,000	+ 11.6%	.16	2,781,000	258,000	.14

¹ Restated for discontinued operations.

Fates & Fortunes®

Media



Denari
TV Bakersfield, Calif.

Gene Denari, VP-general manager, KHJ-TV Los Angeles, named VP-general manager, KULP-TV Billings, Mont., Harriscope Broadcasting station. Before joining RKO Los Angeles station last year, Mr. Denari was VP-general manager, Harriscope's KBAK-TV Bakersfield, Calif.



Perry

Sheldon Perry, director of talent and program negotiations, business affairs, CBS-TV, New York, appointed VP-business affairs. He succeeds and reports to **Robert Daly**, named earlier to VP-business affairs for network (BROADCASTING, April 8).

Edwin J. Lasko, general manager, KCRG-AM-TV Cedar Rapids, Iowa, and **Edna A. Herbst**, head of stations' production, publicity and public affairs departments, elected vice presidents and directors of parent Cedar Rapids Television Co.

Bob Kelly, general manager WGTO(AM) Cypress Gardens, Fla., named VP-general manager, WRNC(AM) Raleigh, N.C.

Tom Berresford, executive, Union Bank, Los Angeles, named manager, treasury operations, NBC West Coast.

Paul Wachsmith, general sales manager, WNCN(FM) New York, appointed station manager, succeeding **Bob McDole**, who resigns.

Lawrence R. Wilson, Phoenix attorney, joins Combined Communications Corp., Phoenix, as VP-chief counsel. He succeeds **Peter O'Connell** who rejoins Washington law firm of Pierson, Ball & Dowd after two year leave of absence. Mr. O'Connell remains with CCC as officer representing firm in Washington. Combined Communications Corp. owns KTAR(AM)-KBBC(FM) Phoenix; KARK-TV Little Rock, Ark.; KBTV(TV) Denver; WPTA(TV) Roanoke, Ind.; WLKY-TV Louisville, Ky., and koco-TV Oklahoma City, along with outdoor advertising companies in West.

Paul Sidney, general manager, WLNG-AM-FM Sag Harbor, N.Y., elected VP, East Coast Broadcasting Corp., licensee of station.

Jacob Einstein, sales manager WHFS(FM) Bethesda, Md., elected to newly created post of executive VP, High Fidelity Broadcasters Inc., licensee of station. Mr.

Einstein was also elected to board of directors.

Dale Andrews, program director, WCBM(AM) Baltimore, named operations director, KXYZ(AM) Houston.

Steve Shulman, traffic director, WMOD(FM) Washington, named operations manager.

John O. Boone, instructor, Boston University Law School, named urban affairs director, WNAC-TV Boston, effective June 3.

Charles LaForce, manager, public affairs, WISN-TV Milwaukee, retires. He is succeeded by **Ron Anderson**, assistant public affairs director.

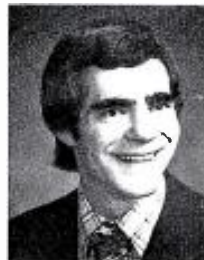
Len Armstrong, **Lee Rogers**, and **Lon Helton**, announcers, KLAQ-AM-FM Denver, named operations manager, production director, and public service director, respectively.

Judith Menaugh Baxter, former public relations director, Flint Institute of Arts, Mich., appointed promotion director, non-commercial WGVC(TV) Grand Rapids, Mich., and **Michael J. Stokes**, former manager of TV production, Northern Illinois University, DeKalb, named producer-director.

Broadcast Advertising



Durand



Lannin

Mike Durand, West Coast sales manager, Avco Radio Television sales, Los Angeles and San Francisco offices, named Midwestern sales manager in Chicago. He succeeds **Burt Shavitz**, who joins Kelly, Scott & Madison Inc., Chicago-based media buying service, as account executive. **Jim Lannin**, Detroit account executive with Avco, now manages Detroit television sales office.

Hal Fisher, VP-general manager, WHK(AM)-WMMMS-FM Cleveland, named VP-national sales director, Malrite Broadcasting Co., licensee of stations.

John H. Wilson, senior VP., Detroit regional office manager, BBDO, named to agency's executive committee.

Nancy Stevens, copywriter, Dancer-Fitzgerald-Sample, New York, named VP.

Bob Fudge, VP-senior art director, Norman, Craig & Kummel, New York, joins Berger Stone & Partners, New York, as VP-executive art director.

Richard R. Kiernan and **Alan Kupchick**, VP's, Grey Advertising Inc., New York, named group creative directors.

William E. Graefen, creative director, and **Joseph F. Kimball**, account supervisor, Clinton E. Frank Inc., Los Angeles, named VPs.

Lee M. Vanden-Handel, principal in own consulting firm, appointed general sales manager, WHEN(AM) Syracuse, N.Y.

Edward J. Ruppe, regional sales manager, WXEX-TV Richmond, Va., named sales manager, WEET(AM) Richmond.

Joachim Holter, managing director, Young & Rubicam, Norway, and regional director of three Scandinavian offices, elected senior VP, Young & Rubicam International Inc. He is succeeded as managing director in Oslo by **David Willoughby**. **Richard Fallowfield**, vice chairman of Y&R's Australian office named VP of agency.

Marvin Glasser, associate media director, S. Jay Reiner Co. Inc., New York, appointed VP-associate media director of firm.

Henry J. Opperman, VP-account supervisor, Vic Maitland & Associates, Fort Lauderdale, Fla., joins Wade & Parrish Inc., Palm Beach, Fla., as senior VP.

Frederick J. Staffilino, with sales staff, WLIT(AM) Steubenville, Ohio, named sales manager (corrects May 13 item).

Robert L. Brockman, assistant general manager, KPOI-AM-FM Honolulu, joins WYOO(AM)-WRAH(FM) Richfield, Minn., as sales manager.

Barbara Morano, associate media director, Sudler & Hennessey Inc., New York, named media director.

Robert D. Schiller, associate media director, Ross Roy Inc., Detroit, named associate media director D'Arcy-MacManus & Masius Adv., Bloomfield Hills, Mich.

Willie L. Jones, with sales staff, WKXI(FM) Jackson, Miss., named local sales manager.

Paul Rafferty, copy chief, National Liberty Marketing Corp., joins Lees Carpets, King of Prussia, Pa., as advertising manager.

Robert J. Salay, partner in Salay & Associates, advertising and film production firm, appointed senior account executive, Campbell-Ewald Co., Detroit.

Larry E. Plasek, manager, marketing services, AFCO Industries, Houston, joins Goodwin, Dannenbaum, Littman & Wingfield Inc., Adv., Houston as account executive. **Philip R. Snyder**, account executive with agency, named supervisor of newly formed retail advertising group.

Jim Alley, director, advertising and promotion, KHJ-AM-FM Los Angeles, forms own advertising, public relations com-

pany, Creative Horizons, 8281 Melrose Ave., suite 205 West Hollywood, Calif. 90046.

Gene Roberts, with sales staff, WYXE(FM) Sun Prairie, Wis., joins WQTC-AM-FM Two Rivers, Wis., as sales manager.

Sharon M. Wasserman, account executive, Marketing and Research Counselors, Dallas, joins Tracy-Locke Advertising, Dallas, as research associate.

Bruce Seratti, account executive, KRTH(FM) Los Angeles, named merchandising director, KIQQ(FM) Los Angeles.

Programing

Bruce Lansbury, VP-creative affairs, Paramount Television, named senior VP-creative affairs.

Jerry Harrison, VP-associate media director, DKG Inc., named president of agency's new affiliate, Independent Productions & Syndications, which will produce football, and musical specials for direct sale or barter syndication.

John Crocker, associate media director, Advertising Contractors Corp., New York, named director, national sales, in New York office of National Telefilm Associates, Los Angeles.

Robert F. Kerr, production manager, WTMJ-TV Milwaukee, appointed to new post of regional sales manager, Northwest Teleproductions Inc., Minneapolis-based videotape production company.

Fred Mahlstedt, director of merchandising and licensing, Viacom Enterprises, New York, retires after 40-year career in broadcasting.

Rob Sherwood, announcer, KDWB(AM) St. Paul, named program director, WYOO(AM) Richfield, Minn.

Prentiss Childs, from CBS News, appointed to new position of coordinator of public affairs, Public Broadcasting Service, Washington.

David J. Miller, program director, WWBT(TV) Richmond, Va., joins wis-TV Columbia, S.C., in same capacity.

John Greene, news and information manager, WBTV(TV) Charlotte, N.C., joins WWBT(TV) Richmond, Va. as program operations manager. Both are Jefferson-Pilot Corp. stations.

Howard J. Holland, insurance broker, Los Angeles, named Western sales representative, Gray-Schwartz Enterprises Inc., Beverly Hills, Calif.

Larry Lee, with news staff, KSAN(FM) San Francisco, named acting program director.

Richard H. Thomas, president, general manager, public station WCNY-TV Syracuse, N.Y., joins Eastern Educational Television Network, Boston, as programming coordinator.

Andy Nadell, sports director, KCOY-TV Santa Maria, Calif., joins KGUN-TV Tucson, Ariz., in same position.

Broadcast Journalism

Jay R. Lehman, senior broadcast supervisor, U.S. Training and Doctrine Command, Fort Monroe, Va., appointed news director, WSPA-AM-FM-TV Spartanburg, S.C.

Colonel Edward M. Kirby, 67, first public relations director of the National Association of Broadcasters and wartime chief of the Radio Branch of the Army, died in his sleep May 11 at his hotel residence in Washington. During the past year Col. Kirby had been hospitalized intermittently at Walter Reed hospital for a throat and tongue malignancy.

Colonel Kirby is survived by his wife, Marjorie, of the Francis Scott Key hotel, Washington, and two daughters—Patricia of Washington and Katherine Herron of Nashville. Mass was said Wednesday (May 15) with interment at Arlington National Cemetery, with full military honors.

A native of Harpers Ferry, W. Va., and a graduate of Virginia Military Institute, Colonel Kirby had been public relations manager of National Life and Accident Insurance Co., Nashville, which owned WSM(AM), when he was named to the NAB executive staff in 1938. He was loaned to the Army two years later and organized the War Department's Radio Branch. During that tenure he was responsible for creation of *Command Performance* and the *Army Hour* for American troops in the European Theatre. These were forerunners of the Armed Forces Radio and Television Service. Among his decorations were the Legion of Merit and the Order of the British Empire.



Colonel Kirby served at SHAEF headquarters in the command of General Dwight D. Eisenhower, and worked with RCA's Brigadier General David Sarnoff in establishing the Expeditionary Forces Radio Network. He was later recalled to active duty during the Korean War and participated in the production of the *Big Picture*, still being rerun. In between the wars, Mr. Kirby joined a project for the founding of WMAK(AM) Nashville, but subsequently sold his interest to return to public relations work. His post-war assignments included services with the Washington Board of Trade public relations, People-to-People Foundation and, from 1957 until his retirement in 1971, national public relations director of the USO.

In 1945, just after V-E Day but prior to V-J Day, Colonel Kirby was the escorting officer for a group of broadcasters to the European Theatre of Operations, under War Department auspices. This group brought back to the United States the first German-developed oxydized magnetic tape used for radio recording. This was the forerunner of both audio and video tape development in this country. Aware of his terminal illness, Colonel Kirby last March sent to the annual reunion of the ETO Mission, held in Houston coincident with the NAB convention, his final word of greeting. "You know I've been given another assignment which I cannot escape."

John W. Haralson, news producer, 5 p.m. news, WMC-TV Memphis, named executive producer in charge of all newscasts.

Dorothy Murphy Townsend, with executive offices, CBS News, New York, named personnel placement counselor, CBS News.

Karen Walker, news trainee, WMAR-TV Baltimore, named night news editor.

Equipment & Engineering

Fred W. Huffman, broadcast equipment sales representative, RCA, Washington, named manager, control equipment product management, RCA Corp., Moorestown, N.J. **Floyd R. McNicol**, staff engineer, RCA, Camden, named manager, control equipment engineering.



Clarine

Jeffrey N. Clarine, regional sales manager, Nortronics Co., Minneapolis, named regional sales manager, Southern territory, audio-video systems division of Phillips Broadcast Equipment Corp., Montvale, N.J.

Irving D. Law Jr., VP-sales and service, International Good Music, Bellingham, Wash., resigns to form Business Supply West, equipment distributors at University Professional Square, 2607 Bridgeport Way W., suite 2G, Tacoma, Wash. 98466.

Alfred C. Viebranz, senior VP-architectural group, GTE Sylvania, Stamford, Conn., named senior VP-electronic components.

Bill Marshall, manager, technical operations, WMAQ-TV Chicago, named director, technical operations.

Edward Duggan, VP-operations, Super-scope Inc., Sun Valley, Calif., named VP-finance and administration.

Allied Fields



Eiges

Sydney H. Eiges, VP-public information, NBC, New York, named assistant administrator for public affairs and communications, American Revolution Bicentennial Administration, Washington ("Closed Circuit," May 6).

Roger D. Sutton, television news coordinator, University of Wisconsin, Madison, named radio-TV information officer, University of Michigan, Ann Arbor.

Cablecasting

Christopher J. Conley, New England District manager, Teleprompter, joins G.R.C. Cablevision Inc., Clarksville, Ind., as VP-general manager.

Reggie A. Craig, customer service representative, Comm/Scope Co., coaxial

cable manufacturing division of Superior Continental Corp., Hickory, N.C., named market research analyst for Comm/Scope.

Deaths



Reeves

Jerome R. (Tad) Reeves, 57, whose career spanned executive posts in programming, station operations and creative services with Westinghouse Broadcasting Co., The Corinthian and Taft station groups and independent program companies, died May 9 at his home at

Kunkeltown, Pa. Death was attributed to heart attack. Mr. Reeves, who recently had been engaged in cable-TV consultancy, entered broadcasting with WBNS-AM-TV Columbus, Ohio; was general manager of Westinghouse's KDKA-TV Pittsburgh from 1956 to 1964; served two years as programming VP for Corinthian, rejoining Westinghouse group as creative services VP in 1966 and became president of Group W Productions in 1968. Leaving in 1969, he assisted in formation of Taft Broadcasting's syndication division, formed Key Group cable TV program production firm and was subsequently executive VP of Telcom Associates and corporate affairs VP of Winters-Rosen Productions. Survivors include his wife, Nancy, and two children by former marriage.

Hal Mohr, 79, cinematographer who made first sound film, "The Jazz Singer," died May 11 in Santa Monica, Calif. Mr. Mohr won two Academy Awards, one in 1935 for best cinematography in "A Midsummer Night's Dream," and in 1943 for color photography in revival of "Phantom of the Opera." In addition to his many motion picture and TV credits, he was also governor of Academy of Motion Picture Arts and Sciences, and former president of American Society of Cinematographers. He is survived by his wife, former actress Evelyn Venable, four daughters and one son.

Philander R. Villany, 51, national sales manager, WMEX(AM) Boston, died April 30, of coronary heart attack while vacationing in Florida. Survivors include his wife, Jewel, and two daughters.

For the Record®

As compiled by BROADCASTING, May 6 through May 10, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CARS—community antenna relay station. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. LS—local sunset. MEOV—maximum expected operation value. mhz—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New TV stations

Application

■ McAllen, Tex.—Delta Rio Broadcasting Co. seeks UHF ch. 48 (674-680 mhz); ERP 3200 kw vis, 640 kw aur. HAAT 972 ft.; ant. height above ground 995 ft. P.O. address: 3000 North Sixth, McAllen 78501. Estimated construction cost \$1,092,305; first-year operating cost \$180,000; revenue \$200,000. Geographic coordinates 26°08'57" north; 97°48'40" west. Trans. type RCA TTU-60C. Ant. type RCA TFU-36JDAS. Legal counsel Darrell Davis, McAllen; consulting engineer Guy C. Hutcheson. Principals (all 10%): Edward L. Gomez, Darrell Davis, Eduardo Izaguirre, et al. Mr. Davis is McAllen attorney. Messrs. Gomez and Izaguirre have interests in KQXX(FM) McAllen, KIRT(AM) Mission, Tex., and KABQ Albuquerque, N.M. Ann. May 10.

Action on motion

■ Administrative Law Judge Forest L. McClenning in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, upon request of applicants, reopened record and scheduled further hearing conference for May 21 (Docs. 18295, 18297-8, 18300). Action May 3.

Rulemaking petition

■ Corl Corp., Oak Harbor, Wash.—Requests amendment of TV table of assignments to assign ch. 24 to Anacortes, Wash., and delete ch. 24 from Bellingham, Wash. (RM-2379). Ann. May 10.

Rulemaking action

■ Chief, Broadcast Bureau, on request by Taft Broadcasting Co., WHAS Inc., and McGraw-Hill Broadcasting Co., extended through June 10, time for filing responses to petition for rulemaking filed by Office of Communication of United Church of Christ, Geoffrey Cowan, Monroe Price, Charles Channel and Walter Baer on March 26, in matter of amendment of television table of assignments to add new VHF-TV channels and insure that where appropriate such channels are reserved for exclusive use of noncommercial TV or assigned to applicants with substantial minority group ownership and management (RM-2346). Action May 3.

Call letter actions

■ *State Educational Radio & Television Facility Board, Red Oak, Iowa—Granted KJAA.
■ Memphis Broadcasting Associates, Memphis—Granted WGLJ.

Existing TV stations

Final actions

■ KQED San Francisco—Broadcast Bureau granted CP to install aux. trans. at main trans. location (BPET-493). Action April 30.
■ Washington—FCC denied petitions by United Television Co. and United Broadcasting Co., to remand initial decision, reopen record and enlarge issues in proceeding on renewal of license and CP for WFAN-TV (ch. 14) and renewal of license of WOOK(AM) Washington and competing application of Washington Community Broadcasting Co. for WOOK frequency of 1340 khz (Docs. 18559, 18561-3). Action May 8.
■ FCC denied requests of McGraw-Hill Broadcasting Co., licensee of WRTV(TV) Indianapolis, and Bill Burrud Productions, for waiver of "off-network" restrictions of changed prime time access rule for certain *National Geographic* and *Animal World* programs of 1974-5 season. Action May 8.
■ WGNO-TV New Orleans—Broadcast Bureau granted license covering CP for a new station (BLCT-1731); granted license covering changes (BLCT-2274). Action April 30.
■ WTAE-TV Pittsburgh—Broadcast Bureau granted CP to change type trans (BPCT-4703). Action April 30.

Call letter action

■ WKBG-TV Cambridge, Mass.—Granted WLVI-TV.

New AM stations

Application

■ Ellijay, Ga.—Gilmer County Broadcasting Co. seeks 1530 khz, 250 w-D. P.O. address: Box 938, Blue Ridge, Ga. 30513. Estimated construction cost \$17,100; first-year operating cost \$33,243; revenue \$36,000. Principal: Robert P. Schwab (100%). Mr. Schwab owns WLSB(AM) Copperhill, Tenn., WPPL-FM Blue Ridge, Ga., and WYYZ Jasper, Ga. Ann. May 9.
■ Bozeman, Mont.—Northern Sun Corp. seeks 1090 khz, 5 kw-U. P.O. address: 2414 Ivy Lane, Billings, Mont. 59102. Estimated construction cost \$135,060; first-year operating cost \$69,118; revenue \$127,820. Principal: William R. Reier (100%) is general manager of KOOK(AM) Billings, Mont. Ann. May 9.
■ Pageland, S.C.—FCC accepted for filing application of Pageland Broadcasting for 1510 khz, 500 w-D. P.O. address: 1009A, Westview Drive, Hartsville, S.C. 29550. Estimated construction cost \$37,235; first-year operating cost \$47,906; revenue \$55,000. Principals: Louis M. Cook (91%), et al. Mr. Cook is sales manager of WHSC(AM) Hartsville. FCC said Pageland proposal would not have been acceptable had it not been filed prior to assignment of FM channel to community. Action May 8.
■ Huron, S.D.—Dakota Communications Ltd. seeks 1190 khz, 500 w-D. P.O. address: 215 West Broadway, Pierre, S.D. 57501. Estimated construction cost \$37,159; first-year operating cost \$99,060; revenue \$98,000. Principals: Thomas C. Adams (75%), Pierre attorney, and wife Patricia A. Adams (25%). Ann. May 9.

Call letter actions

■ Golden, Colo.—FCC denied application by Voice

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of Reason, for review of review board decision released Oct. 20, 1972, which denied Voice of Reason's application for authority to operate former facilities of KICM Golden, Colo., and of board order released Feb. 23, 1973, denying reconsideration. (Doc. 18710). Action May 8.

■ Gulfport, Miss.—FCC denied application by Southwestern Broadcasting Co. for review of order of review board released Nov. 2, 1973, denying Southwestern's appeal for reversal of final ruling by Administrative Law Judge Jay A. Kyle granting applications of Gulf Broadcasting Co., Gulfport, Miss., and HWH Corp., McComb, Miss., for authority to construct AM stations. (Docs. 19466-7). Action May 8.

■ Miami, Okla.—Miami Radio Inc. Broadcast Bureau granted 100.9 mhz, 3 kw. HAAT 253 ft. P.O. address Box 511, Miami 74354. Miami Radio Inc. is licensee of KGLC(AM) Miami. Principals: K. C. Jeffries, president (50%), et al. Mr. Jeffries is president of K. C. Jeffries Investment Inc., wholesale oil firm, in Miami (BPH-8370). Action May 1.

Action on motion

■ Chief Administrative Law Judge Arthur A. Gladstone in Avalon, N.J. (WAVV Communications; Avalon Broadcasting Co.), FM proceeding, designated Administrative Law Judge Jay A. Kyle as Presiding Judge, and scheduled prehearing conference for June 6 and hearing for July 22. (Docs. 20030-31). Action May 7.

Other actions

■ Review board in Milton, Fla., AM proceeding, in response to petition by Radio Santa Rosa, added issue to determine whether Jimmie H. Howell complied with section 1.514 of rules regarding his past association with WONF-FM Pensacola, Fla., and, if not, to determine the effect thereof on Howell's basic and/or comparative qualifications to be licensee. Other requests by Santa Rosa to add ascertainment issue against Aaron J. Wells and character and misrepresentation issues against Mr. Howell were denied (Docs. 19882-5). Action May 7.

■ Review board in San Juan, Rio Grande and Isabel Segunda, Vieques, P.R., AM proceeding, denied petition by Boricua Broadcasting Corp. to delete financial issue designated against it. Proceeding involves mutually exclusive application for new AM station by Cavallaro Broadcasting Corp., Boricua, and Summit Broadcasting of Puerto Rico (Docs. 19897-901). Action May 3.

Call letter application

■ Millard F. Adams Jr., Milton, Fla.—Seeks WKCK.

Call letter actions

■ KYOR Inc., Pagosa Springs, Colo.—Granted WPAG.

■ B. F. J. Timm, Tallahassee, Fla.—Granted WANM.

■ Magof Inc., Agana, Guam.—Granted KATB.

■ J. T. Parker Jr., Lebanon, Va.—Granted WLRV.

Existing AM stations

Applications

■ WVCG Coral Gables, Fla.—Seeks CP to increase nighttime power to 10 kw and add nighttime site from Tamiami Trail, 4.5 mile west of Route 27. Ann. May 9.

■ WINZ Miami—Seeks CP to replace existing 6 towers with 7 new towers and install new ground system. Trans. site extension of Northwest 207th Drive, Carol City, Fla. Ann. May 9.

■ Millard F. Adams Jr., Milton, Fla.—Request for interim operating authority of WSRA dismissed as moot. Permanent facilities granted (BP-19,563). Ann. May 10.

■ WEMD Easton Md.—Seeks CP to increase tower height of daytime array and side mount four-section FM ant. Ann. May 9.

■ KXL Portland, Ore.—Seeks CP to change trans. and main studio site to 20900 Southeast Curtis Road, southeast of Portland. Ann. May 9.

■ KTNT Tacoma, Wash.—Seeks CP to change trans. and ant. site to South 23rd and Union Avenue, Tacoma. Ann. May 9.

Starts authorized

■ Following station was authorized program operating authority for changed facilities on date shown: WMEL Melbourne, Fla. (BP-19332), April 30.

Final actions

■ WGTO(AM) Cypress Gardens, Fla. (540 khz)—CP to delete 10 kw CH operation and operate with 50 kw, Da-D dismissed request of attorney. Ann. May 8.

■ WPAT(AM) Paterson, N.J.—FCC granted application of Capital Cities Broadcasting Corp. to increase MEOVs of WPAT subject to technical conditions (BP-19629). Petition by WBen(AM) Buffalo, N.Y., to designate application for hearing was denied. Action May 8.

■ New York—Broadcast Bureau informed Dr. Alfred M. Lilienthal no further action was warranted on his complaint that WMCA(AM) New York had failed to adhere to fairness doctrine. Dr. Lilienthal asserted he was entitled to time to present viewpoint in contrast to opinions aired March 11 by Anti-Defamation League on meaning of anti-Semitism. He further stated he had rejected station's offer of time to appear, since station also planned to have two League spokesmen on same program to present their viewpoints. Ann. May 7.

Initial decision

■ WFAB Miami—Denial of application of United Broadcasting Co. of Florida for renewal of license for WFAB, and termination of operation, have been proposed in initial decision by Administrative Law Judge Byron E. Harrison. United's application was designated for hearing by commission order released Jan. 2, 1973, on issues to determine whether WFAB had engaged in fraudulent billing practices (Doc. 19664). Ann. May 6.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Greenwood, Miss. (Leflore Broadcasting Co. [WSWG-AM]; Dixie Broadcasting Co. [WSWG-FM]), renewal of license, designated Administrative Law Judge Reuben Lozner to serve as presiding judge, and scheduled prehearing conference for June 5 and hearing for July 22 (Docs. 20025-6). Action May 6.

■ Administrative Law Judge Ernest Nash in Raleigh, N.C. (WLEE(AM)), revocation of license, upon request by WLEE, canceled hearing scheduled for July 23, and scheduled hearing for Sept. 24, in Raleigh (Doc. 19908). Action May 7.

Fine

■ KDKD Clinton, Mo., Osage Broadcasting Co.—Broadcast Bureau notified licensee that it had incurred apparent liability for forfeiture of \$2,000 for willful or repeated violation of rules and terms of license by operating with excessive power or by making incorrect entries in operating log. Action May 2.

Call letter application

■ WJAB Westbrook, Me.—Seeks WJBQ.

New FM stations

Applications

■ *Milledgeville, Ga.—Georgia State College for Women seeks 88.9 mhz, 10 w. HAAT 70 ft. P.O. address: North Clark Southeast, Milledgeville 31061. Estimated construction cost \$5,812; first-year operating cost \$2,000. Principal: Dr. J. W. Whitney Bunting, president. Ann. May 10.

■ *Glenview, Ill.—Midwestern Academy of New Church seeks 88.9 mhz, 10 w. HAAT 100 ft. P.O. address: 73 Park Drive, Glenview 60025. Estimated construction cost \$8,359; first-year operating cost \$500. Principal: Alfred Acton 2d, president. Ann. May 7.

■ East Grand Forks, Minn.—KRAD Inc. seeks 103.9 mhz, 3 kw. HAAT 145 ft. P.O. address: Box 560, East Grand Forks 56721. Estimated construction cost \$19,705; first-year operating cost \$6,500; revenue \$3,000. Principals: Marlin T. and Mary L. Obie (51%) and John C. French (49%). Mr. Obie is part-owner of KRWB(AM) Roseau Minn., and with Mr. French has interest in Grand Forks, N.D., cable system. Ann. May 7.

■ Batesville, Miss.—Panola Broadcasting Co. seeks 95.9 mhz, 3 kw. HAAT 153 ft. P.O. address: P.O. Drawer 73, Batesville 38606. Estimated construction cost \$33,985; first-year operating cost \$18,000; revenue \$18,000. Principal: Harold B. McClarley (100%) owns WBLE(AM) Batesville. Ann. May 6.

■ *Chambersburg, Pa.—Chambersburg Area School District seeks 91.3 mhz, 10 w. HAAT 60 ft. P.O. address: 1957 Scotland Avenue, Chambersburg 17201. Estimated construction cost \$10,095; first-year operating cost \$1,000. Principal: James W. King, principal. Ann. May 7.

■ Middleburg, Vt.—Addison Broadcasting seeks 100.9 mhz, 3 kw. HAAT 146 ft. P.O. address: 29 Court, Southeast, Middleburg 05753. Estimated construction cost \$45,848; first-year operating cost \$17,738; revenue \$40,000. Principals: Timothy F. Bushey, Mark T. Brady (both 49%), et al. Mr. Bushey is former manager of WFAD(AM) Middlebury; Mr. Brady is 49% owner. Ann. May 10.

■ Wenatchee, Wash.—Bethesda Christian Temple (nonprofit) seeks 104.9 mhz, 105 w. HAAT 1330 ft. P.O. address: Box 2065, Wenatchee 98801. Estimated construction cost \$30,787; first-year operating cost \$39,400; revenue \$120,000. Principals: Larry M. Titus, pastor; Michael C. Schull, church administrator. Ann. May 10.

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	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,382	3	21	4,406	52	4,458
Commercial FM	2,481	0	45	2,526	166	2,692
Commercial TV-VHF	505	1	8	514	4	520**
Commercial TV-UHF	193	0	2	195	35	242**
Total commercial TV	698	1	10	709	39	762
Educational FM	635	0	39	674	80	754
Educational TV-VHF	88	0	3	91	4	96**
Educational TV-UHF	131	0	12	143	2	147
Total educational TV	219	0	15	234	6	243

* Special temporary authorization

** Includes off-air licensees

■ Parkersburg, W. Va.—Electronm Inc. seeks 95.1 mhz, 50 kw. HAAT 500 ft. P.O. address: 1009½ Fourth Avenue, Parkersburg 26101. Estimated construction cost \$58,344; first-year operating cost \$74,500; revenue \$176,300. Principals: David A. and Carolyn E. Strock (52%), James K. and Dorothy V. Fenton (24%), et al. are, respectively, former salesman, bookkeeper, manufacturer and secretary. Ann May 7.

■ *Madison, Wis.—Back Porch Broadcasting seeks 89.7 mhz, 8.5 kw. HAAT 149 ft. P.O. address: R.R. 2, Midtown Road, Madison 53711. Estimated construction cost \$3,200; first-year operating cost \$6,800. Principal: Michael O'Connor, president.

■ Rhinelander, Wis.—North Forest Radio Broadcasting Co. seeks 97.5 mhz, 100 kw. HAAT 504 ft. P.O. address: 5025 Blakemore Trail, Canton, Ohio 44718. Estimated construction cost \$99,035; first-year operating cost \$69,140; revenue \$75,000. Principal: David E. Little (100%) has interest in machine shop in Canton, Ohio. Ann. April 26.

Starts authorized

■ WQFL Rockford, Ill.—Authorized program operation on 100.9 mhz. ERP 3 kw. HAAT 300 ft. Action April 29.

■ *WVCS California, Pa.—Authorized program operation on 91.9 mhz, TPO 10 w. Action April 30.

■ *WRCT Pittsburgh—Authorized program operation on 88.3 mhz, TPO 10 w. Action April 29.

Final action

■ *Towson, Md.—Towson State College. Broadcast Bureau granted 89.7 mhz, 600 w. HAAT 400 ft. P.O. address: AV Building, Towson State College, Baltimore, Md. 21204. Estimated construction cost \$24,171; first-year operating cost \$2,050. Principal: Jay Harrison, general manager (BPED-1761). Action May 1.

Rulemaking petitions

FCC received following petitions to amend FM table of assignments as shown (ann. May 6 and 10):

■ WBIT(AM) Adel, Ga.—Seeks to assign ch. 269A to Adel (RM-2370).

■ KVNJ(AM) Coeur d'Alene, Idaho—Seeks to assign ch. 264 to Coeur d'Alene and delete ch. 264 from Wallace, Idaho (RM-2372).

■ Batesville Broadcasting Co., Batesville, Ind.—Seeks to assign ch. 276A to Batesville (RM-2367).

■ Robert V. and Dorothy K. Doll, Frankfort, Ky.—Seeks to assign ch. 265A to Otsego, Mich. (RM-2373).

■ Town N' Country Broadcasting Co., Tupelo, Miss.—Seeks to assign ch. 240A to Tupelo (RM-2369).

■ WISE(AM) Asheville, N.C.—Seeks to assign ch. 285A to Asheville (RM-2374).

■ WYNS(AM) Leighton, Pa.—Seeks to assign ch. 276A to Leighton and delete ch. 276A from White Haven, Pa. (RM-2368).

■ William G. Dudley and Trident Broadcasting Co., both Charleston, S.C.—Seek to assign ch. 300 to Charleston (RM-2377-8). These petitions for rulemaking will be treated as counterproposal in Doc. 19981. Responsive statements should be submitted as reply comments in this docket by date reply comments are due.

■ KCLW(AM) Hamilton, Tex.—Seeks to assign ch. 252A to Gatesville, Tex. (RM-2336).

Rulemaking action

■ Florida—Chief, Broadcast Bureau, on request by WENG(AM) Englewood, Fla., extended through June 8, time for filing responses to petition filed April 7 by Russell G. Salter to assign ch. 272A to Lake Placid, Fla., by deleting it from Arcadia, Fla. (RM-2356). Action May 9.

Call letter applications

■ Tuscola Broadcasting Co., Caro, Mich.—Seeks WKYO-FM.

■ *Montgomery County Area Technical School Broadcasting, Norristown, Pa.—Seeks WVVE.

Call letter actions

■ Roy Forrester, Clarksville, Ark.—Granted KLYR-FM.

■ Cotton Valley Broadcasting Co., Bay Springs, Miss.—Granted WXLY.

■ Stoneland Research, Moyock, N.C.—Granted WJLY.

Existing FM stations

Starts authorized

■ Following stations were authorized program operating authority for changed facilities on date shown: KEZQ Little Rock, Ark. (BPH-8574), April 29; KKNU Fresno, Calif. (BPH-8646), April 29; WLIF Baltimore (BPH-8705), April 26; WDRK-FM Greenville, Ohio (BPH-7798), April 30; WEZV Bethlehem, Pa. (BPH-8750), April 26.

Final actions

■ *KCNT Hastings, Neb.—Broadcast Bureau granted mod. of license covering change of name to Central Technical Community College from Area Vocational Technical School #1. (BMLED-84). Action May 1.

■ *WRCJ(FM) Reading, Ohio—Broadcast Bureau granted CP to install new trans. and ant.; ERP 2 kw; ant. height 135 ft. (BPED-1725). Action May 1.

Call letter applications

■ WFMM-FM Baltimore—Seeks WPCB.

■ WSTV-FM Steubenville, Ohio—Seeks WRKY.

■ WOBT-FM Rhinelander, Wis.—Seeks WRHN.

Call letter actions

■ KCAB-FM Dardanelle, Ark.—Granted KWKK.

■ WFMF Chicago—Granted WLOO.

■ KOWC Cedar Rapids, Iowa—Granted KICR.

■ WRTS East Liverpool, Ohio—Granted WELA.

Renewal of licenses, all stations

■ Broadcast Bureau granted following applications for renewal of license, including SCA where appropriate.

on May 3: KARR(AM)-KOPR-FM Great Falls, Mont.; KBZZ(AM) La Junta, Colo.; KEIN(AM) Great Falls, Mont.; KGRE-FM Greeley, Colo.; KGVO-TV Missoula, Mont.; KLGR(AM) Redwood Fall, Minn.; KMOT-FM Minot, N.D.; KOYN-AM-FM Billings, Mont.; KRFO-AM-FM Owatonna, Minn.; KROX(AM) Crookston, Minn.; KSTR(AM) Grand Junction, Colo.; KTVM(TV) Butte, Mont.; KUDI(AM) Great Falls, Mont.; KWYR-AM-FM Winner, S.D.; WAVN(AM) Stillwater, Minn. and WJRC(AM) Joliet, Ill.

Modification of CP's, all stations

Broadcast Bureau granted following CP modifications on date shown:

■ KGIN-TV Grand Island, Neb.—Make changes in aux. trans. equipment (BMPCT-7519). Action April 30.

■ *WUNF-FM Asheville, N.C.—Change ant.; change ant. system; operate by remote control from studio at Student Center Building, University of North Carolina, University Heights, Asheville, N.C.; ERP 11 kw; ant. height 140 ft. (BMPED-1094). Action May 1.

Translators

Applications

■ White Pine Television District #1, for Panaca, Nev. seeks ch. 55 (BPTT-2645); for Ely, Nev., seeks ch. 67 (BPTT-2646), and for McGill, Nev., seeks ch. 13 (BPTTV-5022), all rebroadcasting KLXV-TV (ch. 10) Las Vegas. Ann. May 8.

■ Better TV Association, Sisseton, S.D.—Seeks ch. 15, rebroadcasting KTHI-TV (ch. 11) Fargo, N.D. (BPTTV-5021). Ann. May 8.

Final action

■ K13JH (ch. 13) Mena, Ark., rebroadcasting KFSA-TV (ch. 5) Fort Smith, Ark.—License authorization canceled and call letters deleted at request of licensee. Ann May 8.

Ownership changes

Applications

■ KFML-FM Denver (98.5 mhz, 10 kw)—Seeks assignment of license from KFML Broadcasting to Jefferson-Pilot Broadcasting Co. for \$453,850. Seller: Joseph R. McGoe, president, owns KAPI(AM) Pueblo, Colo. Licensee retains KFML(AM) Denver. Buyer: Jefferson-Pilot Corp. (100%) owns through subsidiaries: WBT-AM-FM-WBT(TV) Charlotte, N.C. WOXI(AM) Atlanta, WOXI-FM Smyrna, Ga., WWBT-TV Richmond, Va., WBIG(AM) Greensboro, N.C. and KIMN(AM) Denver. Ann. May 10.

■ WJCM(AM) Sebring, Fla. (960 khz, 1 kw-D)—Seeks assignment of license from Community Enterprises to Asti Broadcasting Co. for \$175,000. Seller: C. Wesley Ward, president. Buyers: Robert Asti (60%), Miami attorney; Helen Asti (22.5%), realtor, and Louis M. Neale (17.5%), general manager of WFGN(AM) Gaffney, S.C. Ann. May 10.

■ WTNT(AM)-WOMA(FM) Tallahassee, Fla. (AM: 1270 khz, 5 kw. DA-N; FM: 94.9 mhz, 51 kw)—Seeks transfer of control of Tallahassee Appliance Corp. from Frank W. Hazleton and Hurley Rudd (100% before, none after) to Walter Weeks Broadcasting (none before, 100% after). Consideration: \$775,000. Sellers: Mr. Hazleton is retiring; Mr. Rudd is entering politics. Buyers: James W. Walter (45%), Robert M. Weeks (45%), et al., own WMFJ-AM-FM Daytona Beach, WJNO(AM) West Palm

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Beach and WSPB-AM-FM Sarasota, all Fla. Ann. May 10.

■ WHVW-AM-FM Hyde Park, N.Y. (AM: 950 khz, 500 w-D; FM: 97.7 mhz, 3 kw)—Seeks assignment of license from Ubiquitous Corp. to Oroco Communication for \$430,000. Seller: Thomas C. Durfey, president. Buyers: James F. O'Grady Jr. (57.7%), et al. Oroco owns WAIL-AM-FM Middletown, N.Y.; Mr. Grady has small interest in KRAK Sacramento, Calif. Ann. May 10.

■ WALO(AM) Humacao, P.R.—Ochoa Broadcast Corp. granted transfer of control of licensee corporation from Efrain Archilla-Roig (100%) to his wholly owned parent company, Radio Oriental (100%) (BTC-7392). Action April 30.

■ KWBA Baytown, Tex. (1360 khz, 1 kw DA2)—Seeks assignment of license from executors of estate of John M. Camp to Bay Radio for \$350,000. Seller: Mrs. Ruth S. Camp has interest in WPOW(AM) New York, WHAZ(AM) Troy, N.Y., and WGNA(FM) Albany, N.Y. Buyers: Wayne E. Marcy (60%), former 50% owner of KLJT(AM)-KBRZ(FM) Freeport, Tex., David E. Perkins Jr. (20%) and J. Edward Martin (20%), both employees at KLJT-KBRZ. Ann. May 10.

Actions

■ KKIO(AM) Santa Barbara, Calif. (1290 khz, 500-D)—Broadcast Bureau granted transfer of control of KACL Radio Inc. from F. W. and Lucille Carr (66% before, none after) to Erway Broadcasting Corp. (none before, 66% after). Consideration: \$218,162. Principal: Guy S. Erway is former co-owner of WGMF(AM) Watkins Glen and WXXY-FM Montour Falls, both N.Y. (BTC-7345). Action April 30.

■ KGOE(AM) Thousand Oaks, Calif. (850 khz, 500 w-DA-2)—Broadcast Bureau granted transfer of control of Conejo Broadcasters Inc. from Alan B. Skuba, Stephen J. Skuba, David M. Brown, et al. (100% before, none after) to General Broadcasting Co. (none before, 100% after). Consideration: \$360,000. Principals Gerald D. McLeavis, James A. Fostick and Daren F. McGavren (each 33 1/3%). General Broadcasting operates KOBO(AM) Yuba City, Calif. and has applied for consent to acquire KYTE(FM) Livermore, Calif. (BTC-7323). Action April 30.

■ KVXO(AM)-KIDA(FM) Moorhead, Minn. (AM: 1280 khz, 1 kw-D, 250 w-N; FM: 99.9 mhz, 26.5 kw)—Broadcast Bureau granted assignment of license from Central Minnesota Television Co. to Valley Communications Corp. for \$325,000. Sellers: Thomas K. Barnstuble, chairman, et al. (100%). Central Minnesota also owns KCMT-AM-FM Alexandria and KMNT(AM) Walker, both Minnesota. Buyers: Richard K. Robert B., and Michael B. Herbst (each 33.33%). Herbst brothers own department store in Fargo, N.D., and several other business interests in that area. (BAL-8081). Action April 30.

■ WSUH(AM)-WOOR(FM) Oxford, Miss.—Mrs. Jure Maskev Kilpatrick, executrix of estate of Leroy E. Kilpatrick. Broadcast Bureau granted assignment of licenses to WSUH-WOOR Inc., which she owns in entirety (BAL-8012). Action May 1.

■ KAOL-AM-FM Carrollton, Mo. (AM: 1430 khz, 500 w-D; FM: 101.1 mhz, 110 kw)—Broadcast Bureau granted assignment of license from Homeland Enterprises Inc. to Ray County Radio Inc. for \$50,000. Sellers: R. Hamilton Staton, president, et al. (100%). Buyers: Jewett C. and Janet L. Adler (together 99.8%). Mr. Adler has insurance and real estate interests in Richmond, Mo. (BAL-8026). Action May 1.

■ KBNM(FM) Albuquerque, N.M. (99.5 mhz, 3.7 kw)—Broadcast Bureau granted assignment of license from Star Broadcasting Co. to Fontana Media Corp. for \$150,000. Sellers: E. H. Craven, manager, et al. (100%). Mr. Craven also has interest in WPMP(AM) Pascagoula, Miss. Buyers: Janet D. and Walter D. Weir (each 26%). David L. Arnold (24%), C. Ben Goddard (19%) and Charles H. Weir (5%). Walter Weir is professor at University of Colorado. Janet Weir and Mr. Goddard have advertising businesses in Boulder, Colo. Mr. Arnold is director of audio production firm in Lakewood, Colo. (BALI-1951). Action May 1.

■ KHOB(AM)-KLDG(FM) Hobbs, N.M. (AM: 1390 khz, 5 kw-D; FM: 95.7 mhz, 36 kw)—Broadcast Bureau granted assignment of license from Griffith Broadcasting Co. to Smith Corp for \$346,605. Sellers: L. Dickson Griffith, president, et al. (100%). Buyers: Don O. Smith (60%), Melvin D. Holborn (20%) et al. Mr. Smith is salesman with Griffith Broadcasting. He also has interest in WMPX(AM) Midland and WKHM-AM-FM Jackson, Mich. Mr. Holborn is sales manager with WMPX(AM) Midland (BAL-8036). Action May 1.

■ WOKN(FM) Goldsboro, N.C.—Southern Radio & Television Corp. Broadcast Bureau granted assignment of CP to WOKN Inc. (BAPH-558), so that Robert Swinson, general manager, could acquire 10% ownership. Action May 1.

■ WPXY(AM) Greenville, N.C. (1550 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Curtis & Associates Inc. to Greenville Broadcasting Co. for \$131,375. Sellers: Donald W. Curtis, president, et al. (100%). Mr. Curtis also has interest in WEWO(AM)-WSTS(FM) Laurinburg, N.C. and CP for new AM at Mebane, N.C. Buyers: Ralph A. Gardner (20.3%), Joseph B. Lofin (18.64%), et al. Mr. Gardner is director of Carolina School of Broadcasting (training for radio-TV personnel) and

Mr. Lofin has interest in mobile home retail sales and service in New London, N.C. (BAL-8028). Action April 30.

■ KMBL(AM) Junction, Tex. (1450 khz, 1 kw-D, of license from HW Broadcasting Co. to Heart-of-250 w-N)—Broadcast Bureau granted assignment of the Hills Communication Corp. for \$58,000. Seller: Harry C. Wischard (100%). Buyers: Dean La Rue Haley (75%), Curtis C. Short (15%) and Thomas McCampbell (10%). Mr. Haley is with Mobil Oil Corp., Corpus Christi, Tex. Mr. Short is announcer with KSIX(AM) Corpus Christi and Mr. McCampbell has law practice in Corpus Christi (BAL-7987). Action April 30.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Troy Cablevision, Box 447, 300 North Three Notch, Street, Troy, Ala. 36081, for Troy (CAC-3815) WDIQ Dozier, Ala.; WRBL-TV, WYEA-TV, WTVM Columbus, Georgia; WTVY, WDHN Dothan, Ala.; WCOV-TV, WSFA-TV, WKAB-TV Montgomery, Ala.

■ Tuskegee Cablevision Co., Henderson Street, Brewton, Ala. 36426, for Tuskegee, Ala. (CAC-3823): Add WHAE-TV Atlanta.

■ Ashdown TV Cable Co., Box 316, Dierks, Ark. 71833, for Ashdown Ark. (CAC-3809), KETS; KATV, KTHV, KARK-TV Little Rock, Ark.; KTBS-TV, KSLA-TV Shreveport, La.; KTAL-TV Texarkana, Tex.

■ Pacific Master Systems, 1024 Peninsula Street, Ventura, Calif. 93003, for Ridgecrest, Calif. (CAC-3810): KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP, KCET Los Angeles; KJTV, KERO-TV, KBAK-TV, Bakersfield, Calif.

■ Southwestern Cable Co. (address not given), for San Diego (CAC-3814): Add KMEX-TV Los Angeles.

■ Florida Video, 107 North Jefferson Street, Perry, Fla. 32347, for Perry (CAC-3811): Add WDTB Panama City, Fla.; WABW-TV Pelham, Georgia.

■ Gray Cablevision, 1177 Kane Concourse, Miami Beach, Fla. 33154 for Albany Ga. (CAC-3817): Add WTGC Atlanta.

■ Flanery & Dingus TV & Electronics, North Lake Drive and Branhan Street, Prestonburg, Ky., for Prestonburg (CAC-1579): Add WMUL-TV Huntington, W. Va.

■ Alden CATV, Room 7, State Bank Building, Box 223, Hillsdale, Mich. 49424, for Blissfield, Mich. (CAC-3822) WDHO-TV, WSPD-TV, WTOL-TV, WLTE-TV Toledo, Ohio; WJBK-TV, WWJ-TV, WXYZ-TV, WKBD-TV, WTWS, WXON Detroit; WBGU-TV Lima, Ohio; WUAB Lorain, Ohio; CKLW-TV Windsor, Ont.

■ Booth American Co., 2460 Buhl Building, Detroit, Mich. 48226 for Spring Arbor Township, Mich. (CAC-3808): WJIM-TV WILX-TV, Lansing, Mich.; WKAR-TV East Lansing, Mich.; WTVS, WXYZ-TV, WKBD-TV, WJBK-TV, WWJ-TV Detroit; CKLW-TV Windsor, Ontario.

■ Cable Haven TV, 221 Witherspoon Street, Princeton, N.J. 08540, for Lacey township, N.J. (CAC-3821): WCBST-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPXI-TV New York; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAJ-TV Philadelphia; WNET Newark, N.J.; WHYY-TV Wilmington, Del.; WNJS Camden, N.J.; WKBS-TV Burlington, N.J.

■ Bellaire Tele Cable Co., 3153 Belmont Street, Bellaire, Ohio 43906, for Bellaire (CAC-3000) and Neffs Cable Service Co., Box 202, Neffs, Ohio 43440, for Neffs (CAC-3018) Add WPGH-TV.

■ Direct Channels of Defiance, 640 Walnut Street, Coshocton, Ohio 43812, for Defiance, Ohio (CAC-3819) requests certification of existing CATV operations.

■ Cablevision of Westville Community Antenna Co., General Delivery, Westville, Okla. 74965, for Westville, Okla. (CAC-3820): KTEW, KOTV, KTUL-TV, KOED-TV Tulsa, Okla.; KFPW-TV, KFSA-TV Ft. Smith, Ark.; KODE-TV, KUIH Joplin, Mo.; KGTO-TV, Fayetteville, Ark.; KOAM-TV, Pittsburg, Kan.; KATV, KARK-TV, KTHV Little Rock, Ark.; KYTV, KOLR, KMTC Springfield, Mo.

■ Telemopromer of Portland, Box 20488, Park Rose, Ore. 97220, for Happy Valley (CAC-1508), Multnomah County (CAC-1509) and Maywood Park (CAC-1510), all Oregon: Delete CHEK-TV Victoria, B.C.; KSTW Tacoma, Wash. and add CBUT-TV Vancouver, B.C.; KTXL Sacramento, Calif.

■ Loganville Cable TV, for Loganville borough, Pa. (CAC-3818) and York New Salem Cable TV for New Salem, Pa. (CAC-3807), both at 2661 Garfield Avenue, Silver Spring, Md. 20910: WLYH-TV, WGAL-TV Lancaster, Pa.; WHP-TV, WTPA Harrisburg, Pa.; WITF-TV Hershey, Pa.; WSBA-TV York, Pa.; WMAR-TV WBAL-TV, WJZ-TV, WMPB, WBFF Baltimore; WWPB-TV Hagerstown, Md.; WDCA-TV.

■ Palmetto Cablevision, Suite 1000, Security Federal Building, Columbia, S.C. 20201, for Forest Acres, S.C. (CAC-3812): WIS-TV, WNOX-TV, WOLO-TV, WRKL-TV Columbia, S.C.; WTCC Atlanta; WRET-TV, WTVI Charlotte, N.C.; WCST-TV Wrens, Ga.

■ Sabine Cable TV Co., Box 1005, Many, La. 71449, for PineLand Tex. (CAC-3816): KBMT, KFDM-TV Beaumont, Tex.; KJAC-TV Port Arthur, Tex.; KTRE-TV Lufkin, Tex.; KALB-TV Alexandria, La.; KPLC-TV Lake Charles, La.; KTBS-TV, KSLA-TV Shreveport, La.; KTAL-TV Texarkana, Tex.

■ Amvideo of Virginia, 770 Washington Street, Holliston, Mass. 01746, for Henrico county, Va. (CAC-3813): WWBT, WTVR-TV, WCVE-TV, WCWV Richmond, Va.; WXEX-TV Petersburg, Va.; WTTG, WDCA-TV Washington.

■ Crystal Cablevision, 524 15th Avenue East, Seattle, Wash. 98102, for Medina Wash. (CAC-6): Delete CHAN-TV Vancouver, B.C. and add KTXL Sacramento, Calif.; CBUT Vancouver, B.C.

Final actions

■ Michigan—FCC granted applications by Fetzer Cablevision, operator of cable systems at Kalamazoo, Kalamazoo township, Oshtemo, Cooper township, Comstock, Portage and Parchment, (CAC-266-72), Wolverine Cablevision, with systems at Battle Creek, Springfield, Bedford township, Penfield township, Emmett township and Battle Creek township, (CAC-327, 329, 330-4, 1028-33), and Cable TV of Mattawan, operator at Mattawan (CAC-2791), for certificates of compliance. All systems are in Kalamazoo-Grand Rapids-Muskegon-Battle Creek, Mich. TV market. Mattawan's request to carry Indiana station WNDU-TV and WBSB-TV Action May 1. South Bend, and WSJV-TV Elkhart, opposed by WZZM-TV Grand Rapids, was denied. Action May 1.

■ Mankato and North Mankato, Minn.—FCC ordered Minnesota CATV operator of cable systems at Mankato and North Mankato, to cease and desist, within two days, from operating in violation of rule that requires any cable system operating within grade B or higher contour of any television station, shall, upon request of that station, maintain its program exclusively against lower priority duplicating signals (Doc. 19944). Action May 8.

■ Nebraska—FCC denied request by See-More Cable, operator of cable systems at Chadron, Gordon and Rushville, Neb., for waiver of rules to avoid giving network program exclusivity to KDUH-TV Hay Springs, Neb., and directed See-More to comply with same-day network program exclusivity requirements on its Chadron and Gordon cable systems within 30 days. Action May 8.

Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Holyoke and South Hadley, Mass. (Video Enterprises, Inc.), cease and desist order, designated Administrative Law Judge Reuben Lozner to serve as presiding judge, and scheduled prehearing conference for June 3 and hearing for July 16 (Doc. 20038). Action May 6.

Chief Administrative Law Judge Arthur A. Gladstone in Berkeley township, Beachwood borough, Ocean Gate, Pine Beach, South Toms, N.J. (Clear Television Cable Corporation), request for declaratory ruling, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge, and scheduled prehearing conference for June 3 and hearing for July 16 (Docs. 20039-40). Action May 6.

Rulemaking petitions

■ KMPH-TV Tulare, Calif.—Requests amendment of rules to include KMPH-TV as significantly viewed in Merced county, California, for purposes of cable television rules (RM-2375). Ann. May 10.

■ National Association of Theatre Owners, New York—Requests rulemaking to require notice to FCC within 30 days of cable television systems commencing distribution of programming for which per program charges is made (RM-2371). Ann. May 6.

■ Rocky Mountain Broadcasters Association, Laramie, Wyo.—Requests amendment of rules to require cable television system operators to maintain logs of stations and programs carried and of programs deleted pursuant to exclusivity requests. (RM-2376). Ann. May 10.

Rulemaking action

■ Acting chief, Cable TV Bureau, in order to facilitate filing considered and thoughtful comments in cable rulemaking proceedings, rescheduled comment and reply dates as follows: Doc. 19995 (network exclusivity)—Comment due June 17, reply comments due July 9; Doc. 19998 (mandatory origination)—May 24 and June 8; Doc. 20018 (technical standards)—Aug. 2 and Aug. 20; Doc. 20019 (franchise selection)—July 26 and Aug. 13; Doc. 20020 (line extension policy)—June 28 and July 16; Doc. 20021 (franchise duration)—July 5 and July 23; Doc. 20022 (franchise expiration, cancellation, etc.)—July 19 and Aug. 6; Doc. 20023 (cable system transfers)—July 12 and July 30; Doc. 20024 (complaint procedures)—June 28 and July 16. Action May 1.

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Station Manager for a small market Eastern Iowa AM-FM. Send resume to Box E-132, BROADCASTING.

Are you a young sales leader or manager on the way up? Outstanding sales manager opportunity in mid-west medium market. Equity ownership assured upon sales turn-around. Send detail information on background, work experience, goals and references. A vigorous reference investigation will be made in confidence. Box E-140, BROADCASTING.

Station Manager with small market experience to fully develop daytime independent in single-station market of 20,000. Central New England. Excellent opportunity for small market specialist. Send full personal-business history to Box E-160, BROADCASTING.

General Manager and Sales Manager for strong one station medium market in Northeast. Need people who will help build a chain of stations during next 5 years. Salary, override plus expenses are negotiable but should range between 10k and 20k. Box E-182, BROADCASTING.

Staff, new AM, WEOO. Target late summer-Fall. General Manager, Sales Persons, Newscaster, Announcers, Combo engineer. Send resume: President, Radio Tidewater Inc., WEOO, Box 338, Smithfield, Va. 23430.

Help Wanted Sales

Number One, New England metro market station has immediate opening for aggressive, experienced, sales person. Profitable opportunity, salary plus commission. Rush resume, Box E-139, BROADCASTING.

N.C. Daytimer with outstanding past desires money-minded salesperson with two years experience. Must type and be able to handle production. Additional \$\$\$ for engineering experience. Send resume to Box E-144, BROADCASTING.

Sales Manager, mature, with good track record. Live in the beautiful Rockies, great recreation area. Supervise and take care of sales for a small station group, base salary commensurate with area living costs, and excellent commission and override. Send complete resume first letter to Box E-175, BROADCASTING.

Southern Calif. top-rated, medium market AM-FM looking for a top-notch salesperson. A great opportunity in a fast growing market. Guarantee, commission, profit sharing, company insurance, etc. Do not apply unless you have a proven track record and at least three years experience. Equal opportunity employer. Send complete resume to Larry Thomas, Sales Manager, KUDE, Box K-1320, Oceanside, CA 92054.

Salesperson (some announcing if desired). Send complete sales record and audition immediately. WCSR P.O. Box 155, Canandaigua, N.Y.

Young aggressive individual for sales. Immediate opening. Excellent opportunity. Send resume to WSPK, Box 1703, Poughkeepsie, NY 12601.

Sales Manager. \$15,000 + potential. WSUS Franklin, N.J. 50 miles NYC in heart of Sussex County recreation area. Permanent growth opportunity. Rated dominant #1. Peter Bardach 212-973-2764.

Ready to move into sales? WKCY is looking for an experienced broadcaster. \$10,000 plus, first year. Good opportunity for advancement with a young, growing organization. Resume to Box 1107, Harrisonburg, Va. 22801 or call Ken Riggle 703-434-1777.

Help Wanted Announcers

No. 1 Rated major market fulltime soul station in South has openings for afternoon drive and nighttime slots. Must have experience, good production. Send resume. Box E-72, BROADCASTING.

First Phone Announcer for small market Maryland station. Send photo and resume. Box E-82, BROADCASTING.

Major Northeast Market: Experienced combo announcer. Commercial classical experience and first phone necessary. Send resume to Box E-92, BROADCASTING.

Christian formatted Florida station seeks fundamental Christian full or part time. 1st helpful. Rush resume and picture. Box E-111, BROADCASTING.

Help Wanted Announcers Continued

Reward Offered: For mature, experienced announcer and production wizard to work with contemporary station in the great Rockies. No beginners; we are a professional organization and want someone with talent. Pay will depend on ability. We want permanent employees, looking for a place to settle. We compete with three AM's and three FM's, and do well. If you have the ability and desire the challenge, forward complete resume. Box E-165, BROADCASTING.

Combination announcer newscaster, some experience preferred. Experience with automation desirable, not required. Salary open. Air-check, resume, snap shot to John Munroe, KGMI, Box 943, Bellingham, WA 98225.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Steve Campbell, KPOW, Box 968, Powell, WY 82435.

July 1st opening for MOR DJ, 3 to 7 P.M. show. Rush tape, resume, and salary requirement to Jerry Collins, WASK, Lafayette, IN 47902.

WBBQ top rated adult contemporary station needs all night personality announcer. Good opportunity for reliable person in small market wishing to gain experience. Send non-returnable tape, photograph and resume to Harley Drew, Box 2066, Augusta, GA 30903. Equal Opportunity Employer.

WDAK needs a worker who is excited about radio and can get involved with his audience, on and off the air! Heavy on production abilities. WDAK is adult contemporary, ARB and Pulse rated No. 1 in Georgia's second market. Send telescoped, unedited aircheck, resume, references, and photo if available to Alan Boyd, WDAK, Post Office Box 1640, Columbus, GA 31902.

Experienced format jock for contemporary station outside Springfield. Tapes and resumes to Bill Davis, WDEW, Westfield, MA 01085.

Personalities for Adult Rocker in smaller market college town. New Facilities. Contact Johnny West, WGNL, Box 1485, Greenville, NC 27834. 919-752-1115.

Person Friday. Conduct woman's program, swap-shop, handle traffic, logging, run IGM automation, spot production and receptionist. Excellent opportunity to learn all facets of radio at small but highly professional station. Glenn Tryon, WKYO, Caro, MI 48723.

WLOF, Orlando, Florida is looking for great talent to fill a great situation. We're 22 miles from Disney-world in sunny Central Florida. A slot doesn't open often in this number one rated contemporary personality format. If you're a broadcast-oriented entertainer with first phone; if you like people and love radio; and if you're enthusiastic and a positive thinker, then come entertain Central Florida from 6 to 10 nightly. Send tape and resume to Bill Dennis, WLOF, P.O. Box 15746, Orlando, FL 32808. No calls please. An Equal Opportunity Employer.

First phone needed for mid-day at 5kw contemporary. Must have production and news reading ability. Experience is necessary. WPRW, Box 151, Manassas, VA 22110. 703-368-3108.

Going Pro! Chapel Hill, N.C. daytimer needs true pro's to become #1 in this university town. References essential-top dollars for the right individuals. Mike Turner, WRBX, 919-942-8576. E.O.E.

All Night Soul D.J. Wanted; Columbus, Ohio. Send resume tape to Bert Charles, WVKO Radio, Columbus, OH 43220.

Opening for announcer with voice, production and tight board. Ability important but some experience helpful. St. Louis area. Mgr. 314-586-8577.

Experienced staff announcer, for top 100. 5kw in southeast. No drifters, must be community minded. Pay equals contribution. Call 912-537-3305 for details.

Contemporary MOR announcer with production experience needed on Sunny Florida East Coast. First phone, good reader, afternoon and evenings, week-ends now, full time June 1st. 904-325-4555.

Finally, a way to help announcers find work. And the best part about it is it really works! Call 305-772-2300 between 1 and 5 p.m. EDT Mon.-Fri.

Help Wanted Technical

5,000 watt AM directional station, and a separately programmed, separately run stereo station in need of engineer strong on maintenance. Small Eastern market. Salary open. Box E-136, BROADCASTING.

Chief for small market AM-FM Stereo. In beautiful Eastern Ohio. Clean operation. Need self-starter. Set own schedule. Equal opportunity employer. Box E-192, BROADCASTING.

Chief Engineer for metropolitan university stereo FM, with automated SCA. \$8,900+benefits. Write: Manager, KMWU-FM, 1751 N. Fairmount, Wichita, KS 67208.

Chief Engineer, maintenance experience required for 5 kw directional AM, 50 kw FM Stereo. Must know transmitter and studio and microwave equipment. Call P. Gilmore at 203-333-5551 or write c/o WNAB, Broadcast Center, Bridgeport, CT 06608

Engineer wanted for top 10 East Coast major market radio station. Must have valid First Class F.C.C. license, experience in station maintenance and production. Knowledge of advanced production techniques, editing and stereo production. Send resumes to P.O. Box 1986, Pittsburgh, PA 15230. An Equal Opportunity Employer.

Help Wanted News

News Director for state news network. State complete qualifications for this responsible position. \$12,400 plus profit sharing to start. Details to Box E-40, BROADCASTING.

News Director wanted by major market southern soul station. Large radio and TV chain. Send resume Box E-73, BROADCASTING.

Full-time Mid-Atlantic medium-market station looking for a proven professional news director. Our 5 man news staff needs real direction. We're proud of our strong commitment to local news. If you haven't proven yourself running a good news operation, don't waste our time or yours. If you're the one we want, we'll offer you an excellent salary at one of our state's most respected stations. All replies confidential. E.O.E. Reply Box E-194, BROADCASTING.

Professional, creative newscaster needed immediately for gathering and editing news plus production work. Must have good voice and good appearance. Excellent opportunity, good pay and benefits, pleasant surroundings. Send resume, audition and other information to KEBE/KOOI Radio, P.O. Box 1648, Jacksonville, TX 75766 or phone 214-586-2211.

Is your bag picking up rocks? If so, contact Johnny West, WGNL, Box 1485, Greenville, NC 27834. 919-752-1115.

Announcer/Newscaster who'd like small station operation. 48 hour week. \$150. Third endorsed. Send tape, resume, writing sample to WHTG AM-FM, Eatontown, NJ 07724.

The US's largest agricultural newswire organization is looking for an editor for a new farm radio wire. Experience with farm programing is essential for this job opportunity. Send resume to Sally McKinney, Commodity News Services, Inc., 4800 Main St., Kansas City, MO 64112.

Help Wanted Programing Production, Others

Full time Major Market Black Contemporary Station seeking resident P.D. w/Major Market Experience. Mail resume to Box D-71, BROADCASTING.

Program director-salesperson for small market Maryland station. Must have first ticket. Send resume and wage demands. Box D-240, BROADCASTING.

Operations Manager for major Carolina station. Describe experience in production, promotions, programming, and news. \$12,400.00 plus profit sharing to start. Box E-39, BROADCASTING.

Medium sized New England market needs program director. A real experienced professional self starter who can enforce management policies. Tight board and super commercial delivery are musts. If you are creative, aggressive and have impeccable industry references, this is the job for you. Box E-134, BROADCASTING.

This individual knows personality, feature radio. Has a broad music knowledge, particularly MOR and the great bands. Good at interviews, runs a tight board, does creative, not gimmick, production and can lead staff. This person is stable and would like to live in Florida. If you're this individual, send resume, references, and requirements to Box E-141, BROADCASTING.

Help Wanted Programing, Production, Others, Continued

Copywriter—Experienced all print media plus radio. Must be versatile: that means newspaper ads to direct mail copy, plus scripting and producing radio commercials. We're a small, rapidly growing agency in upstate New York. Starting salary is not yet fabulous, but the living and the future is! It's a rare opportunity to escape the big city and still practice and grow in your profession. Juniors welcome but must show some kind of track record. Ability to work hard given first preference; genius second. Resume, please, to Box E-147, BROADCASTING.

Needed immediately, a full-time production director for 50,000 watt WKBW radio in Buffalo. Strong commercial work a must. Send tape and resume to: Bob Harper, program director, WKBW Radio, Buffalo, NY 14209. An Equal Opportunity Employer.

A good move to one of the nations significant modern country stations. Never another chance to step into the P.D.'s shoes under such ideal conditions. Present P.D. going into real estate. Will continue GHQ morning show. Will be around to help you adjust. Requires 5 years jock experience past M.D. or prod. dir. strong production, brains and ambition. You could qualify as H.D. of WVOJ Jacksonville one of country radio's top 10. Air mail tape to Gene Pope, Box 37150, Jacksonville, FL 32205. Equal opportunity employer.

Instructors, salespeople and P.D. for unique broadcast production Co. New York area residents only. M.C.A. Studios, 212-279-6850.

Situations Wanted Management

Medium market general manager came up through programing, switched to sales 8 years ago. Effective motivator able to make it happen at your large market station 34, degree from major university, ready for the right move, now Box D-265, BROADCASTING.

Small market sales and programing pro ready for the move to larger market general management. GM now in small market, improved profit picture 89% in the past two years. 27, BS, family, with a burning desire to succeed in a larger market. Box D-268, BROADCASTING.

Sales is my forte, and I've been the number 1 salesman in a top 25 market station for the past three years. Now I'm ready for the move to sales management, preferably in a medium or major market. 30, 7 years in radio, married, degree. Box D-270, BROADCASTING.

Small market sales manager desires move up as your medium or large market sales manager. 6 years in radio, 2 with a rep, 2 with an agency. 33, BA, proven track record. I'm the man who can add to your bottom line! Box D-271, BROADCASTING.

Young dynamic take charge general manager. Excellent business-broadcast background. A real sales pro. Present position vice president of major broadcast group. Will invest. Prefer East-Southeast. Box E-26, BROADCASTING.

Progressive Radio Owners: Take-charge college grad, Master's degree, First Phone, desires sales or management position. Interested in investing for part ownership. Former sales service and traffic manager for medium market progressive rocker. Five years commercial experience, including engineering, production. Box E-74, BROADCASTING.

General Manager—Extensive experience, CPs through license renewals. Former owner. Built two stations. Successful salesman and administrator. Box E-129, BROADCASTING.

Professional medium market manager experienced in all phases, sales, programing, promotion, FCC, financial. Excellent industry and community references. Box E-162, BROADCASTING.

Successful building up of stations is what I have been best at. Now looking for long-term medium market situation. Professional approach to all areas of broadcasting. Box E-163, BROADCASTING.

Small market specialist, seeks "larger" small market with stable company. Strong record in management, sales, programing, community involvement, everything needed to make your station more rewarding to you. Box E-164, BROADCASTING.

Professional GM/SM—AM, FM, TV. Strong sales, programing savvy, good administrator. Major market and group experience. Box E-181, BROADCASTING.

Situations Wanted Announcers

DJ, Tight Board, good news and commercial delivery, can follow directions, willing to go anywhere . . . NOW. Box A-134, BROADCASTING.

Number one FM rock top ten market past 2 1/2 years. I am married, 28, college grad and can make you a winner. Can do MOR and beautiful music. Prefer West Coast, but will consider all reasonable offers. Box E-69, BROADCASTING.

Situations Wanted Announcers Continued

Experienced Adult-Rock communicator. First phone. Madiams/Majors. Box E-87, BROADCASTING.

Bright, funny major market morning man ready to make a good station #1. Currently working 50 kw top 10 market where I have doubled the morning drive listeners, according to ARB and Pulse. I will settle down at a major market powerhouse doing solid gold, talk, MOR or country. An aircheck of a typical show that projects warmth, but loaded with b.lily laughs, and a resume with a good track record and sterling references will be sent if you write Box E-103 BROADCASTING.

DJ/Announcer. Tight board, good with production and commercial delivery. 2 1/2 years experienced at college radio station. Warm and clear voice. Willing to go anywhere. Now! Box E-131, BROADCASTING.

Hallelujah. Experienced DJ-salesman. 3rd ticket with friendly personality. Seeks continuation in Gospel format. Presently in small market. Will relocate. Box E-137, BROADCASTING.

Commercial Rookie with college and military experience looking for play-by-play or news reporting position. Tape and resume available. Box E-142, BROADCASTING.

This will only run once so please read it carefully. If you'd like to acquire the talents of Don Imus, Larry Lujack, Robert W. Morgan, John Landecker, or Wolfman, write now to Box E-153, BROADCASTING.

Major market jock looking for better opportunity. Presently employed, minimum \$12,000. Box E-153, BROADCASTING.

DJ, tight board, excellent news, production, first phone. A.A. journalism, B.A. radio/TV, practical experience. Box E-156, BROADCASTING.

Warm radio voice, first phone, 31, 4 years experience, interested in news, sales. Northeast preferred. Available immediately. Box E-161, BROADCASTING.

Modern-Country Personality—Music director. Six years experience, three in major market. First phone. Desire major market or good professionally run medium market. Contact Box E-186, BROADCASTING.

Good voice, experienced, creative in production, and professional. Family man looking for stable and good paying position in medium market. Box E-187, BROADCASTING.

DJ/Announcer, Chgo. Bcst. School grad. 3rd endorsed. 29 married. Knowledgeable in all phases of Radio-TV broadcasting and electronics. Bob Cooper, 1727 Atchison, Whiting, IN 46394. 219-659-1582.

C&W D.J., light board, good news, commercials, know C&W music, relocate now. Tape and resume upon request. Call or write Archie Grimshaw, 5517 Kingston, Lisle, IL 60532. 312-968-0898.

Radio/TV announcers. Beginners but with some "live" experience and much enthusiasm. DJ, news, sports, sales, copy, camera. Available now. Contact John O'Rourke, Austin Vo-Tech, Austin, MN 55912. 507-437-6681.

Top rated contemporary personality available now following format change. Proven winner in Top 50 market with 18/34's, 25/49's. Super production. 305-851-3719.

7 months of weekends. Now looking for first full-time shift. New England. Call Steve collect 814-643-2755.

Enthusiastic graduate, BA, communications. Can write news. Able to read. Desire announcing position. Write to Richard Zuclich, 3720 N.E. 22 Ave. #8, Lighthouse Point, FL 33064.

Experienced DJ, college AM, 23 yrs. old, third endorsed, will go anywhere. Write Richard Cutter, 56 W. Patterson, Columbus, OH 43202.

Two first phone cooks, looking for gig with stable station, currently employed, go anywhere, available immediately, 4 years experience. Call 606-528-1330; after 5:30, 528-8972, Dan or Jim.

Soul Jockey—First phone, 6 yrs. exp. Jody Gill, 212-669-8269.

Articulate, knowledgeable, responsible, well read, bright, well traveled. Seeking position as radio talk show host. Can handle phones. Am 53, spent 28 years in show business. AFTRA member, know radio well. Was born for this new career. 212-854-8191.

DJ-Announcer, third endorsed. Hollywood trained. Can write news, sports, commercials. Have wife, baby. 25 years old. Will relocate. Call 1-213-935-1355 or write for credentials. Lloyd Johnson, 2744 1/2 Redondo Blvd., Los Angeles, CA 90016.

DJ looking rock, MOR, oldies. 3 yrs. college radio, some comm. exp. Degree in broadcasting, 3rd end. Midwest preferred. Tom Struher, 8646 N. Harding, Skokie, IL 60076, 312-677-5518, 675-1281.

Situations Wanted Announcers Continued

Experienced combo man desires relocation in Nyack or White Plains, New York area. Presently assistant to chief engineer at New England AM/FM. Good voice. Married, two children. Eleven years in radio. Available in mid-July. Contact: Larry I. Beavers, 685 Woodman St., Fall River, MA 02724. 617-679-3526.

Looking for 1st break. Announcer-DJ, authoritative news, natural commercial delivery. Broadcast school graduate. 3rd endorsed. Larry Beller, 5528 North Central Avenue, Chgo., IL 60630. 312-774-2927 or 312-726-0400.

Situations Wanted Technical

Chief Engineer—For Northern Michigan, but will consider all areas. Heavy experience in AM-FM engineering. No references. Worth \$12,500 but will talk about salary. Include telephone number first letter, and we will talk. Stations with high turnover and/or money problems need not write. Each and every letter answered same day. Write Box E-135, BROADCASTING.

Real engineer, BSEE, halfway thru PE, major-market AM/DA-FM-TV experience, much more. Availability open; present position little challenge. Travel OK. Box E-159, BROADCASTING.

20 years experience as chief engineer in FM, AM, stereo, directional, SCA, proofs, construction. Area Colorado. Phone 512-682-0334.

Situations Wanted News

Does anyone need an experienced news director to build or rebuild a regional news operation? Box E-66, BROADCASTING.

Looking for brains plus beauty? Dynamite young woman looking for position as reporter or production in radio or TV. Aggressive, hard worker plus two degrees from the University of Missouri School of Journalism. Will relocate. Can package a story from start to finish—forte is interviewing. Let's talk. Box E-70, BROADCASTING.

Searching for a play-by-play man? I haven't peaked yet and am already as good as they come. Three years at major college level, big voice, master's degree. Box E-149, BROADCASTING.

Experienced small market news director wants to move up to progressive small or medium market station. Salary negotiable. Write Box E-179, BROADCASTING.

Experienced radio and TV news director. Presently working in small Midwest market, ready to move up. Box E-188, BROADCASTING.

Young reporter with strong background in local coverage seeking good position involving field reporting. Box E-191, BROADCASTING.

College Grad, 24, completed news writing course with CBS editor, seeks beginning news writing position, 212-424-6570, Peter Fogel, 39-75 56th St., Woodside NY 11377.

Sportcaster—Director—Sales with the magnetic ability for capturing every exciting play, will manage, direct and sell college or professional BPB. Professionalism degree and resume package. Doug Logan, Crown Point, IN. 219-663-0745.

Experienced, actuality-oriented broadcasting grad desires middle market (U.S. or Canada) reporter position. Tape/resume. Mike Berens, Box 454, East Lansing, MI 48823. 517-484-1859.

Vietnam vet graduates in June with BA radio-TV journalism, concentration in political science. Award winner, ready to write, report, announce. Single, will relocate. R. Borden, 5101 So. Monterey Rd., #256, San Jose, CA 95111.

News Director, Midwestern background, currently in 100,000 market, seeking advancement. Family, 30, degree, RTNDA, SDX, UPI awards. Jack Marlowe, P.O. Box 73, Anniston, AL 36201. 205-237-2256.

Tired of forced awareness, Watergate, comic newscasts and new causes each week? If your major-market listeners are more affected by local, government, living costs and crime, you need a news director who knows it. Charles Beach, 4020 Holland #212, Dallas, TX. 1-214-521-7877.

Situations Wanted Programing, Production, Others

Major mid-west market announcer seeks production directorship with MOR facility, 4 years experience, 1st phone and highly reliable. Looking for long term, secure employment. Must be five figure salary. Box E-65, BROADCASTING.

Experienced production director in medium size market, hard worker, good stuff, just listen. TV-R college grad., former jock, 1st phone, married, salary open. Box E-78, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Responsible broadcaster looking for new experiences with professional operation. Seven years experience includes radio PD, copywriting, and colorful TV sports casting. After you get to know me, you'll love me to death. Box E-128, BROADCASTING.

Program/Operations Director, 10 years major-market rock experience, track record of success with limited budget. All replies considered. Box E-152, BROADCASTING.

Wanted: Challenge in small or medium market station as MD or PD. Top 40 or MOR. Experienced as jock in both formats. College degree in broadcasting. Box E-178, BROADCASTING.

TELEVISION

Help Wanted Management

Station Manager for Gulf Coast TV station in single station market. Ownership possibilities. Send total information first letter. Box E-52, BROADCASTING.

Top-notch Business Manager: Group-owned mid-west AM/FM/TV combo needs strong financial person. Want an aggressive manager, not a pencil pusher. Exceptional opportunity in one of top 25 markets. Box E-68, BROADCASTING.

Business Manager: Take charge financial manager with strong broadcasting background for large mid-west network affiliate. Group owner. An equal opportunity employer. Box E-116, BROADCASTING.

Local and/or national-regional sales manager. Mature, responsible, aggressive sales manager who would like to live in the beautiful Intermountain West. Salary plus commission and incentives plus fringe benefits. Send resume with references to Lynn Koch, KGVO-TV, Drawer M, Missoula, MT 59801.

Help Wanted Sales

Sales Manager for a growing V in medium size market. Group owner with excellent benefits. Must be thoroughly experienced with proven track record of aggressive sales management. An equal opportunity employer. Send resume to Box E-119, BROADCASTING.

Help Wanted Announcer

Major Midwest market station seeks versatile, well-rounded talent to handle new interview/entertainment program with additional back-up in weather, sports, booth. Emotional maturity and show biz a must! Send resume and salary requirements to Box E-168, BROADCASTING.

Help Wanted Technical

Need young energetic TV engineer to grow with company. Should be experienced in studio operations, strong on maintenance. Excellent opportunity for right individual. Southeast. Send reply to Box E-32, BROADCASTING.

Well established UHF station is currently looking for a television engineer capable of working into the chief engineer position when present chief is promoted to director of engineering. The applicant must be strong in all phases of maintenance and capable of supervising and working closely with engineer personnel. Send resume, references and expected salary range with first correspondence. Box E-71, BROADCASTING.

Expanding Los Angeles Production/Post-Production Center has positions open for Experienced Camera or VTR Maintenance Technicians. Video Control Background Preferred. Must have good Solid State Background. Box E-80, BROADCASTING.

Major Southeast market VHF needs experienced first phone studio technician, heavy on maintenance. Permanent position, union scale. An Equal Opportunity Employer. Send resume to Box E-170, BROADCASTING.

Experienced studio engineer needed at Midwest VHF CBS affiliate. Top pay and benefits. Send complete work record and references in first letter. An Equal Opportunity Employer. Box E-193, BROADCASTING.

Director of Engineering, major West Coast network affiliate. E.E. degree or equivalent. Salary range 32 to 36 K, depending on credentials. References will not be contacted without your permission. Submit confidential resume to Box E-198, BROADCASTING.

New York-Binghamton, dependable person with first class license, to handle UHF transmitter and studio operations. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, NY. 607-798-7111.

Help Wanted Technical Continued

Chief Engineer wanted for growing UHF station in Mid-Atlantic's vacationland. Salary: \$10,000 to \$12,000. WDXR-TV, Box 298, Paducah, KY 42001.

Engineer with diverse experience in audio, video, Xmtlr, maintenance and production. First class license required. Contact Walter Cummings, WGBY-TV, Springfield, MA. 413-781-2801.

TV Maintenance Engineer: Kaiser Broadcasting in Boston requires Engineer experienced in latest RCA Co. or Equipment. Salary \$16-\$20,000. FCC 1st Class License required. Kaiser is an equal opportunity employer M/F. Call or write R. W. Leeth, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125. 617-288-3200.

Chief Engineer for NBC-UHF Affiliated with 5 kw AM and 50 kw stereo FM. Transmitter-Studio maintenance experience required. Good opportunity in Central Connecticut. Contact: P. Gilmore at 203-333-5551 or write in c/o WNAB, Broadcast Center, Bridgeport, CT 06608.

Video and Maintenance Engineers needed immediately -Rapidly growing Southwestern Production Company. Call Bill Schock Collect 214-630-1262.

Engineer for private New England school, supervise TV studio, assist with students' productions, operate and maintain COHU 1500 color film camera, IVC, Sony VIR's, studio cameras. 1st phone desired. Available immediately. Salary: \$8,500. Call Steve White, 413-584-3450.

Help Wanted News

News Reporter and News Photographer. Major market, group owned, southwest station needs television field reporter experienced in covering general assignments, writing and editing. Station also needs news photographer with experience in all phases of 16 mm sound and silent film. Must have journalism interests. Send resumes to Box E-94, BROADCASTING.

Reporter—Needed by major market VHF network affiliated station in upper Midwest. Applicants must have background and minimum one year experience that emphasizes dedication to news. Our station has outstanding facilities, the best in equipment and a great employee benefit program. Also we are an equal opportunity employer. Send resume to Box E-172, BROADCASTING.

On-air news reporter and weather caster. 16mm photo and writing capability desired. We are an equal opportunity employer. Send photo, resume to Dave Nicholas, News Dir., KOLO Television, P.O. Box 2610, Reno, NV 89505.

Film Editor—Leading news station needs additional news film editor for staff. Must have minimum of one year TV news experience. Send resume to Bill Tucker, News Director, KSTP-TV, 3415 University Avenue S.E., Minneapolis, MN 55414.

Photographer—Opportunity for TV news photographer with major market station. Minimum of one year photographic work experience required. We are looking for a dedicated rising professional. Send resume to Bill Tucker, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114.

News Director, who can: Handle administration, put together a first-rate visual product, and anchor the evening newscasts. Send resume and VTR to Lyn Stoyer, General Manager, KTIW, Sioux City, IA.

Help Wanted Programing, Production, Others

Wanted—Free-lance production personnel to work in Central New Jersey CCTV production facility. Interested in developing pool of camera people, audio operators, and lighting directors. Box E-138, BROADCASTING.

Executive Producer-production supervision—WCVB-TV Boston is looking for a project oriented individual with top flight experience in all phases of TV production. Must know broadcast industry; program standards, FCC regulations, film production, video tape production, station operations, local programming. Must have major market and/or network experience of substantial nature. Must have supervisory experience and budget management knowledge. This is a 6 month opportunity, supervising a program task force. It might lead to much more for a creative, but seasoned program executive who would like to be part of an exciting and challenging production of local television at a major station. This is an immediate position. WCVB-TV is an equal opportunity employer. Write to: Program Manager, WCVB-TV, 5 TV Place, Needham, MA 02192.

Traffic Manager—New ABC VHF station in Boise, Idaho. Call Harry Godsil, General Manager, 208-336-0500.

Help Wanted Programing, Production, Others Continued

Small but very active videotape production house needs a young person to act as production assistant, with some background in set construction. Good opportunity for someone with talent and determination. Send resume or call for an appointment. Telemation Productions, Glenview, IL 312-729-5215. Scott Kane.

Cinematographer for film unit of land grant university. Work in support filming, including television film and motion picture production. Requirements include appropriate college degree and two years related experience. Further professional experience may be substitutable for degree. Must be familiar with television film production methods, needs, and time demands; double and single system film editing; use and handling of 16mm film equipment, and able to carry a film from script to screen. Starting salary: \$9,168 per year. Apply to Judy Thomas, Personnel Department, Virginia Polytechnic Institute and State University, Blacksburg, VA 24061, with resume and film samples. An Equal Opportunity Employer.

Situations Wanted Management

Television Program Manager with 18 years experience in Programing, Production, Film Buying, Promotion, and Daily Operations. Box E-62, BROADCASTING.

General Sales Manager. Top 20. Knows how to motivate. Solid industry references. 40—married with family. Can stand rigid investigation. Box E-89, BROADCASTING.

Program Operations Manager TV, experienced VHF, UHF, CATV. Administration FCC Regs, Logs programming costs, syndicated product, production. Box E-90, BROADCASTING.

Ass't to TV PD in Metro of 400,000 seeks advancement to larger market. 9 yrs. experience, 5 in TV. Degree, Married, Dedicated. Box E-100, BROADCASTING.

Major national representative executive seeks general manager or corporate sales position. Outstanding record and reputation. Wide knowledge all broadcast facets. Your investigation will be worthwhile. Box E-133, BROADCASTING.

General Manager-Sales Manager-Program Director, etc., for large-to-medium market station or group. Thoroughly experienced and successful all phases; all levels, including station-ownership. Expertise in aggressive programing, sales (national and local), promotion, community-involvement, production; lowering overhead costs. Fiercely competitive. Accustomed to formidable challenges and much responsibility. Can increase your profits and prestige. Box E-143, BROADCASTING.

Young dynamic executive major New York representative tired of big apple seeks station/group management or key sales position. Will make things happen. Outstanding qualifications and references. Box E-183, BROADCASTING.

Situations Wanted Sales

Sharp Woman Salesperson—Over 5 years experience in national-regional television sales, medium market heavy account list, some management experience, degree. Happy in present job, but seeking wider horizons and more responsibility. Box E-189, BROADCASTING.

Situations Wanted Technical

Fifteen years experience in television, seven as supervisor or Chief Engineer. Have built or rebuilt, operated and maintained TV stations. Make a good move and give me consideration as your chief engineer. Box E-85, BROADCASTING.

Camera man. 3 years experience IO, Plumbicon, Vidicon and film. Strong all technical operations, studio and remote. First phone. AA BA. Prefer west coast. Box E-167, BROADCASTING.

Situations Wanted News

News Director. Extensive administrative and journalistic background. Prefer Florida coast or California. Box D-244, BROADCASTING.

Give me a chance and I write, report, research and produce news. Communications graduate with strong radio and TV experience. Will relocate anywhere. Box E-15, BROADCASTING.

Investigative reporter, specializing in innovative documentary and filmwork, seeking move to larger operation. Consistent award winner in top 10 market. Box E-49, BROADCASTING.

Producer/Director—commercial and educational background—Nine years experience in TV production—5 years Producer/Director—BA in TV—28, honest, aggressive professional—available immediately. Box E-58, BROADCASTING.

Situations Wanted News Continued

Television Film Director with 15 years experience in Editing, Commercial Insertion, Film Buying, and Feature Film Scheduling. Box E-60, BROADCASTING.

TV-Radio combinations! Versatile pro available in September. One and a half years in TV, and three and a half in radio. If you are planning ahead and are west of the Mississippi, write and I'll give details. Box E-130, BROADCASTING.

Top 40 radio and television sports personality looking for move up. Currently director in market of one million. Handled play-by-play for top 10 and bowl winner in football and top 10 in basketball. Rank number one in television sports. Seven years experience getting ready for top job. Would like to hear from you even if you're not looking. I can change your mind. Box E-145, BROADCASTING.

Anchorman—Experienced writer, reporter, talk show host. Box E-146, BROADCASTING.

Sports Director—5 years experience, BA degree broadcasting, 27, experienced in all phases of news and sports. Box E-148, BROADCASTING.

Female News Personality. I've made dramatic improvements in quality and ratings of noon news show. Would like to try market 40 or above. Reporter, too, with excellent journalistic credentials. Box E-151, BROADCASTING.

Second-in-Command at top-rated medium market eye-witness news operation looking for news directorship. Radio-TV degree from respected J-school. Experienced in all aspects of television news, including administration. Winner of Associated Press and Sigma Delta Chi reporting awards. Can offer talent, training and devotion to journalism to station which offers, in return, independence and a good salary. Box E-158, BROADCASTING.

Professional Sportscaster—10 years experience TV-radio and pro football PR. Several awards prove point. Strong delivery and commentary. PBP football, basketball, baseball. Family man, top references, resume and tapes. Box E-173, BROADCASTING.

Sportscaster with New York air experience plus writing, producing, on-camera TV, basketball pbp, commentary, interviewing, race calling. I've worked with the best and now I want to be your sports director. Will supply tape and resume. Box E-174, BROADCASTING.

Female News Writer/Producer/Talent—Bright, attractive, serious about career, looking for challenging work in television news or documentaries. Four years experience with national ETV program. Winner of two national awards. Box E-177, BROADCASTING.

Anchorman/News Director—Solid, pro, 35, style, ability, credentials, wants news-team selling credibility. Box E-184, BROADCASTING.

Photographer—Top 50 experience with CBS affiliate. News, sports, feature. Broadcast journalism degree. Box E-185, BROADCASTING.

Sports Director/Personality, 31, eight years experience, six in present market. Seeking new challenge in top 20 market or major league sports town. Some pbp, excellent film capabilities. Inquire Box E-195, BROADCASTING.

Vietnam Vet graduates in June with BA radio-TV journalism, concentration in political science. Award winner, ready to write, report, announce. Single, will relocate. R. Borden, 5101 S. Monterey Rd., #256, San Jose, CA 95111.

Reporter and newswriter, 3 years television, radio experience; journalism grad. Steve Klein, 820 Kimberly, #102, DeKalb, IL 60115. 815-758-5285.

Situations Wanted Programing, Production, Others

Producer/Director—30 with 10 years experience in 20th market; news, football, music, baseball, commercials, national credits plus BA and management potential. Seek swinging operation and progressive management. Box E-155, BROADCASTING.

Chicago Area—Broadcast grad mature in attitude and action seeks challenge in radio/TV. Reporting background and film use know-how my specialty. Box E-157, BROADCASTING.

Right now! 1 yr. top 15 market experience. Public affair, talk radio, promotion. Looking TV prod./dir. career. Greg Conville, 46 Overbrook Rd., Pgh., PA 15235.

Desire stimulating ground-level production position. Middle market. University liberal arts degree. R-TV. Professional experience in related arts: publishing, editorial, copy, lighting, graphics, teamwork, deadlines. Creative, versatile, efficient, personable. Relocation desirable. Patrick Bettendorf, 2153 Valentine St., Los Angeles, CA 90026.

CABLE

Help Wanted Management

We have several CATV clients nationwide seeking highly qualified engineering management talent in the \$20-\$30K salary range. Confidentially call Fred Harms, Management Consultant at 312-693-6171 for discussion regarding these positions.

Help Wanted Sales

Aggressive, young sales representative needed to service five state Midwestern region for well-known supplier to the CATV industry. Good working knowledge of CATV required. Limited overnight travel. \$18,000 base plus commission with opportunity to earn \$30,000 second year. Send resume to Box E-121, BROADCASTING.

Experienced advertising time salesperson to take over as sales manager for 9,000 subscriber system. Take over account list of about \$4,500 monthly. Current sales manager got promoted within the company. Immediate opening. Ability to write and produce TV commercials required. Live camera air work also required. Contact Danville Cablevision, 560 Patton Street, Danville, VA 24541, 804-797-4131.

Help Wanted Technical

Immediate opening for experienced, hard working, organized Chief Video Engineer to maintain full color studio facilities of the largest cable television system in the Country. Must have good color background, thorough knowledge of 1" VTR's; also some digital theory. Starting salary \$13,000. Plenty of opportunity for advancement. Send resume to: Mission Cable TV, c/o John Long, Director-Programming Services, Box 20847, San Diego, CA 92120.

Situations Wanted Management

CATV generalist, strong in management. Presently assistant to president and director of marketing with multisystem owner. Active sales in CATV, MATV, CCTV. Master's with excellent references. Box 100 or call 412-824-0949.

Situations Wanted Programing, Production, Others

Been aired, published in New York, directed documentary on domestic satellites shown at Chicago convention. MS broadcasting. Young and experienced. Will program, sell, promote cable. Respectable NCTA references. Box E-154, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted: G.E. Color Camera, Model PE-250 or PE-350 KXON-TV, Mitchell, SD 57301.

1 KW Gates Vanguard I or II. WFAR, Farrell, PA 16121.

Tower over 800 ft. needed by Radio WICK. P.O. Box 10207. Knoxville, TN.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

RCA TK43 Color Camera chain complete. Phone Mr. Dumas at 603-898-2316 ext. 285.

Wanted RCA TR-4HB's TR-50's TR-60's—We buy for cash before you trade: E. J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008. Phone: 215-543-3548.

FOR SALE EQUIPMENT

CBS 411 Volumax and 4450 Audimax, like new condition, \$1,900. Write to KOMA, P.O. Box 6113, San Jose, CA 95150, or call 408-275-6600.

Telescript 7000 3 1/4" x 4" slide projector, complete with 8' x 10' rear screen and remote control unit. \$150.00 C.O.D. KXON-TV, Mitchell, SD 57301.

2 Spotmaster, playback, 1070's. Fast Forward, Cue trip options. Under 2 years old. WCHC, 34 Silver St., Middletown, CT 06457, 203-346-7894.

Music Library 143 MOR on 14-inch reels. Two track stereo with 25 hz cuing. Chief Engineer, WJBC, Bloomington, IL 309-829-1221.

Moseley Model ADP-220 automatic data printer including sampler unit, print unit, typewriter, 20 channels. Two years old, excellent condition. \$4,900. Write Mr. Morey, WNLC, Box 1031, New London, CT.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

For Sale Equipment Continued

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.

Take up payments. Complete IGM Automation System and spare parts. 205-574-2341.

PC-70 Color Camera excellent condition, new XQ-1020 tubes, Angenieux Servo lens, Houston Fearless Pedestal Included \$35,000. Chief Engineer 813-334-1131.

16 year old RCA 10 KW transmitter, Model #BT 10H, on air until 30 days ago, in perfect condition. Transmitter site move necessitated new transmitter purchase. \$4,000 or make offer. 813-576-6055.

Heliox-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Your own station, \$5,000! Selling just 10 systems, for January delivery. (Automators of sacred music.) TNI, Delano, CA 93215. 805-725-2609.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Topical One-Liners! UFO's Streaks! Exorcist! Tapes! Ooga Chukkal Sample free!—Tiger Lyons, P.O. Box 644, Franklin Park, IL 60131.

"Jock Junk"—A collection of 105 unique, recorded drop-ins, one-liners, wild tracks, special effects. Send \$25.00 for immediate postpaid delivery. Mother Cleo Productions, Box 521, Newberry, SC 29108.

"Personalized" drop-ins, "customized" for you, any way you want them. Write for free info or send \$3.00 for audition tape. Sherry Good Productions, Box 293, Signal Mountain, TN 37377.

MISCELLANEOUS

1,450 LP Instrumental "good music" albums, 380 MOR vocal albums, mostly mono from station collection, offered for sale in one lot, to highest offer. Albums date from 1960 thru 1968, good condition. Submit offer to Box E-180, BROADCASTING.

Broadcasting Yearbooks—Wanted. Will pay \$20 each for 1966-67-69-70 Yearbooks. Send name, address, and year of book to Eric Hauenstein, P.O. Box 4227, Mesa, AZ 85201.

Audition tape copies, \$3 each. Daney, 59A Larch, Carteret, NJ 07008.

Extra profits, new accounts and bigger orders with "Forgotten Moments."® Tales of yesterday making profits for radio stations today. Sounds great. Sells great. Write for audition. Advance Media, 4250 Marine Drive, Chicago, IL 60613.

The National Rag is here! Yo ho ho and a bottle of rum. Soften your brain twice weekly with great material. Send for free sampler. Stu Bulman, 5500 Friendship Blvd., Apt. 2319N, Chevy Chase, MD 20015.

Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog... everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy, and more! Write: Command, Box 26348, San Francisco, CA 94126.

Biographies on hundreds of rock groups. Free samples. Write Rock Bio's Unltd., Box 978, Beloit, WI 53511.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d. I.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

Instruction Continued

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.

Ne: Ieltion, 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 June 10, July 15, August 26. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401; phone 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East 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, 5620 N. Western.

Elkins in San Antonio*, 503 S. Main.

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

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 June 17, 1974. For information call or write Don Martin School of Communication, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

FCC license the right way, through understanding, at a price you can afford. Home study. Free catalog. G11, 5540 Hollywood, Hollywood, CA 90028.

First Phone through cassette recorded lessons at home, also reels, plus one week personal instruction in Atlanta, Boston, Detroit, Washington, St. Paul, Seattle, Los Angeles. Training, Bob Johnson Radio License, 1060D Duncan, Manhattan Beach, CA 90266. Telephone 213-379-4461.

RADIO

Help Wanted Management

Major group broadcaster is completely separating AM and FM operations September 1. We're short on executive talent and several management positions must be filled from outside the company in both divisions, General Managers, Sales Managers, Program Directors and Salespeople interested in a new challenge and greater financial opportunity, please send confidential resume to:

Box E-122, BROADCASTING

Equal Opportunity Employer

Growing FM Station in Upper Midwest Market of 125,000, seeks dynamic, creative young individual who has background in programming and sales to bring station from Middle to TOP of Market. Must be effective Salesperson, believe in future of FM. \$15,000+ for first year, unlimited potential/opportunity for ownership in future with your organization. Send complete resume, be prepared for in-person interview, to:

Box E-150, BROADCASTING

Help Wanted Management Continued

Excellent opportunity with solid group, managing 5000 watt fulltime AM. 9,700 ERP FM in Erie, Pennsylvania. Applicants must be sales oriented with a good track record. Send resume immediately to:

Simon Goldman

P.O. Box 1139

Jamestown, N.Y. 14701

Help Wanted Sales

SALES REPRESENTATIVES MEN OR WOMEN SYNDICATED RADIO FEATURES & PROGRAMS

We're looking for several representatives (men or women) to live and work in the Northeast, Southeast and Southwest territorial areas. We want self-starting individuals, capable of working independently and aggressively to represent our successful 10 year old company.

We produce and market the widest selection of top-quality syndicated radio features and programs to radio stations, advertisers and advertising agencies throughout the U.S., Canada and Australia.

Excellent opportunity for earnings of \$15,000 to \$20,000 plus per year, also a per diem expense plan. Requires 4-5 days travel per week. Must have car. Broadcast sales experience preferred. Send complete resume to President,

Box E-117, BROADCASTING

Help Wanted Technical

Clean Midwest AM and Brand-new automated Stereo FM needs Chief immediately!! Excellent salary and fringe benefits—New Test Equipment! Call:

Lawrence Waskosky
General Manager

KATW/KCPI-FM

Albert Lea, MN
507—373-2338

Equal Opportunity Employer

MUTUAL BROADCASTING SYSTEM

The world's largest radio network has opportunities for professional engineers experienced in production, board work and remotes, who want to work where audio is appreciated. Interview required after receipt of resume and picture by:

T. SKELTON, C.E.
Mutual Broadcasting System
918 16th Street, N.W.
Washington, D.C. 20006
No Phone Calls Accepted

Situations Wanted Management

RADIO IS IN MY BLOOD

Administrative VP for top NYC ad agency. Left major Radio rep. firm but I want to get back into RADIO as your GM. Electrical Engineer with Management degree. First Phone. Heavy on FCC R&R. Creative Sales with track record. 12 years experience. Let's talk about your bottom line.

Box E-77, BROADCASTING

Situations Wanted Management Continued

GENERAL MANAGER

Large market General Manager needs greater challenge and financial opportunity. Doubled gross in top ten market station in three years to \$2,000,000. Married, mid-30's, well-educated and willing to relocate anywhere for \$40,000 plus with right company.

Box E-123, BROADCASTING

Situations Wanted Announcers

TALK!

I knocked 'em dead in four Top 30 markets. One paper called me a "talk show genius." If interested in trading your demo for a \$2.9, hire me fast. Radio/Major Markets Only.

Box E-28, BROADCASTING

Number one rated personality in major market seeks to relocate on West coast. Very creative with good track record and top industry references. Above all, productive, steady and reliable.

Box E-83, BROADCASTING

Situations Wanted News

NEWS CORRESPONDENT

Nine years network correspondent-producer. Wire service experience. Foreign correspondent. Investigative reporting. Commentator. Desires position in news or major market. Heavy Washington experience.

Box E-169, BROADCASTING

TELEVISION

Help Wanted Management

VP/CONTROLLER

New York based communications company needs chief financial officer. \$50,000 salary plus outstanding exec package. Send resume in confidence to President:

Box E-127, BROADCASTING

Business Manager

Group-owned radio and TV station. Strong accounting background and ability to communicate necessary. Good growth potential with excellent salary and benefits. Send resume to:

Box E-197, BROADCASTING

Help Wanted Technical

Director of Engineering

Major West Coast network affiliate—32K to 36K—depending on credentials. References not checked without your permission. Send resume to:

Box E-196, BROADCASTING

Miscellaneous

HAVE READY BUYERS

for
TV's—AM's—FM's
& CATV's

Principals Only

Box E-96, Broadcasting

2 Key Sales Positions In TV Broadcast Equipment

Gates Radio, a leading producer of TV and Radio Broadcast Equipment, offers career opportunities to professionals who are ready to assume responsibilities in these areas:

MANAGER/HEADQUARTERS SALES

This position involves working for our Sales Support and Headquarters Management. You will support field salesmen as well as manage the sales support personnel in the Quincy Office. You must have a record of strong sales experience with good technical background in TV equipment. An applicable degree preferred and up to 10 years experience including TV station experience and direct TV broadcast equipment sales with some management responsibility preferred.

GATES DIVISION TOM BEDFORD, Employment Supervisor
HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.
An Equal Opportunity Employer M/F

TV RF SALES SPECIALIST

This position, headquartered in Quincy, requires technical sales support in TV RF products and their application to TV broadcasting. You must be qualified in TV station engineering or broadcast manufacturing with RF products and some sales experience needed.

Salaries commensurate with experience, full company benefits, including hospitalization & life insurance, plus paid relocation expenses. Send resume and salary history in confidence to:

For Sale Stations Continued

Radio Station For Sale

Mountain States daytime facility, now grossing \$300,000 annually. Will take \$150,000 of payment in cash. Excellent Cash Flow. Principals only, no brokerage in price.

Box E-190, BROADCASTING

Southeast:

Fulltime AM in growing medium market. Priced at 7 times operating profit. \$900,000 cash including good real estate.

Box E-199, BROADCASTING

CLASS C FM— NEW ORLEANS

Exceptionally attractive price and terms to qualified buyer who can act quickly.

WIXO

c/o Advance Communications, Inc.
2622 Peterson Avenue
Chicago, Illinois 60659
(312) 761-1800

Situations Wanted Management

GENERAL MANAGER

General Sales Manager with outstanding track record, 4 years sales management in top 40 market. 32 rep experience, degree and ability to lead and motivate. Current position includes some station management duties; but I am ready to handle it all.

BOX E-124, BROADCASTING

TV SALES MANAGER

General sales manager in medium market ready for greater challenge. 3 years management experience, 30 years old, active in community. My record speaks for itself. Current income 29K.

Box E-125, BROADCASTING

Miscellaneous Continued

Sell your own safety or anti drug abuse campaigns. Complete instructions for telephone selling. Sales presentation that is proven to get results. Safety messages, anti drug abuse messages. All the tools you will need to sell your own campaigns. Why pay some outside organization 50% just to sell your customers? This will show you a profit after one week on the phone. For information Write: Advertising, P.O. Box 388, Park Ridge, IL 60068.

TV SLIDES: \$6

- PROGRAM TOPICS
- NEWS & WEATHER
- SPECIALTIES

SEND FOR COMPLETE LIST

BOB LEBAR FILMS 240 E. 55 ST. NYC 10022

You belong in

Broadcasting
The newsworthy of broadcasting and allied arts

For Sale Stations

Profitable AM/FM (Class C)

Good Southeastern growth market. Profit enables payout to qualified buyer. Principals only—\$600,000, including Studio/Tx site real estate.

BOX E-120, BROADCASTING

RADIO STATION

1 KW Daytimer on excellent low frequency in thriving Deep South community, rapid growth possibilities for experienced owner-operator. Financing available to responsible parties.

Box E-166, BROADCASTING

NEW YORK CITY SUBURBAN DAYTIME

RADIO STATION

Highly profitable, early sign-on, priced at 8 times annual cash flow—\$1,425,000.

Liberal terms to a qualified buyer.

Box E-176, BROADCASTING



SOVRAN
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SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

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Brokers, Consultants & Appraisers
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Contact: William L. Walker
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Phone 816-259-2544

FL	Medium	Fulltime	230M	SOLD	MW	Small	AM & FM	237M	SOLD
SOUTH	Metro	Fulltime	800M	Nego	NY	Metro	Profitable	350M	29%
WEST	Metro	Fulltime	650M	Nego	MW	Major	Daytime	550M	Cash



CHAPMAN ASSOCIATES®

business brokerage service

Atlanta—Chicago—Detroit—Dallas
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

For Sale Stations Continued

FAR NORTHWEST: 1 KW non-directional daytimer with 500 watt PSA and Class C FM in 100-150 market rank. Distress dictates low \$190,000 price and \$75,000 cash down.

Bill Exline
WILLIAM A. EXLINE, INC.
 31 Carroll Court
 San Rafael, California 94903
 (415) 479-0717

NEW ENGLAND

1. No. 1 rated station in multiple station market, asking \$500,000., billing \$235,000. real estate.

2. Excellent fulltime station, \$250,000.

Only financially qualified buyers solicited
 All replies considered confidential.
 Harold H. Segal, Station Brokers
 495 Walnut Street, Newtonville, Mass. 02160

Super Potential—10,000 Watt—3.5 Million population. Regional Southwest Daytime—New Studios, valuable real estate—Stable, \$220,000 to \$250,000 annual gross over last 7 years. \$1.2 million radio sales in market—3 AM competition: \$525,000. Profitable Stereo FM also available on Class C Channel. No brokers, please. A. J. Dill, P.O. Box 642, Grapevine, Texas 76051

BUYERS

What's in a price? The "price" you pay for a broadcast property may be less important than the way it is paid. A "good buy" is not based on price alone. A "good buy" fits your needs and your ability. Results in a profitable investment for you. Our personal interest in you and your individual needs will help you find and acquire the property you want. That's why we're America's fastest growing media brokerage firm. Get in touch. (This is where the action is!)

New England:
 AM in attractive single-station market. \$425M with 29% down and long payout.

FM in northern area. Profitable. Includes real estate. 29% down with balance over 8 years at 8% . . . \$140M.

Southern N.E. AM in medium market. Fine growth opportunity. Asking \$250M with 29% down payment.

Mid-Atlantic:
 FM in very attractive fast-growing market. A fine operation going upwards. Well-equipped, and real estate is included. Buy for under \$400M. Cash preferred.

Contact our Elmira office, or Bob Kimmel in Vermont at (802) 524-5963.



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

Exclusive!

Special Offering

AM-FM-TV

Non-broadcast owner must sell immediately. Properties include a fulltime AM, 50kw FM, and 100% color-equipped network TV. Physical assets total nearly \$1.5MM for these operating properties. Mid-Atlantic market is in top 75 with \$5MM in broadcast revenues. Asking price is \$2MM complete. Negotiable to buyer with \$750M cash capability.

This is an outstanding opportunity for the buyer who can move promptly. We'll give you full details. Call Mr. Horton or Mr. Kozacko in Elmira, or Mr. Kimmel at (802) 524-5963.



Brokers & Consultants
 to the
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THE KEITH W. HORTON COMPANY, INC.
 200 William Street • Elmira, New York 14902
 P.O. Box 948 • (607) 733-7138

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 telephone 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.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

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 other \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Kaiser hands the baton to a front-runner who never settles for second place

Don Curran got his first glimpse of his future when he was a teen-ager on the hot and dusty grounds of the Oklahoma State Fair. He saw an RCA demonstration of TV, and he's never forgotten the jolt it gave him. He admits he was hooked then. He still is. To Mr. Curran, who on May 1 became president of Kaiser Broadcasting Co., broadcasting is still the best game in town. It has excitement and challenge, he says, and that is for him. Certainly, in taking over a group of UHF television stations and leaving the safer confines of network management, Mr. Curran is taking on excitement and challenge. Particularly when former Kaiser President Richard C. Block remains as a senior vice president, with specified duties in government and industry relations and program development.

Kaiser Broadcasting, which is principally owned by Kaiser Industries (with Field Communications Corp. owning 22.5%), had revenues of \$22 million and a loss of close to \$775,000 in 1973. This compares to revenues of \$18.5 million and a loss of \$906,000 in 1972. It owns six UHF independent TV stations: WFLD-TV Chicago, KBHK-TV San Francisco, WKBG-TV Cambridge-Boston, Mass., WKBS-TV Burlington, N.J.-Philadelphia, WKBD-TV Detroit and WKBF-TV Cleveland. A seventh, KBSC-TV Corona, Calif., is being sold to a pay TV firm.

Mr. Curran's plans for Kaiser are aimed at "turning the corner" late this year, or at the latest, early next year. And his game plan is four-fold: a local merchandising plan; heavy use of Kaiser's own spot sales organization; closer coordination with cable TV systems—cable understandably makes the U tag of Kaiser stations academic—and heavier educational promotion about UHF for the public. Young people, he said the other day, don't mind learning how to tune and receive UHF; the oldsters seem afraid of trying something new.

At the same time, Mr. Curran makes no bones about his hope to make Kaiser a "full service broadcasting company." In his lexicon this means that Kaiser is not necessarily wedded forever to UHF, or to nothing but TV; radio certainly is part of a full broadcasting service. That last is imbedded deeply within him, for it was in radio that he made his mark initially, at KNOR(AM) Norman, while he was attending the University of Oklahoma there; at KOMA(AM) Oklahoma City, his home town, and then as general manager of KGO(AM) San Francisco and WABC(AM) New York, as well as director of promotion and publicity for ABC's radio stations. TV was not far away either; at an early age he was the Pine



Donnelly Brown Curran—president, Kaiser Broadcasting Co. b. May 25, 1929, Oklahoma City. University of Oklahoma, radio-TV major, 1947-53 (spent two years in U.S. Air Force during this time). Worked at KNOR(AM) Norman, Okla., while attending college; then KOMA(AM) Oklahoma City, 1953-55; KATV(TV) Pine Bluff-Little Rock, Ark., 1955-57; promotion-publicity manager, KTVI(TV) St. Louis, 1957-61; director, promotion and publicity for ABC-owned radio stations, New York, 1961-62; director of advertising and promotion, ABC-owned TV stations, New York, 1962; VP-general manager, KGO(AM) San Francisco, 1962-67; VP-general manager, WABC(AM) New York, 1967-70; VP-general manager, KGO-TV San Francisco, 1970-72; VP-general manager, KABC-TV Los Angeles, 1972-74; named president, Kaiser Broadcasting Co., May 1, 1974; chairman, California Broadcasters Association; past president, Broadcasters Promotion Association; founder and first president, New York City Radio Broadcasters Association; m. Michaelia Maria O'Connell, Sept. 1, 1956; children—Carole, 16, Ann 15, Mark 14.

Bluff, Ark., manager of KATV(TV) Little Rock, Ark. In those days, he recalled recently, KATV was licensed to the Little Rock suburb of Pine Bluff, and the FCC required at least 51% of the programming to originate there. That was his job, he recalled, as well as being chief salesman for the station in Pine Bluff.

Many prove themselves through adversity, but Don Curran's route upward has been more or less unmarred. In fact, if past performance is any criterion, he was on the ABC corporation ladder much like others who are at the top of their networks, having served in New York, San Francisco, and, just before Mr. Curran moved to Kaiser, in Los Angeles. All of this came about, he confesses, because of his predilection for telling management exactly what he wanted to do. He follows this practice with his own staffers; they must tell him what they want to do.

Those who have worked with him mentioned two attributes almost simultaneously: The first is "personable," and indeed, with a bit of Erin on his pink, rounded face, that is true. The second is "great organizer," which also, according to his colleagues, is true. Then people start commenting that he's "very bright," meaning, it's explained, "you don't have to play it over again for him," and that he's "a pro," meaning "he rarely makes a bum decision." Again and again, former colleagues talk of his superb ability to hire good people and how he makes people feel part of his official family quickly. And of his candor: "He doesn't talk in riddles," they say.

In a sense he's archetypal; when he joined ABC as director of advertising and promotion for the network's radio stations, he was the first one in that job. He is considered the man who pulled the network's radio stations together as an entity, forcing corporate headquarters to acknowledge it had radio stations. When he first went out to San Francisco to run KGO radio, it was losing money and considered a weak sister to KGO-TV. "I was just young enough and uneducated enough," he said the other day, "to turn KGO around." When he took over KGO-TV later, it was in fourth place in the community. Within two years he made it the number-one station in the market, with the highest rated news team in the country.

How is a broadcast executive made these days? In Mr. Curran's case it was simple; after that eventful day at the fair, he took speech and radio drama courses in high school; he majored in radio and TV in college. "I recognized early," he reminisces, "that I did not have the talent for being on the air." Promotion, therefore, opened the path to break into management, "because," he comments, "the job requires knowledge of the entire station operation—sales, sales promotion, programming, production, community relations, public relations." sales follow.

Mr. Curran's stable philosophy was best reflected when he once described himself as one determined to "project the station beyond the bottom line to make it a moving force in the community." And he's also said: "Broadcasting has been good to me and I believe in giving back to the business."

But it's not all business; it's obvious that he's a family man and, possibly he has a sense of the soil. In fact, about five years ago, he bought a 60-acre vineyard in Sonoma county, 60 miles north of San Francisco, where he raises Zinfandel grapes and markets them through the local co-op. He makes some wine for himself, and he claims he has a truly superior '73 Zinfandel. He also is an amateur photographer, and, when time permits, a golfer and tennis player.

Editorials

Shameful

For months there has been the uneasy feeling that big things would explode in regard to Watergate and the broadcast media. They did last week. The *Washington Post* was the butt of a clear administration effort to punish that news organization through challenges to renewal of its two television station licenses in Florida.

Until the dramatic disclosure of the tapes of President Nixon's interchange with two aides on retaliation against the newspaper company through its TV renewals, the broadcast media had been drawn into the Watergate muck as news vehicles accused of biases against the administration, mainly charges against networks and their by-lined commentators.

Because of the principals named in the applications for the multi-million dollar facilities of the *Post's* WJXT(TV) Jacksonville and WPLG-TV Miami, it appeared obvious they were politically inspired. It was the *Post*, itself, in another of its clear scoops, that first published the taped interchange of the President with H.R. Haldeman and John Dean III suggesting reprisals through the renewal process.

It was sheer coincidence that the antitrust division of the Department of Justice last week filed its brief with the FCC on crossownerships, recommending that they be phased out over a five- to eight-year span. While the administration has never formally endorsed the ban on newspaper ownership of TV stations in the same market, former FCC Chairman Dean Burch, now counselor to the President, has been a foremost advocate.

If any further proof were needed that politics can be a brutal and unsavory way of life, these latest Nixon tape disclosures supply a new Exhibit A.

The President's observations, profanities included, as quoted elsewhere in this issue, constitute an ex-parte interference at its very worst. The Chief Executive, in effect, issued a mandate to his subordinates to take reprisals against legitimate, even superior, television licensees because their parent newspaper exercised its free press rights under the First Amendment.

Feast or famine

After several false starts, the administration has decided to fill the FCC's quota of seven commissioners with a package deal — one long-term renomination and two short-term designations. Question: Will the Senate buy the whole package?

Reappointment of Commissioner Robert E. Lee for a fourth seven-year term to begin July 1 is a forced reversal of GOP planning against one of its own. In the main, it was the robust bipartisan support from Capitol Hill that thwarted the plan to drop him in favor of a partisan who might be more "cooperative," to use the inside word.

Appointment of Abbott McConnell Washburn, former deputy director of the United States Information Agency and an experienced hand in international telecommunications with a formidable record of performance, must be regarded as nonpolitical and based on merit. Mr. Washburn, 59, would complete unexpired portion of H. Rex Lee's term, which has 13 months to go. He is regarded as reappointable.

It is the nomination of Glen O. Robinson, Minnesota law professor, who previously had been shot down because of his anticrossownership views, that could bring repercus-

sions. Professor Robinson was strongly backed by Mr. Burch, now a counselor to President Nixon, and Clay T. Whitehead, the about-to-depart director of the Office of Telecommunications Policy. An earlier Robinson bid was dropped last February following publication (*Broadcasting*, Feb. 25) of testimony before a House subcommittee wherein he opposed newspaper ownership of broadcast stations and of multiple television ownerships.

A mitigating circumstance may be the tenure: The nomination is only for remaining 25 months of the Burch term. Even assuming confirmation now, seven-year reappointment in 1976, a presidential election year, would be far less sure.

MCA: landmark and hallmark

Nobody loves a giant — unless, of course, he's jolly and green. MCA Inc. is not noted for either quality. Indeed, the company's demeanor is notably restrained, and its favorite color is black: the hue of its headquarters building and, conspicuously, the ink on its ledgers. It seems appropriate, however, on the occasion of that company's 50th anniversary, to record these verities.

No other company — other than the three networks — has approached MCA in creating television's abundance. Moreover, its executive echelon — led by Jules Stein and Lew Wasserman — has repeatedly demonstrated a corporate courage to pioneer. When Hollywood was given up as lost, MCA moved in to revitalize it — not only making money in the process, but also creating such successes as "The Sting," a winner at the box office and Oscar winner as best picture of 1973. While others moaned that old movies were taking over television, MCA undertook to create made-for-TV movies — an innovation that has upgraded, not degraded, the medium's entertainment content. While most waited for their properties to run out of steam on the networks, MCA began to pre-sell series in station syndication, starting still another trend that not only is now accepted procedure but one that has helped stabilize the program marketplace. And now MCA is pioneering in hardware as well: its Disco-Vision is a leading contender in the chancy, still-embryonic field of TV-at-home devices.

A network executive once confided that if change were to occur in television programming, the MCA's of the world would be largely responsible — companies with the means, the muscle and the professionalism to bring it off. We've yet to find reason to say him nay.



Drawn for *Broadcasting* by Guy Welch

"Anything interesting on the cable tonight?"

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May 12, 1974

Dear Fellow Broadcasters:

For God's sake, somebody should come to the rescue of the President. In the beginning he was tried and convicted by the Press for masterminding the Watergate scandals. Now that the tape transcriptions have established his innocence in this area, no one remembers this injustice done to him. He is obviously the victim of the type of mob hysteria ordinarily present at a lynching with the public as a passive bystander.

Okay, so it appears that he conspired with his chief lieutenants at the outset on hearing about the unfortunate Watergate maneuver. Put yourself in his place. What would you have done to your loyal, dedicated administrators who got into trouble in the overall objective of getting you elected President? Regardless of what is going on in your mind, in conversations with them in such a situation, you would have to be conciliatory in the process of securing information. You certainly wouldn't know who was guilty of exactly what, or whether they were guilty at all at that stage. Obviously, it is going to take some court investigation to settle that. In the meanwhile, should you crucify your loyal friends who played a very important part in your life?

Okay, so you cursed a bit. You must have really been frustrated under the circumstances. What you said in your conversations may not have reflected what you really believe, but in dealing with your lieutenants you certainly had to be sympathetic and cooperative.

Obviously, you are a victim of a Political and Media sideshow involving many Democrats and some "look at me" Republicans who want to focus attention on themselves.

Fellow Broadcasters and Telecasters, I urge you to come out with at least one editorial in behalf of the President as I am going to do.

Respectively yours,

Bruce Hebenstreit

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(A Registered Democrat)
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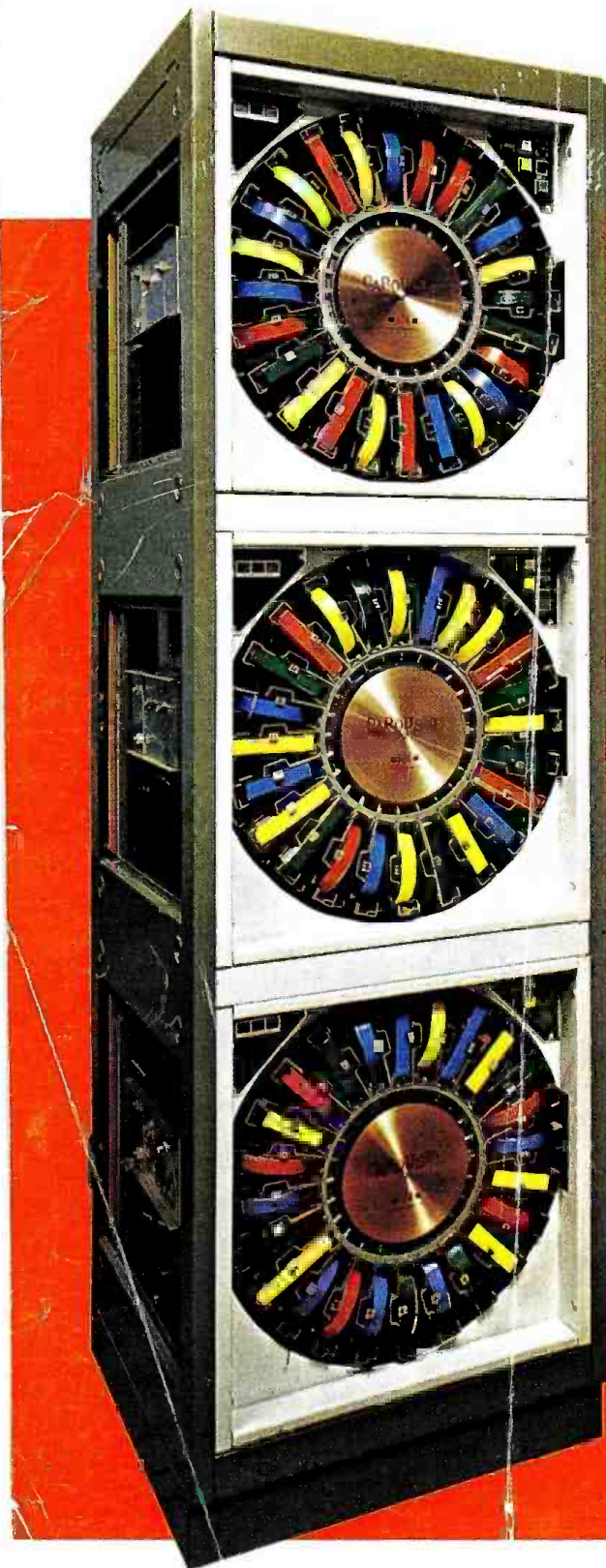
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